

**ESPN  
NEW YORK**

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

***Public Service Report  
Second Quarter 2015***

**July 10, 2015**

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 that 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 is broadcast 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 tri-state area teams (professional, collegiate and high school). Listeners from the tri-state 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 Saturdays from 7am-8am and is repeated on Sunday mornings from 6am-7am, Hosted by ESPN's Bill Daughtry.

*New York Sports and Beyond* is a weekly public affairs program that airs on ESPN New York 98.7FM and ESPNNewYork.com. The show 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 each show making listeners aware of what special events and fundraisers are going on in the New York/New Jersey listening area.

### **Public Service Announcements:**

During **Second Quarter 2015**, the station aired **859** 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 the following 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 **second** quarter 2015:

- ***Health & Wellness***
- ***Community***
- ***Safety***
- ***Parenting & Family Matters***
- ***Education & Employment***
- ***Sports & Fitness***
- ***Violence Prevention***
- ***Animal Adoption***
- ***Natural Disaster & Recovery***
- ***Debt***

## HEALTH & WELLNESS

**4-4-15 NY Sports and Beyond – Segment 1, 7:00a: Anyssa Holder** of the Easter Seals of NJ discusses the Annual Walk With Me & 5K Run to benefit people with disabilities and special needs right here in our community! Guests are invited to MetLife Stadium, Home of the NY Giants and NY Jets, on Saturday, April 18<sup>th</sup>. Easter Seals Walk With Me is a national fundraising event to raise awareness and support for families living with disabilities. Individual walkers and teams join hundreds of other passionate people in their communities for a day full of entertainment, fun and, of course, a signature walk! Since 2003, over 150,000 people have participated in 500 Walk With Me events nationwide generating over \$30 million to support families at Easter Seals.

**4-4-15 NY Sports and Beyond - Segment 4, 7:45a:** Our friend at MSG, **Tina Cervasio**, joins us in studio to share details about the Inaugural Garden of Dreams Prom, a magical night for children who have battled serious medical issues. The group of local teens from across the NYC metro area are headed to this special event where youngsters facing obstacles like poverty, homelessness and illness get treated like royalty for a night of dinner and dancing at Madison Square Garden.

**4-11-15 NY Sports and Beyond – Segment 4, 7:45a:** Bill is joined by **James Pardes**, Vice President of Marketing and Communications for New York Organ Donor Network (NYODN), who announced that it is rebranding to LiveOnNY (Live On New York); a name that brings to the foreground the power and positivity of the work the organization does to save and improve lives through organ and tissue donation and transplantation in the greater New York metropolitan area. Over 37 years, LiveOnNY has helped to save 20,000 lives through organ donation and improve a half-million more through tissue donation. LiveOnNY is a leader with regard to the number of lives saved through organ donation. Equally as important, the organization has provided support and guidance to thousands of families at the time those families were considering donation on behalf of a loved one. Further, for thousands of families of those who have donated organs, LiveOnNY has provided services for years following donation.

**4-18-15 NY Sports and Beyond – Segment 3, 7:30a:** **Dr. Frank Adipietro**, husband to frequent guest Mary Ellen Adipietro, joins to discuss the Shelter Island 10K Run, taking place on June 20<sup>th</sup>. The 36th Annual Shelter Island 10K Run, to be held June 20, 2015, will again feature 2014 Boston Marathon winner and Olympic Silver Medalist **Meb Keflezighi**. Runners can sign up at [www.lightboxreg.com](http://www.lightboxreg.com). The entry fee of \$40 benefits the Shelter Island 10K Community Fund serving the needs of Shelter Island for over 35 years. The run also assists local charities including East End Hospice and Timothy Hill Children's Ranch.

**4-18-15 NY Sports and Beyond – Segment 4, 7:45a:** Communications Director **Julla Rivera** of LiveOnNY has troubling news; surveys show 83 percent of New Yorkers support organ donation but only 24 percent are registered donors. Every 18 hours, a New Yorker dies waiting for a transplant. Outreach efforts have boosted the number of New Yorkers registered as donors by 56 percent since 2011. During April, designated as "Donate Life Month," the group will partner with health care providers, businesses and the Department of Motor Vehicles to raise awareness and encourage people to register.

**4-25-15 NY Sports and Beyond – Segment 3, 7:30a:** LaTroy Hawkins and Drew Stubbs can attest that \$1.50 a day for food isn't quite enough to adequately sustain a big leaguer during the season. To call attention to the Players Trust's participation in The Global Poverty Project's "Live Below the Line" campaign, the Rockies players agreed to shoot a video during Spring Training in Arizona as they tried to buy five days' worth of groceries for both of them on a budget of just \$15. Bill discusses this development with MLBPA Director of Communications **Greg Boris & Justine Lucas**, the director of the Global Poverty Project. The idea of the "Live Below the Line" challenge is to demonstrate in real terms the difficult choices faced by people trying to survive in poverty. One billion people around the world are living in extreme poverty, defined by the World Bank as living on less than \$1.50 a day for all their needs. People living in extreme poverty are faced with difficult and life-affecting decisions, having to choose between a life-saving vaccine, shelter or food. So for the fourth straight year, the Global Poverty Project is challenging participants to live on \$1.50 per day for food and drink for one to five days during the week of April 27-May 1. The Players Trust is participating for the first time.

**5-2-15 NY Sports and Beyond – Segment 4, 7:45a:** May is Lyme Disease Awareness Month. **Dr. Cass Ingram** shares his personal story of his experience with Lyme and the path he followed that led to his newest book "The Lyme Disease Cure". When Dr. Ingram contracted Lyme, he decided not to pursue orthodox medical therapies and instead to put his fullest faith in the powers of nature. It was a personal decision, and at times the journey was tumultuous but ultimately led to new discoveries in how to cure Lyme disease naturally. Dr. Cass Ingram is a nutritional physician who received a B.S. in biology and chemistry from the University of Northern Iowa (1979) and a D.O. from the University of Osteopathic Medicine and Health Sciences in Des Moines, IA (1984). Dr. Ingram has since written over 20 books on natural healing. He has given answers and hope to millions through lectures on thousands of radio/TV shows. His research and writing have led to countless cures and discoveries. Dr. Ingram is one of North America's leading experts on the health benefits

and disease fighting properties of wild medicinal spice extracts. A popular media personality, he has appeared on over 5,000 radio and TV shows. He now travels the world promoting perfect health – the natural way.

**5-9-15 NY Sports and Beyond – Segment 1, 7a:** Hundreds of volunteers, friends and supporters will gather from throughout New York state for the Westchester/Rockland Walk4Hearing on Saturday, May 16, 2015 in FDR Park, Yorktown Heights. **Steve Wolfert**, Captain of Team Wolff Pak, will walk for the sixth time for his son Brendan, who has hearing loss. Steve walks to support HLAA, which helped shape his son's life. Brendan was born deaf, but with the help of Hearing Loss Association of America (HLAA) and related organizations, such as New York City's Center for Hearing and Communications (which receives Walk4Hearing funds), Brendan was properly diagnosed and received a Cochlear Implant at age two. Brendan is now 25-years-old and is a full scholarship Mathematics major at Rochester Institute of Technology (RIT). He is one 18 HLAA Westchester Chapter Scholarship Recipients, provided through local Walk4Hearing funds.

**5-16-15 NY Sports and Beyond – Segment 2, 7:15a:** Repeat of Segment 3 on 4-18-15.

**5-16-15 NY Sports and Beyond – Segment 4, 7:45a:** Repeat of Segment 4 on 5-2-15.

**5-30-15 NY Sports and Beyond – Segment 1, 7:00a:** Open/Tease

**5-30-15 NY Sports and Beyond – Segment 2, 7:15a:** May was Mental Health Awareness Month, a topic we're all eager to discuss given the connection between violence and mental illness. **Peter Sacco**, well-known author and radio host of "Matters of the Mind", Canada's most popular mental health weekly radio show, joins to share the links between childhood bullying and mental health issues such as depression, anxiety, anger and suicide. Tragedies resulting from bullying seem to be multiplying, and intolerance of cultural and religious differences is all too common. Will this negative phenomenon ever change? In "If I Was A Bird", Billy is taken on a journey, encountering many different birds, their habits, their lifestyles, and their own unique quirks. Eventually Billy himself is transformed into a canary and learns the skill of empathy. This experience helps Billy choose wise and sincere friends, while at the same time learning tolerance for those who are not like he is. In the end, Billy learns who you "flock" with says much about you. Kids age six to twelve are encouraged to think about and discuss building self-esteem, self-confidence, and develop strategies for saying "no" to bullying. The book is available in five different languages to benefit children's programs at the Center For Abuse Awareness, an organization highlighting the true cost of neglect and abuse, and supporting abuse-related organizations in the U.S. and Canada, including children's services, victims services, shelters and other agencies that deal with children, women and men whose lives have been affected by abuse.

**6-20-15 NY Sports and Beyond – Segment 1, 7:00a:** **Isalah Austin**, the Baylor University basketball star who was destined for NBA greatness but was suddenly sidelined due to Marfan Syndrome, a rare and potentially fatal condition, is releasing his memoir, "Dream Again". Austin captured the hearts of America last June when NBA commissioner Adam Silver stopped during the 2014 NBA draft and announced Austin as an honorary pick. "Dream Again" is his story of overcoming adversity with courage and strength. Growing up, Isaiah Austin's dream was to be drafted into the NBA. After an incredible NCAA college career, he was considered a first-round pick until he was heartbreakingly diagnosed with Marfan Syndrome five days before the Draft. Austin was left with a choice: quit basketball or die. Proceeds from the book will go toward The Isaiah Austin Foundation, Austin's non-profit organization providing support and research for Marfan Syndrome and those affected by it.

PSA source: Easter Seals 5K Run  
Dates Aired: 4/1 - 4/17  
Number Aired: 73  
Script: Have fun while doing good at Easter Seals NJ's 6<sup>th</sup> Annual Walk With Me 5K run at MetLife Stadium. Exciting activities for the entire family include health fair, on-field attractions, special guests, an after-party and more. Plus, help us break the Guinness World Record for the world's longest high-five chain. You can make a difference in the lives of people with disabilities and special needs.

PSA source: Childhood Hunger

Dates Aired: 4/1 – 6/30

Number Aired: 237

Script: One in five children in America struggle with hunger. I'm Viola Davis. I was one of those children. I was one of the nearly 17 million kids who worry where their next meal will come from. Join me with the Safeway Foundation and the Entertainment Industry Foundation to help us end childhood hunger. Help undo hunger for America's children. Go to [hungeris.org](http://hungeris.org) to learn more.



**4-25-15 NY Sports and Beyond – Segment 1, 7:00a: Open/Tease**

**4-25-15 NY Sports and Beyond – Segment 2, 7:15a: Kevin McGruder** of the Black Fives Foundation provides an update on the Renaissance Ballroom in Harlem. Sadly, efforts to save the Harlem landmark, a cultural shrine, have failed. It was demolished by its new owners. The Renaissance was one of the few social venues in Harlem designed, financed, built, owned, and operated by African Americans. Aside from being a ballroom, it was a home to the historic New York Rens, a professional basketball power in the 1940s. McGruder is a historian, preservationist, and former Abyssinian Development Corporation executive who is now a history professor at Antioch College.

**5-2-15 NY Sports and Beyond – Segment 1, 7:00a: Open/Tease** - The events of the past week in Baltimore are troubling to everyone but there are many in the city who have done great work in that community, such as prominent members of the Baltimore Ravens football organization. Unfortunately, the same can't be said for the Baltimore Orioles, who locked up their stadium and got out of town.

**5-23-15 NY Sports and Beyond – Segment 1, 7:00a: Open/Tease**

**5-23-15 NY Sports and Beyond – Segment 2, 7:15a: Jenny Morgenthau**, executive director of the Fresh Air Fund, joins the show once again to discuss the summer program. Since 1877, more than 1.8 million New York City children from low-income communities have benefited from free summer experiences in the country with the Fresh Air Fund. Last year, close to 9,000 boys and girls visited the homes of volunteer host families in 13 states and Canada, enjoyed Fresh Air camps in upstate New York or participated in year-round educational activities supported by volunteer mentors. The Fresh Air Fund still needs host families to make the dreams of more New York City children become a reality. There is no "typical" Fresh Air Fund host family – families from many backgrounds volunteer to host Fresh Air Fund children. Hosting is a rewarding and formative experience for both the Fresh Air child AND the host family. The Fresh Air Fund's two summer programs are: a) Volunteer Host Family Program - Volunteer host families share their summers for one or two weeks with New York City children, ages six to 18, who leave behind the city streets to run barefoot in the grass. b) Camping Program - The Fresh Air Fund's free camping programs take place year round on 2,300 acres in Fishkill, New York. In the summer, 3,000 New York City children explore outdoor adventures and benefit from educational experiences.

**5-23-15 NY Sports and Beyond – Segment 3, 7:30a: Donna Lawrence**, President and CEO of the NY Chapter of the "I Have A Dream" Foundation, joins to discuss the Spring Gala coming up on June 9<sup>th</sup>, where Bill will be a guest speaker. The Spring Gala is the "I Have A Dream" Foundation's preeminent event of the year and brings together hundreds of national educators, business and political leaders, champions, and "I Have A Dream" students and alumni from across the country to raise funds for the organization and engage new champions of our cause. The "I Have A Dream" Foundation works to close the opportunity gap for children in low-income communities, and empowers them to achieve their full leadership potential by providing them with academic and financial support as well as exposure to a life of possibility. The "I Have A Dream" Foundation's vision is for all children to have an opportunity to earn a college degree and fully capitalize on their talents, aspirations, and dreams of fulfilling careers and productive global citizenship.

**6-6-15 NY Sports and Beyond – Segment 3, 7:30a: Randy Cruz** visits in-studio to talk about the upcoming "Hoops in the Sun" tournament at Orchard Beach in the Bronx. "Hoops in the Sun" (or HITS) is a community based basketball program dealing primarily in the street ball industry. It provides a recreational activity for adults and youth and an entertainment outlet for beach-going spectators of all ages. Joe "Pops" Cruz came up with the idea after seeing a tournament at Venice Beach on the West Coast many years ago. Since starting in 2000, Hoops in the Sun has already

earned its spot as one of the premiere Pro-Am runs on the entire East Coast. With the \$5 million in improvements made to Orchard Beach in 1999, Hoops in the Sun has served as a complement to the rebuilding efforts and activity expansion within this New York City summer "hot spot". Now going into Year 16, Hoops in the Sun will once again bring some of the most competitive New York City basketball to this attractive environment.

**6-27-15 NY Sports and Beyond – Segment 1, 7:00a: Open/Tease**

**6-27-15 NY Sports and Beyond – Segment 2, 7:15a:** Bill chats with **Mike Silverman**, Director of Sports for City Parks Foundation. This summer, the nonprofit City Parks Foundation is keeping over 14,000 New York City youngsters active by bringing free tennis, golf, track & field instruction, and new this year, soccer instruction, directly into local parks throughout the five boroughs, with a primary emphasis on underserved neighborhoods. By providing free use of equipment and professional instruction, sports become accessible to children, ages five to 16, to promote healthy lifestyles. City Parks Foundation's Sports Programs teach more than basics—they instill confidence, focus, teamwork and sportsmanship.

PSA Source: Burke Rehabilitation

Dates Aired: 4/24 – 5/1

Number Aired: 20

Summary: Burke Rehabilitation Hospital's annual heels and wheels 5K road race walk and children's fun run will take place on Sunday, May 3<sup>rd</sup> at 9am. Burke's heels and wheels is open to runners, walkers, cyclists, families and wheel chair athletes. Proceeds benefit Burke's rehabilitation Hospital's programs and services. For more information on Burke's heels and wheels event, call 914-597-2578 or visit burke.org.

PSA Source: Autism Speaks 2015

Dates Aired: 4/30 – 6/30

Number Aired: 119

Summary: Walk now for Autism Speaks raises awareness. Every time a city puts on a walk it is a terrific way to come together as a community to reach out to one another to get the message out that these children and these adults are incredible human beings. To find a walk near you, visit [walknowforautismspeaks.org](http://walknowforautismspeaks.org).

PSA source: NY Lottery

Dates Aired: 6/15 – 6/16

Number Aired: 10

Summary: New York's responsible play partnership is bringing its groundbreaking problem gambling awareness series to the Capital Region. This innovative series will bring New York's gaming operators and problem gambling service providers together for the first time to discuss the issues and opportunities that lie ahead given the state's changing gambling landscape.

PSA source: World Science Festival

Dates Aired: 5/14 – 6/1

Number Aired: 49

Summary: Is there life on other planets? How do you define life? Have neuro scientists solved addiction? How can a particle be in two places at the same time? What do astronauts do when they're up in space? Can you be mostly machine and still be called a human? How fast does a balloon pop? How can you use science to make the world a better place? The 2015 World Science Festival, May 27<sup>th</sup> through 31<sup>st</sup>. Five days, fifty events, thousands of questions answered. Tickets on sale now. [WorldScienceFestival.com](http://WorldScienceFestival.com).

PSA source: New York State Broadcasters Association

Products (6): Governor's Traffic Safety Committee (2015, Drink & Drive, DWI – Have a Plan, It's Your Community, Prescription Drugs Downstate) & NY Army National Guard (Guard Digging Out NY, Guard My First Call)

Dates Aired: 4/1 – 6/30

Number Aired: 196

- GTSC (2015)

- Summary: A drunk driver killed my dad. Impaired drivers shatters lives.
- GTSC (Drink & Drive)
  - A drunk driver hit my car head on and killed my daughter. Drunk driving shatters lives.
- GTSC (DWI, Have a Plan)
  - Summary: Download the new Have a Plan app. Be responsible and plan ahead. Shortcuts to friends, links to cabs and features to test your motor skills.
- GTSC (It's Your Community)
  - Summary: What if you could prevent a young person from getting hurt or killed, or if you could stop an under aged drinking party. Now you can call 866-Under21. Your community, your call.
- GTSC (Prescription Drugs Downstate)
  - Summary: Prescription drugs come with many warning labels and if you're driving under the influence of prescription drugs, you could end up facing consequences. Ask your pharmacist if your prescription can impact your ability to drive.
- NY Army National Guard (Guard Digging Out NY)
  - Summary: Rescued people. Dug them out and got them home safe.
- NY Army National Guard (Guard My First Call)
  - Summary: "My First Call as a NY Army National Guard"

## SAFETY

**5-2-15 NY Sports and Beyond - Segment 3, 7:30a:** Kate Carr serves as the president and CEO of Safe Kids Worldwide, a global nonprofit dedicated to protecting children from preventable injuries, the number one killer of kids in the United States. Around the world, a million children die each year from preventable injuries. Millions more are injured in ways that can affect them for a lifetime. Safe Kids works with an extensive network of more than 500 coalitions in the United States and with partners in more than 25 countries around the world to prevent childhood deaths and injuries from car crashes, drownings, fires, poisoning, falls and more. Since 1988, Safe Kids has worked closely with partners to help reduce the U.S. childhood death rate from preventable injury by 60 percent.

**5-9-15 NY Sports and Beyond - Segment 2, 7:15a:** George Boiardi was a 22 year old star Lacrosse player at Cornell University. In 2004, this young man died on the field after a ball hit him in the chest. It was a devastating blow to the family, team and entire lacrosse community but instead of giving up on their season or playing to "win" for George the coaches and team decided to play to honor George and play the game the way he played it. Wins and losses were secondary. Carrying on George's legacy was paramount. What followed was a miraculous season of dramatic wins and the healing of a group of young men who lost their captain and leader. **Jon Gordon** is the author of "The Hard Hat", an unforgettable true story about a selfless, loyal, joyful, hard-working, competitive, and compassionate leader and teammate, the impact he had on his team and program and the lessons we can learn from him. The "Hard Hat" usually worn by construction workers was a symbol Coach Jeff Tambroni and Cornell lacrosse used to instill blue collar values and hard work in his team. After his death in 2004 George's number was placed on the hard hat and it came to symbolize more than an idea. The hard hat came to represent George and the kind of person and player every Cornell lacrosse freshman strived to be. It came to embody the spirit of Cornell Big Red Lacrosse and this spirit of a hard working selfless team. George's impact on his team was so great that to this day his attitude, effort and spirit are still talked about daily in the Cornell locker room and on the field. His teammates 11 years later still live their lives with his giving spirit in mind.

**6-20-15 NY Sports and Beyond - Segment 4, 7:45a:** The FBI and the Justice Department uncovered evidence that front-office officials for the St. Louis Cardinals allegedly hacked into the internal networks of the Houston Astros to potentially steal information. The investigation stems from a breach more than a year ago in the Astros' database that houses scouting reports, medical information and other proprietary evaluations of players. **Adam Levin**, Chairman and Founder of IDT911 say this is an example of an unprecedented case of corporate espionage. "This is beyond Deflate gate. If the case bears out to be true, this kills the Cardinals reputation and sheds light on the new way sports teams have to protect intellectual property in the digital age. Breach is the third certainty in life and sports teams need to wake up and beef up their cyber security when the future of their team's success does not just rest on the play field, but in the sensitive information stored on their computer systems. This brings cyber warfare to the world of sport."

PSA source: Winthrop University Hospital

Dates Aired: 6/4 – 6/26

Number Aired: 66

Summary: Prom Season is a time for making memories. Winthrop-University Hospital wants to make sure all yours are happy ones. So please, be safe. Don't be pressured into drinking alcohol or using drugs. Drinking kills over 45-hundred young people a year. Teen drivers who've been drinking are 17 times more likely to die in an accident. Always wear your seat belt and never drive while on the phone, texting or blasting your music. Be careful, and you'll enjoy your prom night memories for a long, long time. Winthrop University Hospital. Your health means everything.

**4-4-15 NY Sports and Beyond - Segment 3, 7:30a:** We might think only the parent of a teen can understand how difficult it can be to open the door to a constructive conversation about choices. But **Kevin Kuczynski** has had those conversations over and over during his many years as a school counselor, and now he's offering the tools we need to help the teenagers we love. "Behind the Counselor's Door: Teenagers' True Confessions, Trials, and Triumphs" bridges the gap between adults and teenagers and has the potential to jump-start important conversations in homes all around the country. Kevin covers school-related issues such as homework and attendance and much heavier subjects such as dealing with grief, drug and alcohol addiction, and pressures of dating. He offers support through the pages of his book to those who may be lacking it and uses the stories to motivate teens to take stock in their own life.

**5-16-15 NY Sports and Beyond - Segment 3, 7:30a:** Repeat of Segment 3 on 4-4-15.

**4-25-15 NY Sports and Beyond - Segment 4, 7:45a:** National Black Chamber of Commerce President **Harry C. Alford, Jr.** joins the program. The National Guard Youth Foundation (NGYF) is launching a workforce development pilot program with the National Black Chamber of Commerce (NBCC) to provide additional skills training, access to technical programs and job placement opportunities to graduates of the Louisiana National Guard Youth Challenge Program, an alternative education program that provides mentorship, life skills and a pathway to graduation for youth who were previously disconnected from education and the workforce. NBCC has pledged to facilitate training and hiring for hundreds of Louisiana Youth Challenge Program graduates through its Gulf Coast Chamber members.

**5-30-15 NY Sports and Beyond - Segment 4, 7:45a:** **Jai Nanda**, executive director of the Urban Dove, rejoins the program as the Urban Dove Team Charter School (UD Team) first graduating class will have its ceremony on June 25<sup>th</sup>. Jai first joined the program three years ago when the Academy was just getting underway. A graduating class of 90 will feature about 30 getting college scholarships. UD Team is an innovative high school for struggling 9th and 10th graders where every student is part of a team. Students participate in a daily sports, health, and fitness program that focus on developing the critical life-skills needed for success on the field, in the classroom and in life. A 3-year high school with a project-based, personalized instructional program gives students a foundation for higher education and the job skills needed to enter the world of work. Students become leaders in their community through a comprehensive internship and job training program that gives them the skills, experience and confidence to excel beyond school. Bill will be a guest speaker at the 13<sup>th</sup> Annual "Evening with the Dove" on June 3rd



**4-4-15 NY Sports and Beyond - Segment 2, 7:15a:** Even people who don't usually watch basketball get caught up in the NCAA tournament; they call it March Madness for a reason. What's the difference between the player who stays calm under pressure and the one who chokes? Why do we jump and scream when they do and jump and scream when they don't? **Dr. Rob Pennington** joins the show to try to explain how to better understand what's really happening with the players and the audience during March Madness and how anyone can stay calm and succeed in their own pressure situations. Known as the Upside Down Doctor, Dr. Pennington is a psychologist, speaker, and the host of his own TV show. He's the author of "Find the Upside of the Down Times: How to Turn Your Worst Experiences into Your Best Opportunities!"

**4-11-15 NY Sports and Beyond - Segment 1, 7:00a:** Open/Tease

**4-11-15 NY Sports and Beyond - Segment 2, 7:15a:** **Tina Syer** is the Chief Impact Officer for an organization called Positive Coaching Alliance (PCA), a national non-profit developing "Better Athletes, Better People" through resources that help create a positive, character-building youth and high school sports experience. PCA serves youth and high school sports coaches, parents, administrators and student-athletes through live workshops, online training and books, as well as the PCA Development Zone™ ([www.PCADevZone.org](http://www.PCADevZone.org)), offering hundreds of free audio-video and printable resources that help improve youth sports.

**4-11-15 NY Sports and Beyond - Segment 3, 7:30a:** **David Clark** grew up poor and homeless, living out of his father's pickup truck. With no formal education to build upon, he beat the odds. He went from being homeless to owning a chain of 13 retail stores by the time he was 29 years old. However his success was short-lived and he ultimately lost everything due to poor choices and addiction. He had hit rock bottom from reckless eating, binge drinking and popping pills. Miraculously, reality hit him with the realization that if he didn't change his ways on that very day, he would surely die. From that day onwards, David drew a line in the sand, leaving his addictions and unhealthy lifestyle in the past. At 320 pounds and with this new resolve, he started training for the Ultra Marathon, an extreme racing event where runners attempt a grueling 100-mile trek through the Colorado terrain. Runners are allowed a mere 30 hours to complete the race. Not only did he conquer the course in less than 30 hours on his first attempt, but he lost more than 150 pounds, and beat his drug addictions. Further, he has competed in and won some of the toughest endurance events in the world. He now uses Ultra sports to help others conquer their own demons.

**4-18-15 NY Sports and Beyond - Segment 1, 7:00a:** Open/Tease

**4-18-15 NY Sports and Beyond - Segment 2, 7:15a:** We welcome back **Patrick McClenahan**, President and Chief Executive Officer of the 2015 Special Olympics World Games as the countdown is now on; there are less than 100 days until the Games kick off in Los Angeles in July. With 7,000 athletes and 3,000 coaches representing 177 countries, along with 30,000 volunteers and an anticipated 500,000 spectators, the 2015 Special Olympics World Games will be the largest sports and humanitarian event anywhere in the world in 2015, and the single biggest event in Los Angeles since the 1984 Olympic Games. The 2015 Special Olympics World Games, with the unparalleled spirit, enthusiasm, teamwork, joy and displays of courage and skill that are hallmarks of all Special Olympics events, will feature 25 Olympic-style sports in venues throughout the Los Angeles region.

**5-16-15 NY Sports and Beyond - Segment 1, 7:00a:** Repeat of Segment 2 on 4-18-15.

**5-23-15 NY Sports and Beyond - Segment 4, 7:45a:** "The Yankee Walker": **Richard J. Albero**, a 65-year-old Yankees fan and former teacher who has retired to Florida, is walking 1,200 miles -- from Steinbrenner Field in Tampa, Florida, to Yankee Stadium in the Bronx -- in the name of the Wounded Warrior Project. Each mile is dedicated to a former Yankees player in the name of whom money can be donated for our servicemen and servicewomen. When Albero steps on home plate in New York, he will have completed the trek in memory of his nephew Gary, who died on 9/11. More than \$25,000 has been raised. Richard's journey will be completed this weekend.

**6-6-15 NY Sports and Beyond - Segment 2, 7:15a:** Bill chats with **Emily LePinnet** aka "The Neon Runner". Emily struggled with weight growing up and as a desperate, young girl, tried every approach to weight loss. After her daughter was born, Emily started walking. She would do 5 miles a day, 6 days a week, and eventually lost a little over 30 lbs. from her previous 265. Seeing results, she finally started feeling good about herself and began to get into running. Emily now takes part in numerous walks, runs and races and looks to inspire others through the results she has gotten. "If I can do it, so can you!"

**6-6-15 NY Sports and Beyond - Segment 4, 7:45a:** The Yogi Berra Museum at Montclair State University has launched a petition to the White House to award the great Yogi Berra the Presidential Medal of Freedom. Yogi's granddaughter **Lindsay** joins Bill to discuss the movement. This has little to do with his accomplishments on the baseball diamond; A man of unimpeachable integrity and respect, he befriended the first black and Latino baseball players in Major League Baseball. He is currently an ambassador for Athlete Ally, which promotes LGBT rights in sports. Berra enlisted in the U. S. Navy during World War II and served during the D-Day invasion. He continues to be an avid supporter of our armed forces. Berra greatly values education. While with the Yankees, he created a scholarship at Columbia University that is still active 50 years later. His namesake Museum & Learning Center serves 20,000 students annually with character education programs and teaches the values of respect, sportsmanship and inclusion that Berra has demonstrated throughout his life and career.

**6-13-15 NY Sports and Beyond - Segment 1, 7:00a:** Open/Tease

**6-13-15 NY Sports and Beyond - Segment 2, 7:15a:** Bill chats with **Nicolette Witcher** from Hudson River Park. Hudson River Park, the longest waterfront park in the United States, encompassing nearly 550 acres of parkland and marine sanctuary from 59th Street to Chambers Street along Manhattan's west side, will be the setting for the inaugural Hudson River Park Games on Saturday, June 13, 2015. Presented by the non-profit Friends of Hudson River Park, this unprecedented all-day celebration of the uniquely competitive spirit that makes New York the greatest city in the world, will engage competitors of all abilities—from elite athletes to weekend warriors to sports-challenged fashionistas, to kids and spectators. There will be something for everyone at the first-ever Hudson River Park Games.

**6-13-15 NY Sports and Beyond - Segment 3, 7:30a:** New Jersey native (and 2x Super Bowl champ) **Jonathan Casillas** returns home not just as a member of the New York Giants, but also has plenty of surprises in store at his upcoming football camp. The Jonathan Casillas Forward Progress Camp is open to the first 200 participants on a first-come, first-serve basis. Jonathan returns to his hometown of New Brunswick to host the camp, focused on enhancing life and football skills, while demonstrating how the two are connected. Last year's camp was an amazing success and Jonathan is looking forward to an even better turnout this year.

**6-13-15 NY Sports and Beyond - Segment 4, 7:45a:** Another NJ native, Denver Nuggets guard **Randy Foye**, returns to his hometown to host the 4th Annual Regina's Run 5K family fitness event. "Regina's Run - Helping Families in Need" is a partnership between two organizations that seek to improve the quality of life for children in Newark. The race is named in honor of Foye's late mother, Regina. Foye's parents died in unrelated tragic incidents before his 6th birthday. He persevered while growing up in a tough urban environment and went on to graduate from Villanova University. Then, he achieved his childhood dream of playing in the NBA. Runners and walkers of all ages are encouraged to register. In addition to the race, there will be refreshments, entertainment, games and a health fair. Proceeds will benefit the Children's Hospital of New Jersey (CHoNJ), which is located at Newark Beth Israel Medical Center, and the Randy Foye Foundation.

**6-20-15 NY Sports and Beyond - Segment 2, 7:15a:** With the upcoming NFL regular season less than three months away, the off-season hype is heating up. But while fans and analysts are focusing on training camps and injuries, according to former player and coach **Czonko Berzski, Jr.**, the entire sport is about to be flipped on its head. "The future of football hangs in the balance," explains Berzski in his new book, "The Future of Football". "Part on the field, part in the courtroom, part at the sports bar and part in the living rooms of fans across the country. Here change comes, whether we like it or not."

Through eye-opening anecdotes and shocking observations about the current state of the game, Berzski discusses:

- "Deflate gate" and how there is more to the scandal than meets the eye.
- The exciting trend of multi-threat athletes in professional football and how they will continue to replace traditional quarterbacks.
- How NFL owners can learn from officials in other professional sports, like the NHL, to make the game safer for the players.

**6-27-15 NY Sports and Beyond - Segment 4, 7:45a:** Former NBA Player **Adonal Foyle** has written a new book on the financial troubles that many professional athletes face. The book, "Winning the Money Game", released this week and it ended up being very timely as, 30+ young men will become instant millionaires in Thursday night's NBA Draft. Adonal provides an interesting look on how some guys just don't have a plan going into this unique situation. The book also gives sound advice to those of us who don't earn millions playing a sport.

#### WISDOM FROM THE WOODS

**5-2-15 NY Sports and Beyond - Segment 2, 7:15a:** Living in a peaceful world, free from hatred, bigotry, bullying and violence may seem like an impossible journey. Violence surrounds us and overwhelmingly dominates our lives through crime-based TV shows, video games, and social media – not to mention our daily news feeds which include hate crimes, bullying, school shootings and domestic violence. According to **Jan Arnow**, author of *In the Line of Fire: Raising Kids in a Violent World*, these are all connected along a continuum of violence. In this accessible book, Arnow makes the connections that have been widely ignored. She says, "We can stop the violence, with 400 tips." "As a result of receiving poor social mentorship and not knowing how to resolve conflicts, there are more than 61,000 youth residing in juvenile detention centers or correctional facilities throughout the US. Abusive behaviors often initiate at home, and children who are abused become the abusers."

**6-20-15 NY Sports and Beyond - Segment 3, 7:30a:** New York State is the only state in the nation to dedicate an entire month to the issue of gun violence prevention and awareness. In 2013 the first resolution unanimously passed the New York State Legislature naming June Gun Violence Awareness Month as part of a five year push to reduce gun violence across New York. Similar resolutions and proclamations were issued in every major city in New York State, including New York City. Bill speaks with **Charlie King**, one of the founders of the effort for a Gun Violence Awareness Month.

#### ANIMAL WELFARE

**6-6-15 NY Sports and Beyond - Segment 1, 7:00a:** **Hannah Stember**, Public Relations Manager at Best Friends Animal Society leads off the program. With many of the city's animal shelters facing over capacity, becoming a foster parent would provide a lifesaving second chance to New York pets. Best Friends Animal Society, one of the leading national animal welfare organizations, recently partnered with Animal Care and Control of NYC on a foster care program to dramatically increase the number of foster homes in the City. By becoming a foster parent, not only would you change the future of one lucky dog or cat but would in turn create crucial shelter space for other pets in need.

#### NATURE'S DISASTERS RECOVERED

**5-9-15 NY Sports and Beyond - Segment 3, 7:30a:** After the April 25<sup>th</sup> earthquake in Nepal, they are still working to rescue and recover near Mount Everest. **Nick Hell** of Outside Magazine joins to discuss the extent of the damages to Everest towns like Kathmandu, the rescue operations underway at Base Camp and stranded climbers at Camps I and II, and the future of climbing at Everest.

**5-9-15 NY Sports and Beyond - Segment 4, 7:45a:** California resident **Sara Safari** began preparations to climb Mount Everest in April, with the intention of raising money and awareness for the plight of young Nepali girls who fall victim to human trafficking, never could she have imagined her own life would be in such danger from Nepal's worst earthquake in over 80 years! Thankfully, Sara and her team survived this terrifying ordeal and were plucked from the mountain by

helicopter, but unfortunately some members of the base camp team were among the 4,000 people who lost their lives. She joined Bill to discuss this experience.

**6-27-15 NY Sports and Beyond - Segment 3, 7:30a:** Three years after Hurricane Sandy, homeowners in New York and New Jersey are still suffering from the effects of the storm. **August Mattels**, head of Weisbrod, Matteis and Copley, is representing Sandy homeowners. There are still disputes about claims in home insurance and flood policies; August alleges that FEMA is in cahoots with the insurers who defrauded those homeowners. He would know: he proved it in Mississippi after Hurricane Katrina! FEMA has already admitted that the claims were underpaid when people originally submitted them.

PSA source: UNICEF/Nepal Earthquake

Dates Aired: 4/29 – 5/31

Number Aired: 89

Summary: A deadly 7.9 earthquake has hit Nepal. Unicef is on the ground working to save and protect Nepal's children, and there isn't a moment to lose. UNICEF provides medicine, nutrition, safe, clean water and other lifesaving supplies to children and their families in emergencies. Please, the children of Nepal need you right now. You can help at [unicefusa.org](http://unicefusa.org).

**5-30-15 NY Sports and Beyond - Segment 3, 7:30a:** According to a recent article in The Washington Post, the number of seniors going into their retirement with student loan debt has spiked by a whopping 500 percent since 2002. With seniors receiving an average of \$1,300 a month in social security, the student loan burden is slashing their benefits to the bone. If this problem is not properly addressed, experts predict a catastrophic impact on the U.S. economy, considering the current student loan debt is at \$1.3 trillion and expected to rise. Nationally recognized expert in student loan management and consolidation **Bruce Mesnekoff** joins the program to provide listeners with valuable information on different repayment options and a variety of non-profit financial assistance programs that ensure consumers are made aware of the newest assistance solutions available for their student loan issues. As a general manager of The Student Loan Help Center, Bruce's goal is to educate borrowers to take control of their unmanageable student loan debt and help prevent further delinquencies. His expertise has contributed to the development and implementation of programs, which has helped thousands of consumers regain financial stability.

## PART 2: PUBLIC SERVICE ACTIVITIES / COMMUNITY OUTREACH

The staff of ESPN New York has forged relationships with the local community in recognition of its obligation to the citizens of the tri-State 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.

### Playworks "Corporate Recess"

Date: Monday, March 9<sup>th</sup>, 2015

Location: P.S. 198 – East Harlem, NY

Details: Volunteers work with young students during their recess time doing physical activities, sports and playing games to support learning and physical health.

### **Special Olympics Unified Relay Across America**

Date: Thursday, June 4<sup>th</sup>, 2015

Location: New York, NY

Details: ESPN is the Official Media Sponsor of the 2015 Special Olympic World Games. ESPN volunteers had the opportunity to run a half mile segment and carry the torch.

### **NY Blood Drive**

Date: Tuesday, June 30<sup>th</sup> & Wednesday, July 1st 2015

Location: New York, NY

Details: Volunteers donate blood in hopes to save lives.

## **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 tri-state 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. **Second Quarter 2015** calendar entries are below:

### **Flower Show**

April 1-4, 2015

New York, NY

See spectacular arrangements of flowers from around the world and attend scheduled events at Macy's Flower Show.

### **Auto Show**

April 3-12, 2015

Jacob Javits Center - New York, NY

New York International Auto Show is billed as America's first and largest auto show.

### **Easter Egg Scavenger Hunt**

April 4, 2015

Manhattan – New York, NY

Follow clues around New York City with the help of a smartphone app to find hidden eggs.

### **Rare Book Fairs**

April 9-12, 2015

New York, NY

Antiquarian Book Fair has 200 dealers of rare books, maps, and manuscripts, plus lectures and panel discussions at Park Avenue Armory.

### **Latin American Film Festival**

April 9-17, 2015

New York, NY

Havana Film Festival New York shows 40 full-length feature films, documentaries, shorts, animation, and classics from Latin America with English subtitles.

### **Photography Show**

April 16-19, 2015

Park Avenue Armory – New York, NY

The Association of International Photography Art Dealers Show exhibits museum-quality work from 80 galleries.

### **Cirque-Style Acrobatics**

April 16-26, 2015

New York, NY

Sequence 8 is a cool and sexy fusion of acrobatics, hip-hop, humor, and upbeat music performed by a dance troupe from Montreal.

### **Museum Dance**

April 17, 2015

New York, NY

Fun annual event at the American Museum of Natural History. All profits to support the Fort Hamilton Mental Health Service.

**Travel Festival**

April 18-19, 2015

New York, NY

Hear speakers share travel tips and stories, attend a workshop, and visit exhibitors.

**Earth Day**

April 19, 2015

New York City

Earth Day features a green-vehicle show, exhibits, family activities, music and entertainment.

**Bordeaux Wine Tasting**

April 20, 2015

New York, NY

Taste fine wine from 35 wineries at Le Grand Cercle des Vin de Bordeaux in Grand Central Terminal.

**Games for Social Good**

April 21-23, 2015

New York, NY

Explore the ways games can improve lives at Games for Change, which features talks, workshops, a game arcade, vendors, and awards.

**Street Games Day**

April 25, 2015

Thomas Jefferson Park - Harlem, NY

Play classic low-tech games like stickball, hula hoop, pogo stick, and yo-yo.

**Memorial Run**

April 26, 2015

Lower Manhattan, NY

The 9/11 Memorial 5K Run/Walk at Pier 26 supports the National September 11 Memorial & Museum and encourages volunteerism.

**Bicycle Expo**

May 1, 2015

New York, NY

Visit 100 bicycle and accessory exhibitors, and attend biking presentations and classes.

**International Food Fest**

May 16-17, 2015

New York, NY

Ninth Avenue International Food Festival features food from around the world, international music and dance, artists and vendors, and children's rides and games.

**Internet Conference**

May 18-21, 2015

New York City

Internet Week includes 250 talks, interviews, panels, and discussions with celebrities, business executives, founders of New York based startups, and leaders.

**Adult Disney Spoof**

May 1 & 29, 2015

Laurie Beechman Theatre - New York, NY

Distorted Diznee has high-energy dancing, comedy, dazzling costumes and lip synching by drag queens dressed as Ariel, Snow White, and Mary Poppins.

**Mother's Day In the Garden**

May 9-10, 2015

New York Botanical Garden - New York

Mother's Day Weekend Garden Party has live music, dancers, games, food trucks, and casual picnicking.

**Japanese Festival**

May 10, 2015

Central Park - New York, NY

Japan Day at Central Park includes dancing and singing, calligraphy and origami, activity tents, and food tents.

**Memorial Day Concert**

May 25, 2015

Avery Fisher Hall – New York, NY

Life and Remembrance is a stirring orchestral concert with 10 choirs.

**Book Expo**

May 27-29, 2015

Jacob Javits Convention Center – New York, NY

Book Expo America includes 1000 exhibitors, author lectures and autographing events, and publishing-industry sessions.

Taste 8 premium whiskeys with snacks at 8 downtown bars.

**Fishing Tournament**

May 15, 2015

Chelsea Piers – New York, NY

Register to win prizes for catching striped bass, bluefish, and weakfish from boats at FCA Manhattan Cup, an inshore catch-and-release tournament that ends with awards and a party.

**Mobile Health Fair**

May 16, 2015

New York, NY

Health mobile vehicles from all agencies. Free checkups and giveaways.

**Highway to Health Festival**

May 16, 2015

New York, NY

HealthCorps' Highway to Health Festival is a celebration of healthy living in NYC.

**Rock Festival**

June 5-7, 2015

Randalls Island Park – New York

Governors Ball is a three-day outdoor music festival featuring more than 60 acts.

**Family Bicycling Event**

June 6, 2015

Socrates Sculpture Park – Long Island City, NY

Repair and decorate your bike, and join the Long Island City Bike Parade.

**Films About Human Rights**

June 11-21, 2015

Lincoln Center - New York, NY

See compelling films from around the world about truth, justice, accountability, and human dignity at the Human Rights Watch Film Festival.

**Yoga In the Square**

June 21, 2015

Times Square - New York, NY

Renew your mind, body, and spirit by registering to attend a yoga class or yoga village.

**Solstice Celebration**

June 21, 2015

Socrates Sculpture Park – Long Island City, NY

Summer Solstice Celebration includes face painting, art-making workshops, drumming, wrestling, yoga, and a solstice ritual.

**Asian Food Events**

June 26-27, 2015

Times Square – New York, NY

Visit tasting booths, see culinary contests and demos, and watch cultural performances at Taste Asia.

**Puerto Rican Parade**

June 14, 2015

New York, NY

The National Puerto Rican Day Parade is billed as America's largest demonstration of ethnic pride with nearly two million spectators.

**Mermaid Parade**

June 20, 2015

Coney Island – Brooklyn, NY

The Mermaid Parade is 1000 people wearing glittering costumes, floats with aquatic themes, and classic cars.

**Pride Sunday**

June 28, 2015

New York, NY

Pride Week events include the noon Pride March down 5<sup>th</sup> Avenue, the afternoon Pride Fest street fair, and the evening Dance on the Pier.