

TRIGNITION MEDIA LLC
ISSUES AND PROGRAMS REPORT
FOR

FIRST QUARTER, 2023

STATION WRYM AM – NEW BRITAIN – HARTFORD
STATION WWCO AM – WATERBURY - NEW HAVEN

By:
Silvina Martinez
Traffic Manager, WRYM AM
Submitted: April 10, 2022

Issues of concern to Hispanic Community First Quarter, 2023

Immigration:	Weekly Show from La Red Hispana, Washington, DC on latest news, laws and more regarding Immigration. Live call ins.
Government Issues:	Miguel Burgos – CPA Live Interview regarding new IRS laws (3/30/23) City of Waterbury – SBHC – Interview regarding School Based Health Care available to Waterbury public schools students.
Health:	Dr. Hector Diaz from Hartford HealthCare – Colon Cancer. Dr. Maria Rios – Phycologist – regarding depression – awareness of signs. Dr. Margarita Martinez – Prostate Cancer among Hispanic Community. --all these interviews during Morning Shows: Kan de la Manana/Wake up— City of Waterbury together with Community Health Center LLC- SBHC –children attending public Schools in Waterbury able to get health treatment during school hours. – Interview plus PSAs.
Community:	Waterbury City – Winter’s in the Pit event. PSA’s and social media push.
Education:	CBA Scholarship Program – Production of spot for other Spanish Radios – Airing of PSA’s Anna Alfaro - Seminario Gratuito – regarding Renewable energy – educating the community on what’s coming up and how to access it.

REGULARLY SCHEDULED

COMMUNITY AFFAIRS PROGRAMS

WRYM – WWCO PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. Bienvenidos a America: (Mondays, 11pm to 12am)
Live recorded show on Immigration produced in Washington, DC by La Red Hispana. Questions answered by lawyers, interviews/news concerning immigrants at national level.
2. El Kan de la Mañana/Wake-Up Show – Community Segment: Morning segments dedicated to interview personalities related to community issues.
3. Wake-Up Show – “What’s Going on in the Community” Segment – 8:15am to 8:30am – Tuesdays. Focus: Community Events OR Interview with professionals on topics of common issues within our Hispanic Community. Interaction with the announcer – listeners formulate questions via WhatsApp and they are answered during this period.
4. PSA’s for CBA different campaigns. In-system. PSA’s from Network – La Red Hispana from Washington DC. Well balanced variety ranging from Health; Financial, Climate, Nature, etc.