

WHYN-FM
Springfield, MA
Quarterly Issues/Programs List
Fourth Quarter, 2016
1/2/2017

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.

Awareness and Support of the work that Shriners Hospital in Springfield does with the two day Shriners Hospital Radiothon, featuring doctors and patients telling their stories of survival.

Discussion of current events, political/presidential, effect on youth and the next generation, etc.

Medical Marijuana Approved...Communities like Amherst and Northampton push for recreational use passage in November

Presidential Agenda- what is important to you

**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
Childrens Health	Zito and Kera	2016 Shriners Hospital Radio Thon	Various	10/20/2016, 5-9a	240 minutes
Childrens Health	Zito and Kera	2016 Shriners Hospital Radio Thon	Various	10/21/2016, 5-9a	240 minutes

ISSUE	PROGRAM / TITLE	DESCRIPTION AND GUEST	DATE/TIME	DURATION
<p align="center">GROWING WESTERN MASS BUSINESS</p>	<p align="center">THOM FOX- THE ENGINE</p>	<p>Samalid Hogan is the recently appointed Regional Director of the MSBDC (Massachusetts Small Business Development Center Western Regional Office). She has been helping to grow the WesternMA economy for years, and in her new role she is all set to take small business growth to the next level. Samalid joined me on <i>The Engine</i> to discuss how the SBDC helps small business owners and entrepreneurs with counseling and resources. If you're interested in growing your business, you'll want to hear what she has to say!</p>	<p align="center">10-2-2016 6a</p>	<p align="center">30M</p>

<p>THE CAR INDUSTRY CHANGING IN THE STATE AND THE COUNTRY BUT ALSO SURVIVING</p>	<p>THOM FOX- THE ENGINE</p>	<p>Carla Cosenzi joined me on <i>The Engine</i> to discuss the challenges of scaling a business, philanthropy, and the importance of motivating employees. Carla is the Co-Owner of TommyCar Auto Group, operating Country Nissan in Hadley, Country Hyundai in Northampton, Northampton Volkswagen in Northampton, and Patriot Buick and GMC in Charlton. Not only do her and her brother Thomas run a thriving business, they give back to the community and strive to keep success on the horizon.</p>	<p>10-9-2016 6a</p>	<p>30M</p>
<p>HOW TO MAKE A NAME TRANSLATE INTO A BOTTOM LINE PROFIT</p>	<p>THOM FOX- THE ENGINE</p>	<p>We all know networking adds to the bottom-line; however, it can be challenging to quantify the magnitude relationships have on revenue. Well, not any more. Name Net Worth is a Networking Consulting firm who has developed an app to track the ROI of your time in relation to professional networking. Pam Thornton, Chief Operating Officer of Name Net Worth, joined me recently to discuss her firm, the app, and the startup's journey through Valley Venture Mentors.</p>	<p>10-16-2016- 6a</p>	<p>30M</p>

<p>MENTORING IDEAS INTO REAL PROFITABLE BUSINESSES</p>	<p>THOM FOX- THE ENGINE</p>	<p>Farid Kheloco is the Executive Director of SPARK:Holyoke, a program helping the everyday entrepreneur; the guys and gals amongst us that have an idea but don't know how to get it off the ground. SPARK:Holyoke is an offering of the Greater Holyoke Chamber utilizing the Live, Learn and Launch curriculum to encourage entrepreneurs and small business start-ups to educate themselves and act on their dreams. Farid discusses his work, as well as the resources and relationships fueling the local Entrepreneurial Renaissance.</p>	<p>10-23-2016-6a</p>	<p>30M</p>
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<p style="text-align: center;">MANUFACTURING GROWING THROUGHOUT WESTERN MASS AND IT IS A HIDDEN GEM---WHY AND WHERE IS IT GOING</p>	<p style="text-align: center;">THOM FOX- THE ENGINE</p>	<p>Valley Venture Mentors Chief Innovation Officer Paul Silva joined me to discuss their new Manufacturing Accelerator Program. VVM has been bringing startups, early stage enterprises, and mentors together at programs and events designed to facilitate entrepreneurship and collisions since 2011. Recently, they received funding from MassDevelopment to create the Massachusetts Manufacturing Accelerator (Mass MAC), an executive training program for manufacturers. The grant will fund the first of a three-year pilot program for Mass MAC, which will deliver intensive and immersive boot-camp style training sessions to advanced manufacturers over several months to help them identify new revenue streams and connect them with new industries and customers.</p>	<p style="text-align: center;">10-30-2016 6a</p>	<p style="text-align: center;">30M</p>
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<p style="text-align: center;">INNER CITIES AS INVESTMENT OPPORTUNITYS--GATEWAY CITY...WHAT IS IT AND WHY IT IS IMPORTANT TO THE LOCAL ECONOMY</p>	<p style="text-align: center;">THOM FOX- THE ENGINE</p>	<p>There are plenty of American cities experiencing a revitalization, and WesternMA has its fair share of ‘em. In order for all that activity to occur, municipalities need a foundation to accommodate growth. Aaron Vega is the State Representative from Holyoke and he joined me on <i>The Engine</i> to examine what Government can do to promote entrepreneurship. We also discussed some fantastic local initiatives, such as Spark and Valley Venture Mentors, and of course, Holyoke!</p>	<p style="text-align: center;">11-6--2016 6a</p>	<p style="text-align: center;">30M</p>
<p>Jay Minkarah, President and CEO of Develop Springfield, a nonprofit development corporation stimulating revitalization and economic development within the city of Springfield.</p>	<p style="text-align: center;">THOM FOX- THE ENGINE</p>	<p>By fostering urban development, Develop Springfield works to strengthen the City’s economy and improve residents’ quality of life. We talk about Springfield’s past, present, and the bright future ahead.</p>	<p style="text-align: center;">11/13/2016 -6a</p>	<p style="text-align: center;">30M</p>

<p><u>PR PRO ANDREA OBSTON HAS SOME GOLD MEDAL ADVICE FOR RYAN LOCHTE</u></p>	<p>THOM FOX- THE ENGINE</p>	<p>t's always a treat to have Andrea on the show, this episode especially. As the Olympics were winding down, the Public Relations world was ablaze by the actions of Ryan Lochte. Andrea has been in the Reputation Management business for years, and she had some great insights and advice for the Olympian (and others who get caught with their hands in the cookie jar.) If your brand is about to blow-up (either positively or negatively) you'll want to chat with the folks at Andrea Obston Marketing Communications. As you can tell, they know their stuff!</p>	<p>11/20/2016-6a</p>	<p>30M</p>
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<p>MENTORING IDEAS AND THE PEOPLE IT TAKES TO MAKE AN IDEA INTO SOMETHING THAT IS PRAMATIC FOR THE STATE</p>	<p>THOM FOX- THE ENGINE</p>	<p>Shaimoom Newaz is the Founder of Kanguru, a platform seeking to redefine mentorship, foster collaboration, and enrich learning in a modern app environment. Through Kanguru, mentees can find tech experts, entrepreneurs, and aspiring professionals and connect with them on topics like WordPress, UX Design, and Startups. Shaimoom gives us a deep-dive into modern mentorship, and what Kanguru strives to achieve in the marketplace.</p>	<p>11/27-2016-6a</p>	<p>30M</p>
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<p>TEENS USING NEGATIVE LIFE FACTORS AND TURNING THEM INTO SOMETHING POSITIVE</p>	<p>THOM FOX- THE ENGINE</p>	<p>Stefan Davis is the host of "Against All Odds," which features teens talking about their life experiences from homelessness to abuse, poverty, academic struggles and more. Stefan is an English and History teacher in Springfield, and the show is an extension of the work he does in the classroom. The show also features guests including teachers, mental health professionals and local leaders to touch on the issues that will be discussed by Davis and the young people on the program. In this interview he shares what inspired him to develop "Against All Odds" and his vision for the shows future.</p>	<p>12/4//2016-6a</p>	<p>30M</p>
<p>JAY MINKARAH DISCUSSES DEVELOPSRINGFIELD'S INNOVATIVE PLANS FOR SPRINGFIELD</p> <p>(rerun)</p>	<p>THOM FOX- THE ENGINE</p>	<p>By fostering urban development, Develop Springfield works to strengthen the City's economy and improve residents' quality of life. We talk about Springfield's past, present, and the bright future ahead.</p>	<p>12/11/2016-6a</p>	<p>30M</p>

<p style="text-align: center;">MANUFACTURING GROWING THROUGHOUT WESTERN MASS AND IT IS A HIDDEN GEM---WHY AND WHERE IS IT GOING</p>	<p style="text-align: center;">THOM FOX- THE ENGINE</p>	<p>Valley Venture Mentors Chief Innovation Officer Paul Silva joined me to discuss their new Manufacturing Accelerator Program. VVM has been bringing startups, early stage enterprises, and mentors together at programs and events designed to facilitate entrepreneurship and collisions since 2011. Recently, they received funding from MassDevelopment to create the Massachusetts Manufacturing Accelerator (Mass MAC), an executive training program for manufacturers. The grant will fund the first of a three-year pilot program for Mass MAC, which will deliver intensive and immersive boot-camp style training sessions to advanced manufacturers over several months to help them identify new revenue streams and connect them with new industries and customers.</p>	<p>12-18-2016- -6a</p>	<p style="text-align: center;">30M</p>
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<p>MENTORING IDEAS AND THE PEOPLE IT TAKES TO MAKE AN IDEA INTO SOMETHING THAT IS PRAMATIC FOR THE STATE</p>	<p>THOM FOX- THE ENGINE</p>	<p>Shaimoom Newaz is the Founder of Kanguru, a platform seeking to redefine mentorship, foster collaboration, and enrich learning in a modern app environment. Through Kanguru, mentees can find tech experts, entrepreneurs, and aspiring professionals and connect with them on topics like WordPress, UX Design, and Startups. Shaimoom gives us a deep-dive into modern mentorship, and what Kanguru strives to achieve in the marketplace.</p>	<p>12/25/2016-6a</p>	<p>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.

There are no syndicated public affairs programs on this station.

**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
----- AFFORDABLE HOUSING	Applied Mortgage Services PSA	000:16	024
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	006
HEALTH AND FITNESS	iHEART RED	000:31	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	006
VOTING	ROCK THE VOTE	000:27	001
VOTING	ROCK THE VOTE	000:30	009
VOTING	ROCK THE VOTE	000:31	004