

WHYN-FM
Springfield, MA
Quarterly Issues/Programs List
Third Quarter, 2017
10/1/2017

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.

++++ Promotion of blood drives, fund raisers and other activities in association with natural disasters in Texas, Florida and Puerto Rico.

++++ Promotion of various public safety events by Police in Springfield and in Holyoke related to back to school safety for kids.

++++ Continuing coverage of implementation of new marijuana laws in the state to insure the public safety.

**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 AND GUEST	DATE/TIME	DURATION
SENIOR LIVING/ FAMILY LIVING/ ELDER LIVING	THE ENGINE – THOM FOX	Suzanne McElroy Builds Upon Her Passion for In-Home Senior Care Suzanne opened the Springfield, MA branch of Home Instead Senior Care after spending several years caring for her grandmother and great-aunt, and realizing in-home senior care services was, indeed, a calling for her. Suzanne discusses how she came to the realization she wanted to build her own business, and why she chose the franchise model.	7.2.2017 6A	30M
SALESMANSHIP, CREATING BUSINESS, THE ECONOMY	THE ENGINE – THOM FOX	Evan Choquette on AnyCafe's Journey from Dorm Room to Store Shelves Evan Choquette and his cofounders are like most contemporary entrepreneurs – they had an idea, slapped together a prototype, and made a run at bringing it to market. What's different is their approach. They have come	7.9.2017 6A	30M

		<p>from Western New England University and ran the gauntlet of 3Day Startup, went through the Valley Venture Mentors Accelerator program, and showcased their product on Kickstarter. Now, they are in talks to have the AnyCafé Travel Brewer® on store shelves late 2017 / early 2018. We discuss went into making their idea a reality.</p>		
<p>WOMEN'S ISSUES. SOCIAL ISSUES. WOMENS LEADERSHIP</p>	<p>THE ENGINE – THOM FOX</p>	<p>Ellen Moorhouse On the Women's Fund's Role in Creating Paths to Leadership Ellen Moorhouse is the Program Manager for The Women's Fund of Western Massachusetts; responsible for implementing and coordinating all aspects of the Fund's grant and leadership programs, including the Leadership Institute for Political and Public Impact (LIPPI), and other initiatives that promote the strengths of women and girls. Ellen joined me to discuss the Fund's move to Downtown Springfield, and its programs, including the Young Women's Initiative (YWI) Springfield Partnership, a national, multi-sector, three-year pilot program focused on driving long-term prosperity for young women in the city of Springfield.</p>	<p>7.16.2017 6A</p>	<p>30M</p>
<p>HEALTH AND FITNESS BUSINESS</p>	<p>THE ENGINE – THOM FOX</p>	<p>Bill Kenney Has Got You Covered from Scale to Sale Serial entrepreneur (and awesome dude) Bill Kenney joined <i>The Engine</i> to discuss his ventures, Test My Pitch and MEET. Test My Pitch is a community of entrepreneurs and business professionals who create, share, and offer feedback on each other's idea pitches and self-introductions (I'm a big fan of the platform). His second business is MEET, which helps high-growth companies enter new markets, drive return-on-investment, and scale quickly through trade shows – very cool concept. So, pour yourself a beverage and enjoy our interview.</p>	<p>7.23.2017 6A</p>	<p>30M</p>
<p>THE INFRASTRUCTURE AND LONG TERM STABILITY OF NON PROFITS IN A CHANGING WORLD</p>	<p>THE ENGINE – THOM FOX</p>	<p>Bonnie Katusich, Director of Operations at Willie Ross School for the Deaf, to discuss the organization's goal of providing intellectual, social, and emotional growth for those they serve. The Willie Ross School provides deaf and hard-of-hearing students access to comprehensive, evidence-based education and support services in the classroom and in the greater community. We discuss nonprofit infrastructure, outreach, and driving your Mission home! Of course, we chat up the great work going on over at Willie Ross as well.</p>	<p>7.30.2017 6A</p>	<p>30M</p>
<p>SENIOR HEALTH CARE, THE SENIOR ECONOMY</p>	<p>THE ENGINE – THOM FOX</p>	<p>you can tell when someone LOVES what they do, and it is evident Suzanne McElroy is passionate about her business. Suzanne opened the Springfield, MA branch of Home Instead Senior Care after spending several years caring for her grandmother and great-aunt, and realizing in-home senior care services was, indeed, a calling for</p>	<p>8.6.2017 – 6a</p>	<p>30M</p>

		her. Suzanne discusses how she came to the realization she wanted to build her own business, and why she chose the franchise model.		
PTSD— WORKPLACE PRESSURES	THE ENGINE – THOM FOX	Michael Chunya joined me to discuss Post-Traumatic Stress Disorder, and his upcoming anger management course. Michael is a Psychotherapist at River Valley Counseling Center in Holyoke. As you'll hear, he's dedicated to helping men come to terms with some complicated issues. We discuss the healthy expression of emotion as it relates to life and work and the impact of PTSD.	8.13.2017 – 6a	30M
COMING UP WITH IDEAS AND PITCHING THEM PROPERLY IN THE WORKPLACE.	THE ENGINE – THOM FOX	Serial entrepreneur Bill Kenney joined <i>The Engine</i> to discuss his ventures, Test My Pitch and MEET. Test My Pitch is a community of entrepreneurs and business professionals who create, share, and offer feedback on each other's idea pitches and self-introductions (I'm a big fan of the platform). His second business is MEET , which helps high-growth companies enter new markets, drive return-on-investment, and scale quickly through trade shows – very cool concept. So, pour yourself a beverage and enjoy our interview.	8.20.2017 – 6a	30M
SENIOR HEALTH CARE, THE SENIOR ECONOMY	THE ENGINE – THOM FOX	you can tell when someone LOVES what they do, and it is evident Suzanne McElroy is passionate about her business. Suzanne opened the Springfield, MA branch of Home Instead Senior Care after spending several years caring for her grandmother and great-aunt, and realizing in-home senior care services was, indeed, a calling for her. Suzanne discusses how she came to the realization she wanted to build her own business, and why she chose the franchise model.	8.27.2017 6a	30M
WOMEN'S ISSUES. SOCIAL ISSUES. WOMENS LEADERSHIP	THE ENGINE – THOM FOX	Ellen Moorhouse On the Women's Fund's Role in Creating Paths to Leadership Ellen Moorhouse is the Program Manager for The Women's Fund of Western Massachusetts; responsible for implementing and coordinating all aspects of the Fund's grant and leadership programs, including the Leadership Institute for Political and Public Impact (LIPPI), and other initiatives that promote the strengths of women and girls. Ellen joined me to discuss the Fund's move to Downtown Springfield, and its programs, including the Young Women's Initiative (YWI) Springfield Partnership, a national, multi-sector, three-year pilot program focused on driving long-term prosperity for young women in the city of Springfield.	9.3.2017 6a	30M
	THE ENGINE – THOM FOX		9.10.2017 6a	30M
PTSD— WORKPLACE PRESSURES	THE ENGINE – THOM FOX	Michael Chunya joined me to discuss Post-Traumatic Stress Disorder, and his upcoming anger management course. Michael is a Psychotherapist at River Valley Counseling Center in	9,17. 2017 6a	30M

		Holyoke. As you'll hear, he's dedicated to helping men come to terms with some complicated issues. We discuss the healthy expression of emotion as it relates to life and work and the impact of PTSD. Information about his course is available by calling (413) 540-1234.		
EDUCATION, DEVELOPING A PHILANTHROPIC COMMUNITY	THE ENGINE – THOM FOX	Dr. Ramon Torrecilha is Westfield State University 's 20th president. He is committed to increasing student enrollment and retention, reshaping Westfield State's narrative and presence in the community, and developing a culture of philanthropy to yield consistent and lasting dividends to the university. We discuss his vision for the university, including 'The Westfield State Experience' which re-conceptualizes higher education and life after graduation. The Experience helps students connect with their ideal career path through understanding, reflection, service learning, and successfully transitioning to the workforce or graduate school.	9.24.2017 6a	30M

(This station aired no local issues programming during the quarter in question.)

**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 Fundraiser	Clear Channel Comm Boys and Girls Club Golf PSA	000:16	030
----- Community Fundraiser	Sweet Ideas PSA	000:32	087

ARTS	UNDERSTOOD.ORG	000:30	011
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	004
EDUCATION	NATIONAL SUMMER LEARNING	000:30	008
HEALTH AND FITNESS	SAVE THE MALES	000:30	006
PEACE	PEACE IN THE STREETS	000:31	008