



**98.7 WEPN-FM
New York, New York**

***Public Service Report
Third Quarter 2021***

October 10, 2021

98.7 WEPN-FM, which is owned by and licensed to Emmis Broadcasting, is a “sports–talk” radio station broadcasting in the New York metro area, which carries ESPN Radio Network programming, as well as local programming furnished by New York AM Radio, LLC, pursuant to a time brokerage agreement. ESPN Network News broadcasts at the top of each hour. As a public service to the local community, traffic and weather updates are provided (3) three times an hour during morning drive (6A–10A) and afternoon drive (4P–7P). Additionally, if there is a breaking, non-sports news story of national or local significance, the station will break into its regularly scheduled programming and simulcast ABC News coverage.

The station devotes most of its broadcast day to discussion of current sports events and sports issues, including coverage of all tristate area teams (professional, collegiate and high school). Listeners from the tristate area are invited to call-in and offer their perspective on the various issues being discussed. ESPN broadcasts professional, collegiate and high school home games for several local New York teams.

PART 1: PUBLIC SERVICE PROGRAMMING & PSA ANNOUNCEMENTS

New York Sports and Beyond: Airs on Sunday mornings from 6A–7A, Hosted by ESPN’s Larry Hardesty.

New York Sports and Beyond is a weekly public affairs program that airs on ESPN New York 98.7FM and ESPNNewYork.com. The show’s podcast can be downloaded on ESPNNewYork.com and the ESPN Radio phone app. The show focuses on current topics dealing with public safety, community events, and issues affecting people both in and around the sports community. A community calendar is also presented making listeners aware of what special events and fundraisers are going on in the New York/New Jersey listening area.

Public Service Announcements:

During **Third Quarter 2021**, the station aired **532** 30-second public service announcements, free of charge, in varying dayparts, from advertisers, advertising agencies, community groups and various “grass roots” community efforts.

The station determined that certain issues were of particular importance to its listeners and its communities. What follows is a list of some of the most significant treatments of those issues during the third quarter of 2021:

- ***Health & Wellness***
- ***Foundations, Fundraisers, Charities & Non-profit Organizations***
- ***Sports & Entertainment***
- ***Travel & Safety***
- ***Covid & Vaccinations***
- ***Struggle & Success***
- ***Medicine & Physicians***

HEALTH & WELLNESS

7-11-21 NY Sports and Beyond – Segment 1, 6:15A: Larry is joined by **Dr. Jedan Phillips, MD**. Dr. Phillips serves as the Medical Director for Stony Brook University Hospital’s HOME (Health Outreach and Medical Education) program, a walk-in medical clinic for the uninsured that provides learning opportunities to medical students, and healthcare to the community. Full-time medical students at Stony Brook have taken it upon themselves to volunteer their time to make sure the clinic operates efficiently. The students answer phone calls, triage them and respond appropriately. Other students review lab results, set up clinic schedules and orchestrate all of the different aspects of the clinic. It’s a cooperative effort with the Dental School, School of Healthcare Technology and Management, Preventive Medicine and School of Social Welfare. Dr. Phillips discusses the latest that we know when it comes to coronavirus transmission, the status of vaccines, and how we should be proceeding as the summer approaches.

7-25-21 NY Sports and Beyond – Segment 1, 6:15A: Larry is joined by **Leah Witman Moore**, a Winner of the NYC Teacher of the Year Award, disability expert and activist, and author of the NEW book after the same name, *Loving You*

Big to share expert insight about what it will take to finally address implicit bias toward those with disabilities. For the past few years, states such as New York have taken the month of July to celebrate the disabilities that make 61 million Americans unique. While incredible strides have been made, implicit bias is still very much prevalent and could be getting worse as shown in some industries like healthcare, especially amid COVID-19.

7-25-21 NY Sports and Beyond – Segment 2, 6:30A: Leah created the popular parenting blog Loving You Big (with book by the same name coming late summer/early fall), after learning that her then 20-month-year-old daughter was diagnosed with Cri Du Chat - a chromosomal deletion disorder that affects 1 in 50K births of children in the U.S. each year - to capture the journey of raising a child with significant special needs. The blog quickly turned into a safe haven for parents to connect as they endure everyday struggles, especially through the pandemic.

7-25-21 NY Sports and Beyond – Segment 3, 6:45A: Leah discusses the challenges of healthcare to those who have special needs.

9-5-21 NY Sports and Beyond – Segment 1, 6:15A: Larry is joined by **Ellen Belk**, National Director of Community Lifestyle & Memory Support for Milestone Retirement Communities and President of Keep in Mind, Inc. Ellen started out as a sportscaster and reporter before becoming one of the foremost authorities in dementia care. Larry and Ellen reminisce on how they covered the Jets back in the day of the Bill Belichick resignation shocker. She discusses the transition she made away from a broadcast career after 9/11. When she went home, she made the choice to use her degree and work into a new market. She chose healthcare because she thought she would be a perfect hospital spokesperson. Ellen explains the variety of ways dementia becomes an issue for almost anyone. If it hasn't touched your life, it's touched someone close to you.

9-5-21 NY Sports and Beyond – Segment 2, 6:30A: Do you speak dementia? Ellen explains that it means not using combative language that reminds the afflicted of their impairment. It is doing whatever it is we can do to make a person comfortable without resorting to medication. It is "answering the same question 5 times in a row in a kind and gentle way" because we must remember that they have a disease. How would you want to be treated? Like a human being, of course.

9-5-21 NY Sports and Beyond – Segment 3, 6:45A: Larry and Ellen discuss how Keep In Mind, Inc. got started and get into tips for caregivers, including have a rubber ball for bouncing, or even for squeezing, any sort of activity helps people in that stage of their "journey". In short, any sort of activity is a help.

9-12-21 NY Sports and Beyond – Segment 1, 6:15A: Repeat of Segment 1 on 7/11/21.

PSA Source: Stand Up to Cancer

Dates Aired: 7/1 – 9/30

Number Aired: 132

Script: Meet Bob Manetti. In 2016, he was diagnosed with pancreatic cancer. Bob participated in a clinical trial that included cutting edge radiation therapy and surgery. He's been in remission since completion. I'm Kisha Sharp. Since losing my mother to pancreatic cancer, I've been working to share the kind of state of the art work being done by Stand Up to Cancer and Lustgarten Foundation. To learn more about the latest research including clinical trials, visit pancreaticcancercollective.org.

FOUNDATIONS, FUNDRAISERS, CHARITIES & NON-PROFIT ORGANIZATIONS

8-1-21 NY Sports and Beyond – Segment 1, 6:15A: Larry is joined by **Chuck Monts** (recently retired from The Bowery Mission) for an update on his cross-country bicycling trip, “Bike for the Mission,” setting off from The Union Rescue Mission in Los Angeles, CA last week on his nearly 3000 mile journey, and ending at The Bowery Mission on the Lower East Side of Manhattan on July 31. Chuck aims to raise \$100,000 for The Bowery Mission, which provides transformational services and critical care to New Yorkers experiencing homelessness and hunger.

8-1-21 NY Sports and Beyond - Segment 2, 6:30A: Last time we spoke to Chuck he was dodging tractor trailers in Nevada. At the time of this recording, he is in Maryland and will arrive back in New York by the time this program airs. He talks about the mental and physical toll biking 3000 miles across the country has taken on him.

8-1-21 NY Sports and Beyond - Segment 3, 6:45A: What did Chuck learn about the people across our country and about himself during this journey? He has so far raised over \$33,000 in the two months since he started his journey at The Union Rescue Mission in Los Angeles, CA. Along his route, he was hosted by churches and well-wishers, who provided accommodation for him and his wife.

PSA Source: City Harvest

Dates Aired: 7/1 – 9/30

Number Aired: 132

Script: When you support City Harvest, you do more than just provide hundreds of millions of pounds of food to millions of hungry New Yorkers. You feed hope to a kid up in Parkchester. You feed confidence for a first in her family Queens College freshman. You feed a community of folks in Canarsie Park. You feed compassion for retired Staten Island nurses who continue to serve. You feed strength for office workers in Manhattan. When you support City Harvest, you feed good. Support us at CityHarvest.org.

PSA Source: New York State Broadcasters Association

Products (3): Governor’s Traffic Safety Committee 2018

Dates Aired: 7/1 – 9/30

Number Aired: 189

- 11 Products

- Impaired Drivers - Summary: A drunk driver killed my dad. Impaired drivers take lives.
- Protect Your Child - Summary: Protect your child. Use the right car seat.
- The Right Seat - Summary: Let me ask: would you place your child in a car seat that’s not correct? Choose the correct car seat for your child.
- Pedestrian – Summary: Drivers and pedestrians. See and be seen. The instant you stop paying attention could be the instant you’ll always regret.
- Distracted Parent – Summary: Children learn from our behaviors. They learn what is ok from the adults they see. If you are a distracted driver, chances are they will be too.
- Army National Guard – Summary: America is kept safe because the Army National Guard responds, protects and supports our nation when it needs them most. Be there for your community and your country. Visit nationalguard.com to learn more.
- Army National Guard – Summary: Being in the Army National Guard is about more than serving your country. It’s about being there for your community when your neighbors need you most.
- Army National Guard – Summary: Serving part-time in the Army National Guard instills pride that you and your family will share.
- Army National Guard – Summary: Be more for the community you call home. Serve with the Army National Guard.

- Alzheimer's Disease – Summary: The sooner you recognize the warning signs of Alzheimer's disease, the sooner you could do something about it.
- Guard Hiring Days – Summary: Young adults are encouraged to visit www.nationalguard.com/hiringdays to see if they meet the qualifications, learn about job opportunities and associated hiring incentives, and connect with a recruiter in their area.

PSA Source: Gun Safety Alliance
 Dates Aired: 7/1 – 9/10
 Number Aired: 79
 Script: Prevent the tragedy before it happens. Life camp is working hard every day in New York City to end gun violence. Together, we can make a difference. Visit premorialfund.com.

SPORTS & ENTERTAINMENT

7-18-21 NY Sports and Beyond - Segment 1, 6:15A: Larry is joined by **James Houle, PhD**, a psychologist at The Ohio State University Wexner Medical Center. Olympics organizers recently announced plans to ban spectators from the games in Tokyo due to a new COVID-19 emergency. Empty stands could present a new challenge for athletes who thrive off of the loud, live energy and support from fans.

7-18-21 NY Sports and Beyond - Segment 2, 6:30A: Dr Houle has tips for athletes who might miss the normalcy of live competition and feel like part of their identity is missing without fans in the stands. He also discusses the mental health benefits of team sports versus individual sports, especially since fans won't be present and - in most cases - family and friends are unavailable in Tokyo to provide the necessary support. How fans can show their support for their favorite Olympic athletes, even from afar?

8-8-21 NY Sports and Beyond - Segment 1, 6:15A: Larry speaks with a person he remembers well during his days covering the Jets; former NFL RB **Thomas Jones**, who over a 12-year career played for the Jets, Bears, Chiefs and Cardinals. When he retired, he was among the top 25 leading rushers in NFL history as well as a member of the 10,000 yards rushing club. Post NFL, Thomas pivoted into acting/producing, where he's had a lot of success with roles in Luke Cage, P-Valley and Being Mary Jane. However, while successful, working in the industry has also made him very aware of the lack of representation on TV. Recently he teamed with his friend (and producing partner Deji LaRay) to help be a part of that change and the result is a new series called "*Johnson*" that has gained the backing of top names such as Cedric The Entertainer, D.L. Hughley and Eric C. Rhone who are all taking part.

8-8-21 NY Sports and Beyond - Segment 2, 6:30A: Thomas and Larry discuss the journey he's gone on since his playing days ended in 2012 and the difficulties he's encountered in the entertainment field as an actor, producer, and even a musician!

8-8-21 NY Sports and Beyond - Segment 3, 6:45A: We can't talk to a former Jets star and not get his take on the new-look Gang Green. Thomas gives his thoughts on the Jets and the upcoming NFL season.

8-15-21 NY Sports and Beyond - Segment 3, 6:45A: **Kery Davis**, the Athletic Director at Howard University, joined ESPN Radio this week after NBA superstar and golf lover Steph Curry gave students and faculty a special gift on their first week of classes. Curry announced he'd be sponsoring the historically black college's first Division I men's and women's golf teams. Kery said Steph looked at the Golf situation at Howard on a macro level, and wanted to help expose the game of Golf to minorities and young kids that look like him.

8-29-21 NY Sports and Beyond - Segment 3, 6:45A: Repeat of Segment 3 on 8/15/21.

9-19-21 NY Sports and Beyond - Segment 1, 6:15A: Larry is joined by **Antoine Mason**, MVP of this year's Hoops in the Sun Basketball Tournament in Orchard Beach, and the son of late Knicks legend Anthony Mason. Antoine talks about growing up and falling in love with basketball watching his dad play for the Knicks.

9-19-21 NY Sports and Beyond - Segment 2, 6:30A: Antoine discusses his college career and performance in the HitS Tournament. In four seasons at Niagara, the 6-foot-1 guard averaged nearly 20 points per game and in his redshirt junior season, led the NCAA in scoring with 25.6 points per game. He was a part of Bruce Pearl's first season at Auburn and in his one season with the Tigers, he ranked second on the team with 14.4 points per game to go along with 2.4 rebounds, 1.0 assists and 1.0 steal while shooting 41.7 percent from the field and a career-high 40.2 percent from deep.

9-19-21 NY Sports and Beyond - Segment 3, 6:45A: Anthony Mason was vocal about what the support of the crowd at Madison Square Garden meant to him in his time as a Knick. Larry flashes back to the 1994 NBA Finals when he covered the team and "Mase" was addressing the media while a then-toddler aged Antoine sat on his lap. Antoine discusses his memories of that time in his life and when he realized how important his father was to New York Basketball culture.

9-26-21 NY Sports and Beyond - Segment 1, 6:15A: Larry is joined by **George Kalinsky**, Madison Square Garden's official photographer since 1966, and a recipient of this year's Curt Gowdy Media Award from the Naismith Memorial Basketball Hall of Fame. The Curt Gowdy Media Award is named in honor of the late Curt Gowdy, a legendary sports broadcaster and former Hall of Fame Board member and President. This prestigious award is presented annually to members of the print and electronic media whose efforts have made a significant contribution to the game of basketball. As the in-house photographer for MSG, the legendary picture snapper has captured images of sports stars and musicians including Elvis, Muhammad Ali, Sinatra, John Lennon and many a Ranger and Knick. He's shot profiles of ex-presidents George H.W. Bush and Bill Clinton and even worked The Westminster Dog Show.

9-26-21 NY Sports and Beyond - Segment 2, 6:30A: George talks about the secrets of what he looks for when trying to snap the perfect shot, his advice to would-be photographers, and how special The Garden really is.

9-26-21 NY Sports and Beyond - Segment 3, 6:45A: George talks about special memories of big-time events, like the Ali-Frazier fight where he met Frank Sinatra, who walked into his office and asked him to teach him everything he knew about the trade. The two became such good friends that Frank's daughter Nancy reached out to him after his passing to thank him for capturing the true essence of her father.

TRAVEL & SAFETY

7-4-21 NY Sports and Beyond - Segment 1, 6:15A: The 4th of July is upon us! **Robert Sinclair, Jr.**, senior manager, public affairs for AAA Northeast is once again on the program to discuss summer driving. Today is the start of the most dangerous time of the year for teen drivers, and anyone sharing the road with them. The 100 days from Memorial Day to Labor Day see more fatal crashes per day, on average, involving teen drivers compared to the rest of the year. Data compiled by the AAA Foundation for Traffic Safety show more than 7,000 teens perished in crashes involving a teen driver in the ten years from 2010 to 2019. That averages seven fatalities per day during the summer, compared to six per day the rest of the year.

7-4-21 NY Sports and Beyond - Segment 2, 6:30A: What should you prepare for on the roads this holiday weekend? More than 47.7 million Americans will travel this Independence Day (July 1-5) as volumes will nearly recover to pre-pandemic levels. In fact, this will be the second-highest July 4th travel volume on record, trailing only 2019's 48.9 million by 2.5 percent. This year's total is 40 percent higher than last year's 34.2 million.

7-4-21 NY Sports and Beyond - Segment 3, 6:45A: Robert has tips and hints to make your travels go smoother, whether you're hitting the road or just going down the block.

COVID & VACCINATIONS

7-11-21 NY Sports and Beyond - Segment 2, 6:30A: Dr. Phillips discusses the effects COVID-19 have on other health issues, especially in minority communities. Heart disease, diabetes, lung disease, cancer; all of these can lead to greater risk and harsher conditions with COVID – in fact, a large number of the fatalities have unfortunately been impacted by this in communities of color.

7-11-21 NY Sports and Beyond - Segment 3, 6:45A: Are you still at risk if you are vaccinated? Right now we have about 101 million vaccinated with 10,250 “breakthrough cases” where you have a positive test after vaccine dosage. Most have been mild cases with no hospitalization, with about 10% being more severe.

7-18-21 NY Sports and Beyond - Segment 3, 6:45A: Repeat of Segment 3 on 7/11/21.

9-12-21 NY Sports and Beyond - Segment 2, 6:30A: Repeat of Segment 2 on 7/11/21.

9-12-21 NY Sports and Beyond - Segment 3, 6:45A: Repeat of Segment 3 on 7/18/21.

STRUGGLE & SUCCESS

8-22-21 NY Sports and Beyond - Segment 1, 6:15A: Larry is joined by **Brandon P. Fleming**, Assistant Debate Coach at Harvard University and Founder/CEO of the Harvard Diversity Project. Brandon tells his story of struggle, success, and service has inspired millions around the world. An at-risk youth and college dropout turned award-winning educator, Brandon tells the story of working an assembly line job, returning to Liberty University for his B.A. degree and coaching an Atlanta middle school’s debate team.

8-22-21 NY Sports and Beyond - Segment 2, 6:30A: Brandon talks about how he was recruited to join the Harvard debate faculty at the age of 26. Harvard later approved his proposal to establish a new department within the university system called the Harvard Diversity Project – an unprecedented pipeline program that the Harvard Debate Council adopted as its subsidiary. He recruits underserved youth with no prior debate experience who he then trains to compete against hundreds of elite debaters from over 25 different countries around the world.

8-22-21 NY Sports and Beyond - Segment 3, 6:45A: Brandon talks about how his students have unexpectedly come to dominate debating, winning three consecutive championships for Harvard. He talks about what it is that makes a great debater.

MEDICINE & PHYSICIANS

8-15-21 NY Sports and Beyond - Segment 1, 6:15A: Udit Dave is a junior at Georgetown University, who wrote a book this summer called “Hidden Heroes”, which discusses the role of medicine in sports and how physicians help superstar athletes from major injuries. His hope is to show how deeply medicine and sports are intertwined and how physicians truly are the hidden heroes in sports. Among topics in the book are:

- How LeBron James' medical team has helped him be one of the most durable athletes of all time.
- How doctors enabled Steph Curry to transform from an undersized, injury-prone guard to the greatest shooter of all time.
- How Dr. James Andrews helped Drew Brees break the NFL passing record when he was unlikely to ever step foot on a football field again.

8-15-21 NY Sports and Beyond - Segment 2, 6:30A: Udit explains how he was able to put the majority of the book together in a span of two weeks while studying abroad in Australia. He used writing as an outlet to deal with the passing of his grandfather, who himself was a physician. Udit lists his grandfather as his inspiration due to his impact on society as a helpful physician who solved many a medical issue and treated even those who couldn't afford to pay for his services.

8-29-21 NY Sports and Beyond - Segment 1, 6:15A: Repeat of Segment 1 on 8/15/21.

8-29-21 NY Sports and Beyond - Segment 2, 6:30A: Repeat of Segment 2 on 8/15/21.

PART 2: PUBLIC SERVICE ACTIVITIES / COMMUNITY OUTREACH

COMMUNITY SERVICE

The staff of ESPN New York has forged relationships with the local community in recognition of its obligation to the citizens of the tristate area. We participate in fundraisers for local organizations / charities / schools and build awareness by drawing area residents to these events. Support is provided by giving station “gift packs” when requested by community groups. They consist of ESPN's promotional items (T-shirts, hats, etc.) and are provided to organizations free of charge to use as auction items, prizes and/or “thank you gifts” to persons who help staff the charity event. Various members of ESPN Radio, including on-air talent, will often attend charity events and represent the team at ESPN New York.

CoachArt

Location: New York, NY

Details: CoachArt seeks to provide continued social and emotional care for pediatric patients discharged from children's hospital. Volunteers provide the discharged patients and their siblings with virtual art and athletic lessons including drawing, painting, cooking, music, sports, etc.

Sports Humanitarian Awards

Location: New York, NY

Details: Volunteers are needed to assemble gift bags and manage talent.

Back to School Supply Drive

Location: New York, NY

Details: Volunteers will select items and ship them directly to the selected organization.

Cards of Encouragement

Location: New York, NY

Details: Volunteers will create virtual cards of encouragement for the students going back to school, many for the first time since March 2020. They will use canvas to design and decorate digital cards that will spread good wishes to recipients.

5 Minute Virtual Mentoring

Location: New York, NY

Details: Volunteers will answer college and career related questions submitted by students around the country.

COMMUNITY CALENDAR

Within the ESPN New York website, there is a “community calendar” feature. Visitors to the website can submit community events taking place throughout the tristate area. Events include school fundraisers, community performances, street festivals, concerts, free health screenings and more. These events are also frequently mentioned on air during NY Sports & Beyond. During **Third Quarter 2021**, there were no calendar entries due to the pandemic.