

WHYN-FM
Springfield, MA
Quarterly Issues/Programs List
First Quarter, 2018
04/04/2018

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 Health news including information about the most popular vitamins and their effects on your body long and short term.
- 2 Raising awareness and money for St Jude's Children's Hospital.
- 3 Promotion of young talent on NBC program The Voice ...Brynn Cartelli in her quest to become the next star.
- 4 State and National Immigration debate over sanctuary provided by local churches for illegal immigrants that are fighting deportation to stay in this country. Both pro and con debate.
- 5 Crime figures of area ---analysis and reaction and ideas to lower the numbers across the region.

**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
Healthcare, Innovation Services, Technology	THOM FOX THE ENGINE	Katie Devlin is the Innovation Manager at TechSpring , a community comprised of people working at the intersection of technology and healthcare. TechSpring accelerates innovation in healthcare and technology, resulting in impactful and positive change for healthcare systems, providers, and patients. Katie discusses how healthcare innovators and product developers — ready to pilot their ideas and products — have the potential to access ALL the assets of Baystate Health through TechSpring.	1.7.2018 6A	30M
Business Planning, Development, Marketing and the Economy	THOM FOX THE ENGINE	Janice Sorensen is an artist and designer who transforms homes or workspaces into spaces that are easy, bright, sensible, and artfully ordered with a focus on detail, feng shui, and functionality. She has curated interior space for non-profit organizations, for-profit companies, art centers, as well as many private homes. Janice discusses her business, HomeGirl reDesign , as well as the benefits of maximizing your space. As a treat, she brought along one of her clients to share their experiences with reclaiming their space.	1.14.2018 6A	30M
Idea and Business Development, Raising Capital and Development of Business plans.	THOM FOX THE ENGINE	Steve Rosenkrantz is a well known area businessman, successful in his past life as the CEO of a string of Home Improvement stores. Now he helps people with ideas and dreams to take their thoughts to the next level and into a viable living.	1.21.2018 6a	30M

<p>Setting Business Goals. The economy. Relating to the market.</p>	<p>THOM FOX THE ENGINE</p>	<p>Jessica Pertuz is an Account Executive at <u>WWLP-22 News & The CW Springfield</u>, and former co-founder of a full-service multi-media production company. She discusses what businesses should consider when developing their 2018 marketing goals and budgets. Jessica and I also chat about connecting with customers through TV, digital, radio, print, and social media. If marketing has you confused, this conversation will help put things into perspective as you move into the New Year.</p>	<p>1.28.2018 6A</p>	<p>30M</p>
<p>Business. Idea Development. Proper Messaging.</p>	<p>THOM FOX THE ENGINE</p>	<p>Mike Zaskey is the founder of Zasko Productions. From small beginnings, the company was created back in 1986 and is considered one of the leading Live Production and Event businesses in the area. What does it take to bring a business from nothing to the top of the mountain.</p>	<p>2.4 .2018 6A</p>	<p>30M</p>
<p>Healthcare, Innovation Services, Technology</p>	<p>THOM FOX THE ENGINE</p>	<p>Katie Devlin is the Innovation Manager at TechSpring, a community comprised of people working at the intersection of technology and healthcare. TechSpring accelerates innovation in healthcare and technology, resulting in impactful and positive change for healthcare systems, providers, and patients. Katie discusses how healthcare innovators and product developers — ready to pilot their ideas and products — have the potential to access ALL the assets of Baystate Health through TechSpring.</p>	<p>2.11.2018 6A</p>	<p>30M</p>
<p>Health Care</p>	<p>THOM FOX THE ENGINE</p>	<p>Dr. Lisa Alber has nearly 25 years' experience as an audiologist and is the Owner of Alber Hearing Services. As their website says, "Hearing is a vital link to your world ... a source of pleasure, information, and communication." Her practice provides a comprehensive array of services related to evaluation, rehabilitation and prevention of hearing impairment. We discuss Lisa's entrepreneurial journey, and how to take care of your hearing.</p>	<p>2.18..2018 6A</p>	<p>30M</p>
<p>Business Productivity and Development.</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>2.25.2018 6A</p>	<p>30M</p>

New company....Development	THOM FOX THE ENGINE	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.	3.4.2018 6A	30M
Health Care	THOM FOX THE ENGINE	Dr. Lisa Alber has nearly 25 years' experience as an audiologist and is the Owner of Alber Hearing Services. As their website says, "Hearing is a vital link to your world ... a source of pleasure, information, and communication." Her practice provides a comprehensive array of services related to evaluation, rehabilitation and prevention of hearing impairment. We discuss Lisa's entrepreneurial journey, and how to take care of your hearing.	3.11.2018 6A	30M
Business. Idea Development. Proper Messaging.	THOM FOX THE ENGINE	Mike Zaskey is the founder of Zasko Productions. From small beginnings, the company was created back in 1986 and is considered one of the leading Live Production and Event businesses in the area. What does it take to bring a business from nothing to the top of the mountain.	3.18.2018 6A	30M
Business Development.. Idea Building.	THOM FOX THE ENGINE	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.	3.25.2018 6A	30M

**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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(Insert network and/or syndicator-provided programs lists here.)
NOT APPLICABLE

**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	PEACE IN THE STREETS	000:31	029
EMERGENCY PREPAREDNESS	READY DOT GOV	000:30	001
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	018
HEALTH AND FITNESS	WOMEN HEART	000:30	009
LAW ENFORCEMENT OFFICERS	DEPT OF HOMELAND SECURITY	000:30	017
PSA	DEPT OF HOMELAND SECURITY	000:30	016
VETERANS SERVICES	VETERANS HEALTH ADMIN	000:30	001

