



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

***Public Service Report***  
***Third Quarter 2020***

**October 10, 2020**

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 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:** Aired 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 2020**, the station aired **822** 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 2020:

- ***Health & Wellness***
- ***Foundations, Fundraisers, Charities & Non-profit Organizations***
- ***Sports***
- ***Community Matters, Events & Programs***
- ***Pandemic***
- ***Technology***
- ***Social Injustice & Racial Issues***

## HEALTH & WELLNESS

**7-5-20 NY Sports and Beyond – Segment 1, 6:15A:** Larry is joined by **Michele L. Sullivan**. The spread of the novel coronavirus (COVID-19) is here, and it’s forcing people into isolation, self-quarantine, and keeping people from being able to do the things they love. Studies have shown how detrimental isolation can be to one’s health, especially to the elderly. So how do we combat the negative effects of social isolation, while following regulations that have been proven to help slow the spread of the virus? Michele was born with a rare form of dwarfism and rose the ranks to become the first female president of the Caterpillar Foundation. Impacting millions, she has spent her years encouraging others to embrace the opportunity to see life from a different point, which she reflects on in her motivational new book *Looking Up: How a Different Perspective Turns Obstacles into Advantages*.

**7-5-20 NY Sports and Beyond – Segment 3, 6:45A:** Michele discussing overcoming her dwarfism, and the insecurities it caused, to becoming a sought-after motivational speaker.

**8-23-20 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.

**8-23-20 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.

**9-6-20 NY Sports and Beyond – Segment 1, 6:15A: Dr. Leslie Cooper** joins the program to discuss myocarditis and COVID-19's effects on the heart, especially in relation to athletes. Dr. Cooper is the chair of the Mayo Clinic Enterprise Department of Cardiovascular Medicine, chair of the Department of Cardiovascular Medicine in Florida, as well as one of the founders of the Myocarditis Foundation. He is one of if not the foremost expert on the disease.

**9-6-20 NY Sports and Beyond – Segment 2, 6:30A:** Dr. Cooper explains the connection between myocarditis and the coronavirus:

- SARS-CoV-2 can cause myocarditis (an inflammation of the heart) in young people. A minority of those who are infected develop cardiac injury, including myocarditis.
- People who experience myocarditis due to SARS-CoV-2 or other viruses should abstain from competitive sports for 3-6 months and have a cardiac evaluation before resuming full training.
- Expert consensus recommendations are for avoidance of competitive sports in asymptomatic SARS-CoV-2 infection for 14 days- attached.
- Long term risk is not known but recent papers from China and Germany suggest that there is a subset of COVID-19 patients with heart damage that extends after they are asymptomatic and clinically recovered. Testing recommendations and return to sports in this setting is a matter of active debate.

**9-13-20 NY Sports and Beyond – Segment 1, 6:15A: S. Tia Brown** discusses anxiety, returning your kids to school in a post-COVID world, and how professional athletes deal with depression (in light of Dallas Cowboys QB Dak Prescott's comments this past week). S. Tia begins by discussing the concerns parents may have when it comes to keeping their children safe as school is getting set to start again after a half year of being shut down.

**9-13-20 NY Sports and Beyond – Segment 2, 6:30A:** Anxiety is normal when “back-to-school” begins, but how is it heightened in these current times? S. Tia also discusses anxiety around social media and how to deal with it when kids try to shut parents out.

**9-13-20 NY Sports and Beyond – Segment 3, 6:45A:** S. Tia explores depression in athletes and entertainers. Dak Prescott is the latest example of an athlete opening up about depression after the suicide of his brother. Why are we so surprised at our fellow human beings for being human?

**9-27-20 NY Sports and Beyond – Segment 1, 6:15A:** Repeat from Segment 1 on 9/13/20.

**9-27-20 NY Sports and Beyond – Segment 2, 6:30A:** Repeat from Segment 2 on 9/13/20.

**9-27-20 NY Sports and Beyond – Segment 3, 6:45A:** Repeat from Segment 3 on 9/13/20.

PSA Source: NYU Winthrop Hospital/NYU Langone Medical Center

Dates Aired: 9/3 – 9/30

Number Aired: 70

Script: September is Prostate Cancer Awareness Month. NYU Winthrop's CyberKnife program, part of Perlmutter Cancer Center at NYU Langone Health, wants the men of the New York area and those who love them to know there is no better or safer time or place to have your exam and, if need be, treatment for prostate cancer than at Perlmutter Cancer Center. NYU Winthrop's CyberKnife program — as effective as surgery for prostate cancer, but with no cutting or pain and less risk of side effects compared to other treatments.

## FOUNDATIONS, FUNDRAISERS, CHARITIES & NON-PROFIT ORGANIZATIONS

**7-12-20 NY Sports and Beyond – Segment 1, 6:15A:** Larry is joined by **Jim Johnson**, Executive Director of Companions in Courage Foundation. They work hard to help children with medical issues in hospitals improve physically and mentally. The Companions in Courage Foundation was founded by NHL Hall of Famer Pat LaFontaine as a way to connect hospitalized children with their family, friends and heroes. A public 501(c)(3) charity, they build interactive playrooms in hospitals. Their mission is quite simple: *No child in the fight for life or health should ever have to go through it alone*. At Companions in Courage Foundation, they are here to give courage, friendship, compassion and support to those children and families who are overcoming illness and life-threatening obstacles.

**7-19-20 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by Roslyn, Long Island native **Andrew Murstein**, CEO of Medallion Financial and majority owner of Richard Petty Motorsports. Medallion Financial is a company that was exclusively lending money to women and minority owned companies since the 1980s when he joined the family business until its IPO in the 1990's. Andrew discusses his plan upon buying into NASCAR of diversifying the motorsport, making it more inclusive and introducing it to a broader audience – this included the decision to choose Bubba Wallace as a driver, whom RPM saw the potential to do something great, a la Tiger Woods in golf.

**8-16-20 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **Hilarie Cash**, Founding Member, Chief Clinical Officer (CCO), and Education Director at reSTART. An estimated 72% of American households play video games 20+ hours per week. An estimated 9% of 3,034 participants in a study showed signs of video game addiction. 4% of those were categorized as “extreme users” who averaged 50 hours per week. Ten years ago, Hilarie and her co-founder at reSTART, Cosette Rae, founded the organization with a desire to help people struggling with a problem people didn't understand. At reSTART, they understand that problematic internet and gaming use co-occurs with other mental health conditions, and they've been fine-tuning their services for over a decade to help users connect with change that lasts.

**8-16-20 NY Sports and Beyond - Segment 2, 6:30A:** How does reSTART treat adolescents suffering from video game and internet addiction? They coach people to discover and better understand the underlying conditions affecting their lives. In addition to ruling out any medical conditions, they assess and treat co-occurring conditions which impair a healthy quality of life. For example, a person may have a diagnosis of depression, which must be examined alongside any screen addiction. Treating one and not the other concurrently may lead to a worsening of anxiety or depressive symptoms.

**8-23-20 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.

**9-6-20 NY Sports and Beyond - Segment 3, 6:45A:** Dr. Cooper discusses the Myocarditis Foundation. Classed as a rare disease, myocarditis remains mostly unknown to the public. Because of this lack of awareness and the risk the condition poses, the Myocarditis Foundation has identified two key goals. First, they are committed to providing accurate, up-to-date information for patients, their families and medical professionals alike. Second, they support the scientific advancement of the disease's diagnosis and treatment to help save lives.

PSA Source: City Harvest  
Dates Aired: 7/1 – 9/30  
Number Aired: 133  
Script: The unfolding COVID-19 crisis is urgent in New York City. With schools, restaurants and many businesses closing, children and their families in our city need help putting meals on their tables right now. In response, City Harvest trucks remain on the road, rescuing and delivering food to make sure everyone in our city has access to food during this difficult time. Help City Harvest ensure that no one in our city goes hungry. Donate at [cityharvest.org](http://cityharvest.org).

PSA Source: Bring Change to Mind  
Dates Aired: 7/1 – 9/30  
Number Aired: 131  
Script: “He lives with depression. With the help of this latest innovation from be normal, he can be normal just like everyone else. Just swipe your finger and instantly project happiness and confidence, or try our most popular filter, normal. Why settle for being real when you can be normal. The normal maker, new from be normal.” This item doesn't really work because there's no such thing as normal. We're all different. What we like, how we think, even how our

brains work. In fact, 1 in 5 of us live with a mental illness like anxiety, depression or bipolar disorder. Don't filter yourself. Talk to someone you trust. Together we can end the stigma. Join the conversation at [bringchangetomind.org](http://bringchangetomind.org).

PSA Source: Jar of Hope

Dates Aired: 9/11 – 9/30

Number Aired: 34

Script: The All American Ford Auto Group is donating a beautiful 2020 Ford Mustang convertible to their main charity partner, Jar of Hope, to be raffled off. Jar of Hope is a non-profit with the goal of raising funds to find a cure for duchenne muscular dystrophy. You can help make a difference. Visit [jarofhopemustang.com](http://jarofhopemustang.com) and donate one hundred dollars for an entry into the raffle. That's [jarofhopemustang.com](http://jarofhopemustang.com). One hundred percent of the proceeds will benefit Jar of Hope. A small donation can make a huge difference and give you a nice chance of winning a brand new 2020 Ford Mustang convertible, courtesy of All American Ford Auto Group.

## SPORTS

**7-19-20 NY Sports and Beyond - Segment 3, 6:45A:** Andrew discusses the other team he owns, the Long Island Lizards of Major League Lacrosse, and how they will be handling the return of sports later this month.

## COMMUNITY MATTERS, EVENTS & PROGRAMS

**7-26-20 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.

**7-26-20 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.

**7-26-20 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.

**8-9-20 NY Sports and Beyond - Segment 1, 6:15A:** Repeat from Segment 1 on 7/26/20.

**8-9-20 NY Sports and Beyond - Segment 2, 6:30A:** Repeat from Segment 2 on 7/26/20.

**8-9-20 NY Sports and Beyond - Segment 3, 6:45A:** Repeat from Segment 3 on 7/26/20.

PSA Source: New York State Broadcasters Association

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

Dates Aired: 7/1 – 9/30

Number Aired: 198

- 10 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](http://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: The sooner you recognize the warning signs of Alzheimer's disease, the sooner you could do something about it.

PSA Source: Stew Leonard Water Safety

Dates Aired: 7/1 – 9/8

Number Aired: 151

Script: Hi, this is Steward Leonard Junior. My wife and I lost our 2-year-old son Stewy to a drowning accident and it changed our lives. I assumed Kim was watching Stewy and she assumed I was watching Stewy. It wasn't a lack but a lapse of supervision. Don't let this tragedy happen to you. Our family developed a free app. Please download it today at [StewytheDuck.org](http://StewytheDuck.org). Our mission is to save a life.

PSA Source: Kars 4 Kids

Dates Aired: 8/25 – 9/20

Number Aired: 40

Script: With the backdrop of a global pandemic, back to school season is looking a lot different than usual. Whether blended, hybrid or fully remote, learning this year is taking place in new ways. Often, this means parents need to be more involved than ever in their child's education and process. Kars4Kids is here to help you navigate homeschooling, remote learning and more with resources and tips from experts at [www.kars4kids.org/parenting](http://www.kars4kids.org/parenting). Learn how you can help your child succeed this school year! [Kars4Kids.org/parenting](http://Kars4Kids.org/parenting).

PSA Source: NYS Lottery

Dates Aired: 8/31 – 9/30

Number Aired: 45

Script: It's nice to have new things. New cars, new clothes, new homes. But not everything new has to be bought - like new habits, new freedom, and new possibilities for the future. Gambling addiction can make change seem out of reach, but help is closer than you think. Ready for a fresh start, visit [ny.gov/nyresponsiblegaming](http://ny.gov/nyresponsiblegaming) to learn more.

PSA Source: American Red Cross

Dates Aired: 9/3 – 9/11

Number Aired: 20

Script: September 11<sup>th</sup> is a day we'll never forget. Hundreds of Jersey City Fire Department personnel assisted at ground zero. As we approach the upcoming anniversary of 9/11 once again we hope that everybody will come out and join us for the 9/11 blood drive. The Red Cross. They're always there when you need it and they're always helping us deal with emergencies and preparedness throughout the city. I encourage everybody to get out and donate.

## **PANDEMIC**

**7-5-20 NY Sports and Beyond - Segment 2, 6:30A:** Michele discusses ways to help against the coronavirus outbreak. For example; what better way to bring your community together than to offer help where needed and lean on your neighbors, friends and family when you need help? The elderly will need groceries delivered. Young families will need ideas to entertain children. Reach out, ask for help, and strengthen your bond with those around you.

**7-12-20 NY Sports and Beyond - Segment 2, 6:30A:** The COVID-19 pandemic has made things even more difficult for CiC.

- Child Life staffs have been decimated.

- Parents and siblings can no longer visit pediatric patients.
- One hospital in NYC has 35 Child Life associates on staff (100 pediatric beds)
- As of last Friday, they were down to six staff.
- Everyone else had tested positive or had been exposed and needed to spend 14 days in quarantine.
- Face shields: CiC responded in second week of March to provide face shields to area healthcare workers. Started with a goal to raise donations for 100 face shields. Within 5 days, we helped deliver 1,000 face shields to area hospitals.

**9-20-20 NY Sports and Beyond - Segment 1, 6:15A: Robert Sinclair** of AAA Northeast rejoins to discuss automobiles and travel. People are beginning to hit the road again – gasoline consumption is up to 80% of where it was last year. Toll transactions (and prices) are rising as well after a very slow April and May. We're coming back, but we have a long way to go until we're back to normal.

**9-20-20 NY Sports and Beyond - Segment 2, 6:30A:** Robert imparts some knowledge about the roads, bridges and tunnels in the tri-state area. It's not pretty. We're just getting by and it would not take much to grind everything to a halt in this area.

## TECHNOLOGY

**7-12-20 NY Sports and Beyond - Segment 3, 6:45A:** Larry and Jim discuss the technological changes Companions in Courage Foundation experienced and how it will affect what they do over the years.

**8-16-20 NY Sports and Beyond - Segment 3, 6:45A:** Larry and Hilarie explore how adult treatment issues with screen time overuse happen and whether or not is a gender-based issue. Do women actually suffer more than men do?

**9-20-20 NY Sports and Beyond - Segment 3, 6:45A:** Is the new technology in our vehicles as great as we all think? Robert examines why some of them are a detriment.

## SOCIAL INJUSTICE & RACIAL ISSUES

**7-19-20 NY Sports and Beyond - Segment 2, 6:30A:** Andrew discusses the decision to have Bubba Wallace drive the "Black Lives Matter" race car, the decision to ban the confederate flag in NASCAR, and tells us the true story of how a noose was found in the team garage this month and how the situation was handled.

**8-2-20 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **William C. (Bill) Rhoden**, writer for The Undefeated. With sports returning under the backdrop of COVID-19 and many social issues in which athletes are speaking out more and more, Bill has been right in the thick of it – as he has been for his entire long, illustrious career. Bill first discusses his long journey as a black writer in an industry, in which there are not many, and his pride in being a mentor for the next generation.

**8-2-20 NY Sports and Beyond - Segment 2, 6:30A:** Is kneeling during the national anthem enough action by NBA players? Bill is fine with whatever course of action the NBA players are taking in their return to the court this week, but the message needs to be emphasized that inequality will no longer be tolerated.

**8-2-20 NY Sports and Beyond - Segment 3, 6:45A:** Seven years after saying he would never change his team's racist nickname, Dan Snyder, owner of Washington's NFL team, admitted defeat. Last month, Snyder said the team was "retiring" the franchise's racist nickname and logo, replacing them with a nickname and logo to be determined at a later date. On July 1st, Bill wrote a column calling for Snyder to stop receiving a pass from corporations, including the NFL that proclaimed Black Lives Matter on one hand but on the other hand let Snyder off the hook. Two days later, Snyder's impenetrable, so he thought; billionaire's bunker was overrun by corporate threats, which is what led to the decision.

**8-30-20 NY Sports and Beyond - Segment 1, 6:15A: Dr. Harry Edwards** earlier this week talked about the Milwaukee Bucks' and Orlando Magic's decision to boycott Game 5 of their series. Dr. Edwards says that it's time for action, words have not been enough and that athletes are a force that can help bring about change.

**8-30-20 NY Sports and Beyond - Segment 2, 6:30A:** Larry speaks with our **Stephen A. Smith** about the effect these boycotts will have on social justice and how the NBA players can use this as leverage to turn it into something positive. Stephen A. was pleasantly surprised that it wasn't just one team, but all teams and players in the NBA taking this stand together. In the end, if you want real change to take place, these are necessary steps.

**8-30-20 NY Sports and Beyond - Segment 3, 6:45A:** The NHL came under fire because their games went on when seemingly everyone else decided they were not going to play. Hockey writer **Scott Burnside** joined Larry to discuss why the NHL took a different tactic than the other leagues and why they later decided that they wouldn't have games the weekend afterward.

## 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 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.

#### Disney Blanketeers

Location: New York, NY

Details: Projects you can do from the comfort of your own home. Volunteers create handmade items to spread happiness and comfort.

#### LA Works Wellness Checks

Location: New York, NY

Details: The COVID-19 crisis has left many people unemployed, unable to pay rent, and in danger of eviction and homelessness. Volunteers make phone calls to check on older adults who may be food insecure or at risk of eviction.

#### American Red Cross Missing Maps

Location: New York, NY

Details: Each year, disasters around the world devastate millions of people, however, many of the places where they occur are literally 'missing' from any maps. Volunteers can help map areas where humanitarian organizations are trying to meet the needs of vulnerable people.

#### Career Village

Location: New York, NY

Details: Volunteers answer career-related questions from millions of students in a centralized online discussion forum.

### 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. During **Third Quarter 2020**, there were no calendar entries due to the pandemic.