

WHYN-FM  
Springfield, MA  
Quarterly Issues/Programs List  
Second Quarter, 2015  
07/01/2015

WHYN-FM  
Quarterly Issues/Programs List

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

++ EMPLOYMENT - Experts from various organizations in the Pioneer Valley discussed the importance of proper training specific to men and women looking to gain employment and empowerment in the workplace

++ EDUCATION - Innovations being made at current schools and discussions about new schools being built in the area

++ COMMUNITY - Leaders from different community organizations addressed current issues between the police force and the citizens of Springfield

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**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.

+ WHYN-FM partnered with a local non-profit called UNIFY on an anti-bullying campaign from April 1-30. The promotion consisted of on-air interviews with the WHYN-FM morning show, and participation in their Fashion Show fundraising event on April 30<sup>th</sup> at the Log Cabin in Springfield. Morning show host Kera Burke was live on site to support her daughter, who was also participating in the event.

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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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
INSTITUTIONAL GIVING	THE ENGINE W/ THOM FOX	Edward Nunez from Freedom Credit Union joins The Engine to discuss the charitable works of the institution. Ed and I examine the need for financial literacy, as well as supporting young professionals in our community.	4/5/2015-6:00A	22M
MENTORING, EDUCATION	THE ENGINE W/ THOM FOX	Erika Zekos, the Special Events Coordinator, of Valley Venture Mentors joins me to discuss their upcoming Accelerator Awards on April 30. This is an event you'll not want to miss. There will be hundreds of people, dozens of startups, investors from around New England, and \$250,000 in prize money handed out! In the 60 days since entering the program VVM startups have raised hundreds of thousands in funding and generated hundreds of thousands in sales! This is the culmination of years of work by hundreds of people to once again make the Valley a fertile place for entrepreneurs.	4/12/2015-6:00A	22M
BUILDING HOMES FOR THE NEEDY AND HOMELESS	THE ENGINE W/ THOM FOX	Jack Toner, chairman for Habitat for Humanity's Men Can Cook fundraiser. Habitat for Humanity is a housing organization dedicated to strengthening communities by empowering low income families about homeownership. The annual fundraiser brings together business professionals for a night of networking and food.	4/19/2015-6:00A	22M

<p><b>SOCIAL EMOTIONS, CHILDREN AND EDUCATION</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>Ayanna Crawford is a business consultant and philanthropist. Ayanna has worked as an academic intervention teacher for social emotional children, and is a guest lecturer on the best practices for literacy development in urban schools. Ayanna discusses her efforts to empower the youth of Springfield to own their futures.</p>	<p><b>4/26/2015-6:00A</b></p>	<p>22M</p>
<p>INSTITUTIONAL GIVING</p>	<p>THE ENGINE W/ THOM FOX</p>	<p><b>(RERUN)</b> Edward Nunez from Freedom Credit Union joins The Engine to discuss the charitable works of the institution. Ed and I examine the need for financial literacy, as well as supporting young professionals in our community.</p>	<p><b>5/3/2015-6:00A</b></p>	<p>22M</p>
<p><b>SOCIAL EMOTIONS, CHILDREN AND EDUCATION</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>Ayanna Crawford (RERUN) Ayanna Crawford is a business consultant and philanthropist. Ayanna has worked as an academic intervention teacher for social emotional children, and is a guest lecturer on the best practices for literacy development in urban schools. Ayanna discusses her efforts to empower the youth of Springfield to own their futures.</p>	<p><b>5/10/2015-6:00A</b></p>	<p>22M</p>
<p><b>PUBLIC INTEREST, COMMUNITY EVENT</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>Tom Kielbania joined me to chat about the 'K-Fest' (or Kielbasa Fest). In 2015, he is taking the celebration of Kielbasa, Polka music, and all things Chicopee to new heights. In this interview, Tom shares what he has in store for this year's 5-day Kielbasa celebration. K-Fest is Memorial Day Weekend, May 21-25, 2015.</p>	<p><b>5/17/2015-6:00A</b></p>	<p>22M</p>

<p><b>HEALTHCARE , DEVELOPMENT</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>In this episode of The Engine I interview Christian Lagier, Managing Director of TechSpring. TechSpring is a community of innovators developing, piloting and proving digital health products in a real healthcare environment. Christian has witnessed entrepreneurship all over the world, including a stint in Silicon Valley. We discuss why Baystate Health started this innovation center in Springfield, MA, and what it means for startups doing business with the healthcare industry.</p>	<p><b>5/24//2015- 6:00A</b></p>	<p>22M</p>
<p><b>PROFESSIONAL EDUCATIONAL AND MENTORING OF BUSINESS</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>The Breakfast Club Networking Groups are made up of professional networkers growing business through relationship-based referrals. Sounds like BNI, but with some major differences. One of the more intriguing benefits is connecting professionals up and down the MA/CT Knowledge Corridor. I interview Melissa Bochet, Owner &amp; Facilitator of The Breakfast Club, and Doug Foresta, Coach and facilitator of the West Springfield Breakfast Club. They tell us all about the newest WesternMA chapter forming June 2015.</p>	<p><b>5/31/2015- 6:00A</b></p>	<p>22M</p>

<p><b>PSYCHOLOGY, GOAL SETTING ETC</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>Izzy Gesell is an "organizational alchemist" who helps individuals and organizations transform their thinking from commonplace to extraordinary. Through his keynotes, trainings, coaching, and facilitated sessions, Izzy offers imaginative, intuitive and immediately useful insights and programs. He joined me to discuss the similarities between improv theater and business. His insights will have you rethinking the way you do business.</p>	<p><b>6/7//2015-6:00A</b></p>	<p>22M</p>
<p><b>THE ECONOMY- CASH MANAGEMENT</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>Werner Maiwald of Renaissance Advisory Services joined me on The Engine to discuss retirement planning. This is not your grandfather's stock market, and how you manage your cash can make all the difference when it comes to your golden years. Werner shares his experiences and insights in this interview.</p>	<p><b>6/14/2015-6:00A</b></p>	<p>22M</p>
<p><b>CREATING NEW BUSINESSES, IDEAS</b></p>	<p>THE ENGINE W/ THOM FOX</p>	<p>Stephen Brand is the President and Chief Imagination Officer of the New Enterprise Factory, which is a consulting agency specializing in new venture and revenue strategy. Stephen's work focuses on turning organizational strengths and assets into new revenue streams. He's worked with universities, Fortune 100 companies, and even the folks that made the Muppets. In this interview, Stephen shares his experiences on how the world of startups has evolved, and what entrepreneurs can do to scale their ventures.</p>	<p><b>6/21//2015-6:00A</b></p>	<p>22M</p>

<b>PREVENTING HOMELESSNESS</b>	THE ENGINE W/ THOM FOX	Gwen Burke from Friends of the Homeless joins me to discuss how the organization is working to end homelessness. Along with emergency sheltering services, Friends of the Homeless offers resources, case management assistance, and a pathway to permanent housing. They also work with businesses to help individuals maintain permanent housing through employment.	<b>6/28//2015-6:00A</b>	22M
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**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
EDUCATION	FARMERS INSURANCE	030:01	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	004
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	026