



**ESPN 100.9-FM
PROGRAMMING REPORT
APRIL – JUNE
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: Michigan Football Coach Jim Harbaugh, MSU Basketball Coach Tom Izzo, Tigers Manager Ron Hardenhire, Pistons GM Jeff Bower and many more.

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

PROGRAM: X's & Bro's

Production: In-state

Description: X's & Bro's with Sean Baligian 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.

Dates aired: Aired weekdays / 12 p.m. – 3 p.m.

PROGRAM: Local Sports Center Updates

Production: In-region, :60

Description: Local Sports Center Updates are one-minute 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 with meteorologists and weather specialties. These are not meant to be a replacement for EAS alerts, which our station provides on a regular basis, but 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: Question of the Day 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: Scholar Athlete of the Month

Production: In-house

Description: During the academic year, local high school student-athletes are highlighted for their athletic and academic achievements, as well as leadership on and off the playing field. Each month, school administrators and coaches nominate students and one male and female winner is highlighted each month. They are given the opportunity, within travel restrictions, to visit the studio to be interviewed by a station representative and given a tour of the baseball stadium the studios are housed in.

Dates aired: Each day / 6 a.m. – Mid / 4x a day (2 male & 2 female) (April & May)

PROGRAM: PUBLIC SERVICE ANNOUNCEMENTS

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