



**ESPN 100.9-FM  
PROGRAMMING REPORT  
JULY – SEPT  
2020**

**PREPARED by Brad Tunney**

**PROGRAM: The Huge Show with Bill Simonson**

Production: In-state

Description: The Huge with Bill Simonson is a statewide syndicated sports talk show that focuses on local sports in the state of Michigan. The show focuses on both professional and collegiate sports, including but not limited to: University of Michigan, Michigan State University, Central Michigan University, Detroit Lions, Pistons, Red Wings and Tigers. High school sports throughout the state is a piece of the show, with local athletes being featured through interviews and on-air mentions.

The Huge Show regularly has big-name guests in the state of Michigan on his show for interviews, including: Red Wings Head Coach Jeff Blashill, MSU Basketball Coach Tom Izzo and Michigan Head Football coach Jim Harbaugh.

Dates aired: Airs weekdays / 3 p.m. – 6 p.m.

**PROGRAM: Local Sportscenter Updates**

Production: In-region, :60

Description: Local Sportscenter Updates are one-minutes sports reports that are produced by local TV station WNEM and their local sports anchors. The reports provide updates on the latest sports news from the region, as well as statewide. Reports feature both professional and amateur sports. Emphasis is on, but not limited to: high school sports, Great Lakes Loons baseball, Saginaw Valley State athletics, Northwood University athletics, Central Michigan University athletics, Saginaw Spirit hockey, University of Michigan athletics, Michigan State athletics, Detroit Lions, Pistons, Red Wings and Tigers.

Dates aired: Weekdays / 6 a.m. – 6 p.m. / 2x an hour

**PROGRAM: Local Weather Updates**

Production: In-region, :30

Description: Local Weather Updates are a service to our local listeners, providing an updated and accurate forecast for our listeners. Reports are 30-second weather updates that are produced by local TV station WNEM wither meteorologists and weather specialties. These are not meant to be a replaced for EAS alerts, which our station provides on a regular basis, but a rather a service so the listener knows what to expect weather-wise in the region for the upcoming day, days and week.

Dates aired: Weekdays / 6 a.m. – 6 p.m. / 2x an hour

**PROGRAM: Tigers Updates**

Production: In-house, :30

Description: Tigers Updates are a daily feature weekdays that offer listeners an update on what's happening with their favorite baseball team, the Detroit Tigers. Since the station's inception, listeners in the area have always responded in an overwhelmingly positive way to Tigers coverage across all of our platforms. By offering two different updates at two different times throughout the day, it gives to community the chance to hear what's specifically going on with the Tigers during the daytime hours. Each update is separately offered to local clients, allowing for advertising in a different manner.

Dates aired: Weekdays / 12 p.m. – 6 p.m. / 2x a day

**PROGRAM: Hot Take Feature**

Production: In-house, :30

Description: Question of the Day is a daily weekday feature we offer listeners to generate and perpetuate the sports conversation about the teams in the state of Michigan. Those include, but are not limited to: University of Michigan, Michigan State University, Central Michigan University, Detroit Lions, Pistons, Red Wings and Tigers. Along with offering it on our social media channels, we air it during the day, encouraging people to get involved, offer their opinions and converse with other people in the region about the day's topic. The feature is paired with a promo that runs with a sponsor's tag attached to it.

Dates aired: Weekdays / 12 p.m. – 6 p.m. / 4x a day

**PROGRAM: Weekend Planner**

Production: In-house, :60

Description: This feature highlights local events and activities that are fun, family-oriented and affordable. Offers different organizations the chance to get exposure and reach an audience that they normally wouldn't on other stations.

Dates aired: Thursdays & Fridays / 7:39 a.m. 9:39 a.m. & 11:41 a.m.

**PROGRAM: Lions Updates**

Production: In-house, :30

Description: Lions updates keep listeners informed on the state's NFL team and provide a local flavor to the station's national football talk during the season. Lions updates attempt to highlight interesting statistics from the last game and keys to know about next week's opponent.

Dates aired: Weekdays / 12 p.m. – 6 p.m. / 2x a day (BEGAN IN SEPTEMBER)

**PROGRAM: This Week in High School Sports**

Production: MHSAA – Five minutes in length

Description: A weekly recap of notable accomplishments and headlines from across the Michigan High School Athletic Association.

Dates aired: Fridays at halftime of high school football games (BEGAN IN SEPTEMBER)

**PROGRAM: PUBLIC SERVICE ANNOUNCEMENTS**

Description: List of public service announcements aired on ESPN 100.9-FM is attached to this document.