



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

***Public Service Report***  
***Third Quarter 2014***

**October 10, 2014**

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:** Aired 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 **Third Quarter 2014**, the station aired **654** 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 **third** quarter 2014:

- ***Health & Wellness***
- ***Community***
- ***Safety***
- ***Animal Protection***
- ***Parenting & Education***
- ***Anti-Violence***

## HEALTH & WELLNESS

### ***7-5-14 NY Sports and Beyond – Segment 1, 7a: Open/ Tease***

***7-5-14 NY Sports and Beyond - Segment 2, 7:15a: Mike Silverman***, the Director of Sports for City Parks Foundation, joins the show. A staple of the city, City Parks offers all sorts of free sports programs for over 13,000 kids throughout the five boroughs. Mike's job is to "keep kids active" with a great alternative to putting them in a summer camp. One of the main programs is a tennis instructional: Kids between 6 and 16 can drop by for free lessons with all equipment provided. There are two golf programs, a track and field program, and swim program. There is also a Senior Fitness program run in the spring and fall, which is also free. This reaches roughly 1000 seniors in the city.

Mike emphasizes that the objective of City Parks is to maximize the resources of our public parks for the benefit of everyone. "We try to touch as many bases as we can, make the parks great places for people to congregate."



**7-12-14 NY Sports and Beyond – Segment 4, 7:45a:** Dr. Ron Noy, a sports medicine specialist, and a PGA Tour doctor, joins Bill to discuss the results of a survey that shows that 67% of people in their 30's have joint discomfort, which is in line with people in their 50's. Bill jokingly remarks that it makes him feel better about the aches he has, but probably doesn't make the under-40 crowd feel very good. Dr. Noy explains that the lifestyle of the younger generation has been leading to this issue. Most of the "arthritic" pain we feel is associated with the gradual wearing away of cartilage until you have a "bone-on-bone" situation. Consulting your doctor and planning ahead is a good way to be careful; if you want to run a marathon, you need to start training for it gradually, not going 100% like you would when you were younger. Even golf puts so much strain on the body because of the strain you place on your torso when swinging and even when bending down to "read the greens." Even swimming and biking can put stress on the knees, although less stressful, because you're not putting as much impact on your knees. Above all, Dr. Noy says to identify the symptoms, cut back on activities that cause it, and rest. If it persists, see your doctor.

**7-19-14 NY Sports and Beyond – Segment 1, 7a:** Open/ Tease

**7-19-14 NY Sports and Beyond – Segment 2, 7:15a:** Want to "sleep like a pro?" Eugene Alletto, CEO of BedGear, joins Bill to discuss the 2<sup>nd</sup> annual Citi Field Sleepover being held this weekend. BedGear, based on Long Island, is a company that was formed that was tired of hearing about how we need to sleep better but not offering alternatives. They've built performance bedding that relies on airflow to increase comfort while sleeping. For the sleepover, fans will get the opportunity to sleep in the outfield under the stars at Citi Field, with complementary BedGear items customized with Mets logos and "Ya Gotta Believe" on them. It will be treated like a real sleepover, with people playing ball on the field, a bouncy-house, and vendors from Dunkin Donuts showing up in the morning.

**7-26-14 NY Sports and Beyond – Segment 4, 7:45a:** Dr. Florence Comite, an endocrinologist, and a graduate of Yale, has questions about Alex Rodriguez's allegation that MLB gave him permission to use testosterone in 2007. Hypergonadism, which is what A-Rod claims to be prescribed for, caught her attention. Hypergonadism is misstated, says Dr. Comite. A regular, healthy male who uses a performance enhancer will eventually have to "come down" from the high testosterone levels in order to produce them again. But what's more important is the risk for heart disease or diabetes that this puts a male in. A low testosterone level can actually serve as a warning sign!

Dr. Comite wrote a piece in Newsday "A-Rod and The Future of Medicine". She argues that the future of medication is actually in manipulation of hormones. We begin declining in our 30's when hormones drop. There are many men she has seen this happen to, and it is directly related to a loss of testosterone. We're so caught up in the PED discussion that we forget the health risk these men are putting themselves in.

**8-2-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**8-2-14 NY Sports and Beyond – Segment 2, 7:15a:** Dr. Florence Comite, an endocrinologist, and a graduate of Yale, has questions about Alex Rodriguez's allegation that MLB gave him permission to use testosterone in 2007. Hypergonadism, which is what A-Rod claims to be prescribed for, caught her attention. Hypergonadism is misstated, says Dr. Comite. A regular, healthy male who uses a performance enhancer will eventually have to "come down" from the high testosterone levels in order to produce them again. But what's more important is the risk for heart disease or diabetes that this puts a male in. A low testosterone level can actually serve as a warning sign!

Dr. Comite wrote a piece in Newsday "A-Rod and The Future of Medicine". She argues that the future of medication is actually in manipulation of hormones. We begin declining in our 30's when hormones drop. There are many men she



has seen this happen to, and it is directly related to a loss of testosterone. We're so caught up in the PED discussion that we forget the health risk these men are putting themselves in.

**8-2-14 NY Sports and Beyond – Segment 4, 7:45a:** Dr. Brian Boxer-Wachler has come up with some tips on how to preserve your skin AND your vision in the summer months. Brian pondered the UV exposure a person faces when driving their car. He was surprised to find how high the levels were. Car windshields actually have very good protection, but the side windows were variable, and that was even in high-end cars. Another statistic that stood out is that cataracts surgery was much more common in the left eye (driver's side) than in the right eye. Dermatologists reported similar findings in cases of melanoma. Bryan advises getting a clear-UV film put on windows, as window tints are not legal everywhere. This is also a benefit for young children riding in the family car as well. More information is available at [www.boxerwachler.com](http://www.boxerwachler.com)

**8-9-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**8-9-14 NY Sports and Beyond – Segment 2, 7:15a:** Gordy Megroz (pronounced "May-grow") of OUTSIDE Magazine discusses his latest article: The Busy Man's Fitness Plan. They manage hedge funds. They run carpools. They work 70-hour weeks and endure 90-minute commutes. Yet somehow these elite desk jockeys stay as fit as the pros. Gordy gives us tips on how to stay in stellar shape while managing a demanding career and a family life. Among these tips:

- Be more efficient: Incorporate your workout into your commute by running to a further train stop or biking instead of driving.
- Eat Smarter: Experiment with what will work for you.
- Set Goals, and Stick to them: Keep track of every workout. Set a big goal, but start with smaller goals.
- Multi-task: Do squats during that conference call.

**8-9-14 NY Sports and Beyond – Segment 3, 7:30a:** Bill is joined by Jenny Rosado, president and founder of "David's Touch Foundation", to discuss the upcoming Motorcycle Run, a 35 mile ride through Woodbridge, Carteret and Perth Amboy, in memory of her son David, who passed away at the age of 10 after battling a heart defect from birth and then leukemia following his heart transplant. The Foundation collects funds to give gifts and experiences to children who are ill throughout the state of NJ.

**8-16-14 NY Sports and Beyond – Segment 4, 7:45a:** There seems to be an epidemic of arm injuries in baseball, particularly to pitchers, this year. Jordan Baltimore runs New York Empire Baseball, an elite program in New York City that trains kids in the game, including how to coach. Jordan and Bill discuss watching the Little League World Series currently ongoing, and how concerning it is to see how hard and how often these young kids are throwing. There seems to be a premium placed on kids throwing breaking pitches at a young age, and opinion is that this is leading to ligament tears forcing Tommy John Surgery, but Jordan says there are other issues at play. These are not sudden injuries, but ones that happen over time, as far back as 10 to 15 years, leading to ligaments breaking down.

**8-23-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**8-23-14 NY Sports and Beyond – Segment 2, 7:15a:** Don Dickstein, owner of Andiamo Restaurant in Holworth NJ, talks about the 15<sup>th</sup> Annual Andiamo Restaurant Benefit Motorcycle Run. Every year, Don leads 1,500 bikers on a run to raise money for charity. Don says the ride began with intentions to buy a Harley Davidson motorcycle for the Englewood Police Department and quickly took off after the first year. Last year \$130,000 was raised for several charities, with Englewood Hospital's Cancer Treatment and Wellness Center will be a main beneficiary. Don says well over a half million



dollars has gone to the hospital over the years, with Juvenile Diabetes and Special Olympics also being recipients. The Run takes place on September 14<sup>th</sup>.

**8-23-14 NY Sports and Beyond – Segment 3, 7:30a:** There seems to be an epidemic of arm injuries in baseball, particularly to pitchers, this year. **Jordan Baltimore** runs New York Empire Baseball, an elite program in New York City that trains kids in the game, including how to coach. Jordan and Bill discuss watching the Little League World Series currently ongoing, and how concerning it is to see how hard and how often these young kids are throwing. There seems to be a premium place on kids throwing breaking pitches at a young age, and opinion is that this is leading to ligament tears forcing Tommy John Surgery, but Jordan says there are other issues at play. These are not sudden injuries, but ones that happen over time, as far back as 10 to 15 years, leading to ligaments breaking down. It's not enough to simply rest when an arm feels pain, there needs to be a change in behavior, be it changing what puts stress on the muscle or altering throwing mechanics.

**8-23-14 NY Sports and Beyond – Segment 4, 7:45a:** If you were at MetLife Stadium for halftime of this week's Jets/Giants game, you would have seen about 1500 people from Newark's Pop Warner program taking part in some game action. Irvington, Ivy Hill, Central Ward, and East Ward played a quick game courtesy of former Jets OL **Brandon Moore**, who talks about his work as an ambassador of the NFL's "Heads Up" program. This partnership between USA Football and the NFL is to promote safety in the game from a young level, with an emphasis on preventing head injuries by making sure these youngsters use proper fundamentals on the field and make proper decisions off of it. Brandon remarks on the difference kids today are taught from what he learned about playing as a youngster; he was always taught to "see what you hit" and that was clearly not the safest technique.

**8-30-14 NY Sports and Beyond – Segment 3, 7:30a:** **Gordy Megroz** (pronounced "May-grow") of OUTSIDE Magazine discusses his latest article: The Busy Man's Fitness Plan. They manage hedge funds. They run carpools. They work 70-hour weeks and endure 90-minute commutes. Yet somehow these elite desk jockeys stay as fit as the pros. Gordy gives us tips on how to stay in stellar shape while managing a demanding career and a family life:

- Be more efficient: Incorporate your workout into your commute by running to a further train stop or biking instead of driving.
- Eat Smarter: Experiment with what will work for you.
- Set Goals, and Stick to them: Keep track of every workout. Set a big goal, but start with smaller goals.
- Multi-task: Do squats during that conference call.

**8-30-14 NY Sports and Beyond – Segment 4, 7:45a:** **Dr. Depaak Kapoor** of Advanced Urology Centers of New York has been working to educate the public about the importance of early prostate cancer screening. Prostate Cancer is the most common non-skin cancer affecting men in the U.S. One in seven men will be diagnosed with prostate cancer during his lifetime and despite early detection and treatment, one man dies every 30 minutes from this disease. These numbers are even higher if you are African American or have a family history of prostate cancer. Dr. Kapoor is working to raise awareness among families across the country of the importance of putting a prostate cancer check-up on the calendar for the men in their lives.

**9-6-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**9-6-14 NY Sports and Beyond – Segment 2, 7:15a:** **David Roberts** of OUTSIDE Magazine recently completed "a year without social media." David spent so much time posting and tweeting and staring at screens that he almost went nuts. He was wrung out, 40 years old, due for a midlife crisis, but he didn't want to have an affair or buy an impractical sports



car, so instead he decided he would take a break. Roberts pulled the plug for a year—starting September 1, 2013—avoiding the news, blogging, and social media. In the process, he learned the skills to be calmer and more mindful in our hyperconnected world. Roberts is hardly alone: his mind was perpetually in the state termed continuous partial attention. He was never completely where he was, never entirely doing what he was doing. Lots and lots of people would like a break from hyperconnected life, but very few have a concrete plan to take one. It's not surprising: in white-collar work, the expectation of round-the-clock connectivity has become pervasive, bleeding into nights, weekends, and vacations. A survey by the Center for Creative Leadership found that smart-phone carrying professionals "report interacting with work a whopping 13.5 hours every workday." The tech overload we all face is always presumed to be a personal challenge, when in fact it's caused by larger social and economic forces. There's only so much an individual can do in the face of them. Here are some of the strategies Roberts is employing to stay grounded, while connected: Meditation, walking, disconnecting from the Internet to focus, taking regularly scheduled breaks, and checking social media notifications carefully.

**9-6-14 NY Sports and Beyond – Segment 4, 7:45a:** Former NFL Player, now the Senior Director of Former Player Services at the NFLPA, **Nolan Harrison III** joins Bill to discuss a collaboration with GoHealth and Working America's Health Care to help NFL retirees obtain affordable and effective health insurance coverage under the Affordable Care Act. The NFL is a 100% injury business and not one player leaves the NFL uninjured. Currently, there are 17,000 NFL Retirees and while the average career in the NFL is less than 4 years, injuries stemming from the NFL often have long-term debilitating effects. Depending on when they played, NFL Retirees can obtain a few years of health coverage through the NFL immediately after leaving the game. Players who complete three seasons in the league can receive five years of health insurance once they retire and players who complete less than three seasons are on their own for coverage. But, the issue is, health concerns and injuries may not manifest until several years later.

**9-13-14 NY Sports and Beyond – Segment 4, 7:45a:** ESPN's **Tom Rinaldi** reflects on the anniversary of September 11<sup>th</sup>, 2001 by telling the life story of "The Man in the Red Bandana", **Welles Remy Crowther**, who saved at least a dozen lives during the attacks on the World Trade Center, which cost him his own life. Following his death, Crowther's parents, **Allison and Jefferson Crowther**, with the support of a Michigan foundation, created the Red Bandanna Project, a character development program for classrooms, sports teams, camps and youth programs. The family also established the **Welles Remy Crowther Charitable Trust**, with which they fund charitable work. In 2006 Crowther was posthumously named an honorary New York City firefighter by Commissioner **Nicholas Scoppetta**.

**9-20-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**9-20-14 NY Sports and Beyond – Segment 2, 7:15a:** **Dr. Depaak Kapoor** of Advanced Urology Centers of New York has been working to educate the public about the importance of early prostate cancer screening. Prostate Cancer is the most common non-skin cancer affecting men in the U.S. One in seven men will be diagnosed with prostate cancer during his lifetime and despite early detection and treatment, one man dies every 30 minutes from this disease. These numbers are even higher if you are African American or have a family history of prostate cancer. Dr. Kapoor is working to raise awareness among families across the country of the importance of putting a prostate cancer check-up on the calendar for the men in their lives.

**9-27-14 NY Sports and Beyond – Segment 4, 7:45a:** **Suzanne D'Amico**, the Northeast Coordinator for Walk4Hearing, joins Bill to discuss the Hearing Loss Association of America's (HLAA) upcoming NYC Walk4Hearing on September 28th in Riverside Park and New Jersey Walk4Hearing on October 19th in West Windsor, NJ. As a parent to a daughter with moderately severe hearing loss, Suzanne knows first-hand the importance of raising awareness about hearing loss, the challenges facing families and the need for advocacy and support for people of all ages dealing with hearing loss.



Suzanne and her 12-year-old daughter Anna Bella have participated in the Walk4Hearing for seven years now, and will walk again this year with Anna Bella's "Hot Chili Steppers" team.

PSA source: Disability Mentoring Day  
Dates Aired: 7/21 – 8/11  
Number Aired: 31  
Script: Are you a job seeker or a student with a disability who would like to explore the possibilities for a fulfilling career? Victor Kaleesi, commissioner of the Mayor's office for people with disabilities and we invite you to participate in disability mentoring day on October 15<sup>th</sup>, 2014 as part of the national disability employment awareness month. For more information call 311 or go to [www.nyc.gov/mopd](http://www.nyc.gov/mopd).

PSA source: National Childhood Cancer Awareness  
Dates Aired: 9/3 – 9/30  
Number Aired: 31  
Script: During September, National Childhood Cancer Awareness Month, this PSA is to help raise the profile of the month and the cause it is associated with. Alex's Lemonade Stand Foundation, a nonprofit dedicated to finding cures for all kids with cancer is inviting supporters everywhere to join Alex's Million Mile – Run. Walk. Ride and go the distance to work toward better treatments and ultimately cures for all kids with cancer.

PSA source: Light the Night Walk  
Dates Aired: 7/1 – 9/30/14  
Number Aired: 78  
Summary: This fall, the Leukemia & Lymphoma Society (LLS) will host more than 200 Light the Night Walk events to pay tribute, raise money and bring hope to people affected by a blood cancer. Participants walk in their community and carry lighted lanterns for survivors, supporters and in memory of loved ones lost.

PSA source: Adult Vaccination  
Dates Aired: 9/3 – 9/30  
Number Aired: 29  
Script: Vaccines are our best protection against a number of diseases. Many diseases are contagious, and all could be serious for anyone – even healthy adults. Adults need to be educated about the importance of getting vaccinated.

PSA source: Autism Speaks  
Dates Aired: 9/3 – 9/30  
Number Aired: 29  
Script: A Walk for Autism. Every time a city puts on a walk, it gets the community together, raises awareness and gets the message out about autism.

## COMMUNITY

**7-19-14 NY Sports and Beyond – Segment 3, 7:30a:** Demetrius Spencer, CEO of "Ball-up", is giving local basketball players some tryouts this weekend. At Dyckman Park, there will be open tryouts this weekend where the top ten players will be selected to represent New York City against the "Ball-Up All Stars" at St. John's University. Some of the All Stars are legendary New York streetballers like "The Professor" and "Mr. Africa". Two players from that game will be selected to join the team and tour around the world with them. Players who have been involved are James Harden, Gilbert Arenas, Rafer Alston, and new Knicks coach Derek Fisher.



**7-19-14 NY Sports and Beyond – Segment 4, 7:45a:** Randy Cruz of “Hoops in the Sun” joins us again with the Hits All-Star Weekend upon at Orchard Beach. The “Bash at the Beach” starts at 11AM on Sunday, with anticipation level extremely high. Demetrius Spencer, who joined us last segment, says he intends to stop by and bring some NBA-level guests with him. Randy says the fans will be “very happy” to see who drops by. Randy talks about how great it has been to be such an important part of the revitalization of the Orchard Beach community, and is really looking forward to the All-Star event, as he says it was his dad’s favorite part of the program.

**7-26-14 NY Sports and Beyond – Segment 3, 7:30a:** Richard Guevara, Director of Field Operations for the Police Athletic League, joins Bill as the PAL celebrates its 100<sup>th</sup> summer of a great Play Streets program. Richard describes the program that started back in 1914 – Part of New York City’s fabric, they provide safety, structure, recreation, and healthy living skills, and they would not be able to do it without the help of the NYPD. Bill himself is a veteran of the program, with baseball in Mt. Vernon being his favorite part of it. Richard says many of the games Bill played are still around, including stickball, “Knock Hockey” and others. The services are free and you can find out more at [www.palnyc.org](http://www.palnyc.org)

**8-9-14 NY Sports and Beyond – Segment 4, 7:45a:** It’s Championship Weekend at Hoops in the Sun! Joe Cruz, Jr., brother of Randy and son of Joe Sr., joins Bill to discuss the festivities taking place at Orchard Beach. Joe tells us about the championship round and discusses a perceived decline in the streetball phenomenon. Joe says basketball used to be played just for love of the game, but now it’s about “what can it do for me?” While Joe says there’s nothing wrong with that, it’s important that people remember the purest essence of streetball and basketball as a whole, and that was why his late father started this tournament to begin with.

**8-16-14 NY Sports and Beyond – Segment 3, 7:30a:** Our final look at the “Hoops in the Sun” tournament: Tremaine “Tu” Holloway, MVP of the tournament, joins Bill to talk about his performance in the championship game. Currently an international player, Tu is headed to Mexico next to participate with a team in Veracruz before heading back to Venezuela to rejoin his team there. One of Xavier University’s all-time scoring and assist leaders, Tu hasn’t given up on his NBA dream, hoping that he’s showcasing enough to get an opportunity. The influx of overseas talent of late is a good sign for now, at least.

**8-30-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**8-30-14 NY Sports and Beyond – Segment 2, 7:15a:** Richard Guevara, Director of Field Operations for the Police Athletic League, joins Bill as the PAL celebrates its 100<sup>th</sup> summer of a great Play Streets program. Richard describes the program that started back in 1914 – Part of New York City’s fabric, they provide safety, structure, recreation, and healthy living skills, and they would not be able to do it without the help of the NYPD. Bill himself is a veteran of the program, with baseball in Mt. Vernon being his favorite part of it. Richard says many of the games Bill played are still around, including stickball, “Knock Hockey” and others. The services are free and you can find out more at [www.palnyc.org](http://www.palnyc.org)

**9-6-14 NY Sports and Beyond – Segment 3, 7:30a:** Desha Jackson of Jersey City Fashion Week and former NFL player Darrell Reid join Bill to discuss JCFW’s upcoming events from September 20<sup>th</sup> to 28<sup>th</sup> throughout Jersey City. This year they are partnering with the Keystone Club, a teenage leadership group, to donate proceeds to the sick and disabled. Mo’ Hair Foundation, which makes wigs for women with cancer, and Concordia Learning Center at St. Joseph’s School for the Blind will be the beneficiaries of this year’s events.



**9-27-14 NY Sports and Beyond – Segment 3, 7:30a:** Defending New York Marathon Wheelchair Champion **Tatyana McFadden**, one of History's Most Decorated Wheelchair Athletes, joins Bill to talk about her quest to continue to building on her Legacy at the 2014 TCS New York City Marathon on Sunday, November 2. Tatyana, the only athlete in history to win four of the world's major marathons—London, Boston, Chicago, and New York—in a single season, will compete to defend her title and could potentially win her second Grand Slam of marathon championships if she wins the 2014 Bank of America Chicago Marathon, having already triumphed at both the 2014 London and Boston marathons. McFadden will be challenged by a powerful group of past champions, including course record-holder Amanda McGrory of the United States. Tatyana speaks about what inspired her to keep competing as an athlete despite no longer having the ability to run.

PSA source: Boys and Girls Club of America  
 Dates Aired: 7/31 – 9/7  
 Number Aired: 49  
 Summary: Thursday, July 31<sup>st</sup> is committed to support Boys and Girls Club of America's activation "Bell Heard 'Round the Web." The goal is to raise awareness for "When School is Out, Clubs are in."

PSA source: John McEnroe Tennis Benefit  
 Dates Aired: 8/5 – 8/21  
 Number Aired: 35  
 Summary: On August 21<sup>st</sup> come support tennis for a cause at the John McEnroe tennis academy. A night of great tennis that will support the Johnny Mac tennis project, a not-for-profit charity that brings free tennis to kids in Harlem and the South Bronx and trains the next generation of great New York City champions. Tickets are tax deductible. Call 888-988-6921 or go to [www.jmtbenefit.com](http://www.jmtbenefit.com).

PSA source: New York State Broadcasters Association  
 Products (5): Governor's Traffic Safety (Motorcycle Safety) / NY Army National Guard ("Guard a Storm To Remember" & "Guard My First Call" / US Coast Guard ("Reserve" & "The Ride")  
 Dates Aired: 7/1 – 9/30/14  
 Number Aired: 191

- GTSC Safety Summary: It's Your Community, It's Your Call, Driving & Drinking Prevention
- NY Army National Guard (Guard a Storm to Remember) Summary: Rescue families during storms. Be there when your community needs you.
- NY Army National Guard (Guard My First Call) Summary: "My First Call as a NY Army National Guard"
- US Coast Guard (Reserve) Summary: Coast Guard Recruiting

US Coast Guard (The Ride) Summary: Coast Guard Recruiting

## SAFETY

**7-5-14 NY Sports and Beyond - Segment 4, 7:45a: Michael Dorn**, the Executive Director of Safe Havens International, is a safety expert who joins Bill to discuss using appropriate caution in these troubled times that we live in. Michael has written a book; "Staying Alive: How to Act Fast and Survive Deadly Encounters". Safe Havens International is the world's largest school safety center, a non-profit organization run in Georgia. They work with state and federal agencies to improve school safety throughout the nation. Michael says the human brain is extremely perceptive when it comes to analyzing situations and detecting danger, but we often choose to ignore it. In terms of the "bearing arms", one of the things Michael tries to get across in the book is the responsibility those of us who use firearms have; it's not as simple as packing a holster and suddenly being safe. Michael and Bill also discuss the issue of security in school buildings; Michael says we need to start training teachers in decision making in these situations, and not rely on gadgets like metal detectors to protect us. He cites one personal example of metal detectors not serving their purpose.



**7-12-14 NY Sports and Beyond – Segment 3, 7:30a:** Michael Dorn, the Executive Director of Safe Havens International, is a safety expert who joins Bill to discuss using appropriate caution in these troubled times that we live in. Michael has written a book; "Staying Alive: How to Act Fast and Survive Deadly Encounters". Safe Havens International is the world's largest school safety center, a non-profit organization run in Georgia. They work with state and federal agencies to improve school safety throughout the nation. Michael says the human brain is extremely perceptive when it comes to analyzing situations and detecting danger, but we often choose to ignore it. In terms of the "bearing arms", one of the things Michael tries to get across in the book is the responsibility those of us who use firearms have; it's not as simple as packing a holster and suddenly being safe. Michael and Bill also discuss the issue of security in school buildings; Michael says we need to start training teachers in decision making in these situations, and not rely on gadgets like metal detectors to protect us. He cites one personal example of metal detectors not serving their purpose.

**8-2-14 NY Sports and Beyond – Segment 3, 7:30a:** Dequondre Neely-Bertrand of Operation Lifesaver discusses an issue that we don't discuss often - train safety. Every 3 hours across this country, a person or vehicle is struck by a train. Even though instances are down, New York will always be one of the leaders in these incidents. Operation Lifesaver is launching "See Tracks, Think Train", which encourages anyone to always be cautious, that whenever they see train tracks, whether they appear active - you must always be aware and prepared.

PSA source: Ad Council / Texting and Driving

Dates Aired: 7/3 – 9/28

Number Aired: 75

Summary: In New York State, one in five car crashes is the result of distracted driving. New York teens spend 44% more time behind the wheel in summer. 23% report they "pile in" – increasing the average number of people per car. The average time a driver's eyes are off the road while texting is nearly five seconds. At 55 mph that's enough time to cover the length of a football field. Most drivers realize it's dangerous to text and drive. This campaign focuses on stopping the compulsion.

## ANIMAL PROTECTION

**7-12-14 NY Sports and Beyond - Segment 1, 7a:** Open/ Tease

**7-12-14 NY Sports and Beyond – Segment 2, 7:15a:** With summer now in full swing, Nicolette Witcher, Vice President of Environmental Education at Hudson River Park, talks about Big City Fishing, a free program offered each summer to those as young as five who are eager to learn both how to fish and about the Hudson River environment. They provide the rods, reels, bait and instruction. Beyond teaching fishing, the program also provides participants with a first-hand opportunity to learn about river ecology and the many fish species that can be found in the river. The program takes place Sunday, Monday, and Tuesday afternoons throughout the summer. Hudson River Park, which extends from Chambers Street to 59th street along Manhattan's west side, is the longest waterfront park in the United States. This free, urban recreational oasis is home to award-winning skate parks, playgrounds, sports fields, gardens and nature exhibits, boating and maritime activities, art installations, and myriad year-round events that celebrate the diverse cultures and neighborhoods along its shores.

**7-26-14 NY Sports and Beyond – Segment 1, 7a:** Open/ Tease



**7-26-14 NY Sports and Beyond – Segment 2, 7:15a:** With summer now in full swing, **Nicolette Witcher**, Vice President of Environmental Education at Hudson River Park, talks about Big City Fishing, a free program offered each summer to those as young as five who are eager to learn both how to fish and about the Hudson River environment. They provide the rods, reels, bait and instruction. Beyond teaching fishing, the program also provides participants with a first-hand opportunity to learn about river ecology and the many fish species that can be found in the river. The program takes place Sunday, Monday, and Tuesday afternoons throughout the summer. Hudson River Park, which extends from Chambers Street to 59th street along Manhattan's west side, is the longest waterfront park in the United States. This free, urban recreational oasis is home to award-winning skate parks, playgrounds, sports fields, gardens and nature exhibits, boating and maritime activities, art installations, and myriad year-round events that celebrate the diverse cultures and neighborhoods along its shores.

PSA source: PETA / Fireworks  
 Dates Aired: 6/27 – 7/4  
 Number Aired: 12  
 Summary: During Fourth of July activities animal shelters see admissions spike after firework displays, as dogs and cats flee in terror from the deafening blasts of fireworks. Keep companion animals safe during firework displays.

PSA source: Animal Protection  
 Dates Aired: 7/14 – 8/31  
 Number Aired: 59  
 Summary: A component of Companion Animal Protection Society's (CAPS) ongoing National Models Against Pet Shops and Puppy Mills campaign, designed to educate the public about atrocities in puppy mills, and the risks associated with buying dogs at pet shops supplied by these facilities.

## PARENTING & EDUCATION

**7-5-14 NY Sports and Beyond - Segment 3, 7:30a:** Bill discusses the dynamics of youth runaway behavior with **Dr. Gary Harper**, a member of the National Runaway Safeline (NRS) board of directors and also a professor in the Dept. of Health Behavior and Education in the School of Public Health at the University of Michigan. NRS is a 24/7 hotline at 1-800-RUNAWAY for anyone who concerned about issues that impact runaway and homeless youth. There is also a website "1800RUNAWAY.org, which contains resources that can help anyone with those concerns as well. The #1 reason for why youth run away from home according to Dr. Harper's findings is issues in the family dynamic, such as divorce or separation. There are also other issues, such as binge drinking by a parent, or physical, mental, or sexual abuse that increase the likelihood of a youth running away. Over 3 million children a year run away from home nationally.

PSA source: Yogi Berra Museum / Lou Holtz Event  
 Dates Aired: 9/23 – 9/25  
 Number Aired: 6  
 Script: On September 25<sup>th</sup> it's an Evening with Lou Holtz at the Yogi Berra Museum and Learning Center. All proceeds benefit the Yogi Berra Museum's educational programs.

PSA source: Pedro Zamora Young Leaders Scholarship Program  
 Dates Aired: 9/3 – 9/30  
 Number Aired: 29  
 Summary: The National AIDS Memorial and UnitedHealthcare are offering college scholarships to students committed to pursuing careers, public service and leadership roles in the fight against HIV/AIDS. Applicants are asked to



demonstrate an active commitment to fighting AIDS. Applications for the Pedro Zamora Young Leaders Scholarship Program are being accepted through October 15<sup>th</sup>.

## ANTI-VIOLENCE

**8-16-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**8-16-14 NY Sports and Beyond – Segment 2, 7:15a:** For the 4<sup>th</sup> year, we talk about the “24 Hours of Peace”, the annual event taking place on August 29<sup>th</sup> to promote anti-violence and unity in Newark. **Hakim Greene**, one of the organizers and a frequent guest of the show, rejoins us. The idea first started as part of a “Black August” celebration in Newark, and quickly evolved into a celebration of giving those who do the work a platform to promote peace. Hakim and Bill discuss how violence has evolved in recent years; it’s not just about gang wars anymore – we’re seeing much more individual incidents, with a rise in mental illness and domestic disputes. Hakim and Bill also talk about the steps Newark’s new mayor Ras Baraka is already taking to lower the violence level in the community. Finally, they discuss what’s happening in Missouri following the police shooting that killed Michael Brown and the subsequent outrage and violence taking place there. Hakim is hoping reactions like this will no longer take place; “If we want to protest, hit them in their pockets. Boycott. No violence.”

**9-13-14 NY Sports and Beyond – Segment 1, 7a:** Open/Tease

**9-13-14 NY Sports and Beyond – Segment 2, 7:15a:** Former New York State Judge and current Executive Director for “Sanctuaries for Families”, **Judy Harris Kluger** joins Bill to discuss the Ray Rice domestic violence case. Judge Kluger says the unique thing about this case is the video tape which sadly shows what she knows goes on behind closed doors throughout the nation. “This unfortunately is a problem that has existed for many years, that a man thinks it is acceptable to engage in violence against their partner.” Judge Kluger argues that the tape “has been seen enough” and hopes that it is no longer shown in media, making Janay Rice re-live that embarrassing horror. She also discusses “Sanctuary for Families”, an organization that provides services to victims of domestic violence, sex trafficking, and other forms of gender violence. Lawyers assist clients in Family Court, counseling is provided, and an Economic Empowerment Program trains women to become independent so they do not have to return to an abuser. They also offer a shelter (a “wonderful place that exists for a bad reason”) for women and children who have fled abuse.

**9-13-14 NY Sports and Beyond – Segment 3, 7:30a:** Earlier this week, former Yankees manager **Joe Torre** joined The Michael Kay Show and reacted to the Ray Rice tape, saying he was “disturbed” by it. Joe recalls the domestic violence of his youth, which led to the establishment of his “Safe at Home Foundation”. He also explains why women stay in abusive relationships: fear of being “hunted down”. Joe recalls youngsters in his program who put together a powerful video, “Caught in Traffic”, about a young girl who lost a younger sibling, with the father abusing the mother, who would leave the girl alone with him. Embarrassed, the girl was afraid to tell anyone of her ordeal, winding up with the only person who would put an arm around her; a trafficker. The show was also joined by **Terry O’Neill**, president of the National Organization for Women (NOW), who called for the immediate resignation of NFL Commissioner Roger Goodell for the league’s mishandling of this situation. Terry says “The NFL doesn’t have a Ray Rice problem, they have a Violence against Women problem”, citing over 50 incidents of domestic violence (that we know about) since Goodell’s reign as commissioner began.

**9-20-14 NY Sports and Beyond – Segment 3, 7:30a:** Former New York State Judge and current Executive Director for “Sanctuaries for Families”, **Judy Harris Kluger** joins Bill to discuss the Ray Rice domestic violence case. Judge Kluger says



the unique thing about this case is the video tape which sadly shows what she knows goes on behind closed doors throughout the nation. "This unfortunately is a problem that has existed for many years, that a man thinks it is acceptable to engage in violence against their partner." Judge Kluger argues that the tape "has been seen enough" and hopes that it is no longer shown in media, making Janay Rice re-live that embarrassing horror. She also discusses "Sanctuary for Families", an organization that provides services to victims of domestic violence, sex trafficking, and other forms gender violence. Lawyers assist clients in Family Court, counseling is provided, and an Economic Empowerment Program trains women to become independent so they do not have to return to an abuser. They also offer a shelter (a "wonderful place that exists for a bad reason") for women and children who have fled abuse.

**9-20-14 NY Sports and Beyond – Segment 4, 7:45a:** John Turnipseed gives his impressions of what's going on in the NFL and society in general. John says these incidents happen every day in the community. These young men don't know how to be parents – John cites himself as an example of not knowing how to parent based on the tumultuous way that he was raised. He grew up with a violent father, became a violent criminal and gang leader who spent ten years in prison. His failures influenced his own family - 30 of his family members are in prison - ten of them for first degree murder. He has since transformed into a community leader, pastor, and serves as the Director of The Center for Fathering and Vice President of Urban Ventures, a 21-year-old non-profit set in the heart of the same Minneapolis gang territory that John and his family terrorized. John's story of crime and redemptions is featured in the new memoir BLOODLINE.

**9-27-14 NY Sports and Beyond – Segment 1, 7a: Segment One:** Open/Tease

**9-27-14 NY Sports and Beyond – Segment 2, 7:15a:** David Sack, M.D. currently serves as CEO of Promises Treatment Centers in Malibu and Los Angeles. It's scary to think that America's favorite sport and pastime, has stirred so much emotion and controversy. Dr. Sack gives us a deeper look at domestic abuse, the families involved and a look at the mind of these alleged attackers. Dr. Sack says that to an extent the NFL is actually getting a bad rap here; most people don't understand that 1 in 5 men in America is an abuser in a relationship. The biggest reason for the backlash against the league is because of how the league mishandled it.. What are the signs that someone is in an abusive relationship? Dr. Sack cites many examples; cancellation of events and activities, depression, substance abuse, withdrawal. Dr. Sack explains how patterns of domestic abuse develop. Abusers are usually either former victims or witnessed it. The problem with helping is that the abused are sometimes traumatized or blaming themselves, or find it difficult to leave for financial or support reasons. What's really striking is that victims rarely leave after the first outburst. This leads to frustration from family members who want to help, but feel the victim doesn't want to be helped. The single most important thing is to be supportive as making changes is a difficult process that takes time.

## 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 building awareness by drawing area residents to these events. Support is provided by providing 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.



### **ESPN Sports Day with The Fresh Air Fund Camp**

Date: Saturday, August 2, 2014

Location: Fishkill, NY

Details: ESPN volunteers traveled to Fishkill, NY and spent the day participating in six interactive sport-themed stations.

### **Fresh Air Fund Stuffing Night**

Date: Tuesday, September 30, 2014

Location: 633 Third Avenue

Details: ESPN employees volunteered to fill envelopes in preparation of the Fresh Air Funds fall fundraiser.

### **Stuff A Backpack Drive**

Date: July 1st – August 29th

Location: All ESPN locations

Details: Employees help children in need in the NY area get a head start to a great school year by providing them a brand new backpack filled with school supplies.

## **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. **Third Quarter 2014** calendar entries are below:

Broadway and Off Broadway in Bryant Park

Thursdays, July 10<sup>th</sup>-August 14<sup>th</sup>

12:30pm – 1:30pm on the Lawn

See LIVE performances of Broadway’s hottest shows outside.

Movies in Hudson River Park

Weds (Adults) and Fridays (Kids)

July 9<sup>th</sup> – August 22<sup>nd</sup>

Pier 63 at W. 23<sup>rd</sup> Street

Outdoor movies under the stars on Manhattan’s west side waterfront. Free Popcorn!

Metropolitan Opera Summer Recital Series

July 1<sup>st</sup> – July 10<sup>th</sup>

Opera outdoors in Lincoln Center.

Union Square – Free BootCamp and Yoga Every Week

Thursdays, July 1<sup>st</sup> – August 12<sup>th</sup>

Yoga, Bootcamp and Kid’s Yoga in Union Square.

Philharmonic in the Park

July 11<sup>th</sup> & July 14<sup>th</sup>

Central Park

The New York Philharmonic performs Tchaikovsky, Gershwin and more outside on the Great Lawn in Central Park.

July 4<sup>th</sup> in New York City

Friday, July 4<sup>th</sup>, 9pm

Fireworks return to the East River and will be held over the Brooklyn Bridge.

Free NYC Museum Admission for Military Families

July 1<sup>st</sup> – September 1<sup>st</sup>

Free NYC Museum Admission for Military Families is being offered all summer at more than 40 New York City Museums.

Summer on the Hudson: Kayaking on the Hudson

Sunday, July 6<sup>th</sup>

10:00am – 5:00pm



Riverside Park – 72<sup>nd</sup> Street and Hudson River, Manhattan

Join the Downtown Boathouse for 20-minute instructional paddles. Please wear a bathing suit or shorts and a t-shirt, and know how to swim. Weather permitting. No registration required. Kayaks and life vests provided. All ages.

Arts Festival

August 1<sup>st</sup> – 9<sup>th</sup>

Prospect Park Bandshell

Celebrate Brooklyn! Is a performing arts festival of music sometimes combined with film, theater, and dance.

Outdoor Concerts

July 20<sup>th</sup> – August 10<sup>th</sup>

Lincoln Center

Out of Doors is three jam-packed weeks of world-class music, dance, and spoken word in the plazas of Lincoln Center, weather permitting.

Summer Streets

August 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>

Park Ave & Lafayette Street

The city closes seven miles of Park Avenue and Lafayette Street to cars so you can play, run, walk, dance, and bike carefree during Summer Streets. Expect food, entertainment, and activities.

Readings at The Bridge

July 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup> & August 4<sup>th</sup> & 11<sup>th</sup>

Brooklyn Bridge Park

Hear authors read, ask them questions, and get your book signed at Books Beneath the Bridge as the sun sets at Granite Prospect in Brooklyn Bridge Park.

Harlem Week

August 5<sup>th</sup> – 23<sup>rd</sup>

Harlem Week is a celebration of local culture and history that includes performances, tributes, films, fashion, a children's festival, sports events, a 5K, and a street fair.

Dragon Boat Festival

August 9<sup>th</sup> – 10<sup>th</sup>

Flushing Meadows Park in Queens

Watch 100 dragon-boat teams compete on Meadows Lake, and enjoy music, dance, martial arts, folk art, and Chinese food at Hong Kong Dragon Boat Festival.

Ecofest

August 10<sup>th</sup>

Broadway at 43rd

Ecofest has exhibits about alternative energy and the environment, green vehicles, an eco fashion show, food, and entertainment.

Blues & BBQ Festival

August 23<sup>rd</sup>

Hudson River – Pier 84

Hudson River Park's Blues BBQ Festival pairs America's best blues and roots musicians with the best of local barbecue.

Tennis Family Day

August 23<sup>rd</sup>

Arthur Ashe Stadium.

Arthur Ashe Kids' Day begins with a free festival of games and tennis activities outdoors, followed by a ticketed show and concert.

Tennis Tournament

August 25<sup>th</sup> - Sept. 8<sup>th</sup>

Arthur Ashe Stadium in Flushing Meadows



Watch the world's best players compete under the open sky at the U.S. Open Tennis Championship.

**Salsa Festival**

August 27<sup>th</sup> - Sept. 1<sup>st</sup>

New York Hilton Hotel Midtown

New York International Salsa Congress Dance & Music Festival has workshops, performances, live concerts, and competitions.

**Unicycle Festival**

August 29<sup>th</sup> – 31<sup>st</sup>

Watch 300 unicycles roll across Brooklyn on Unicycle Day Friday, or try it yourself at New York City Unicycle Festival on Labor Day weekend, with unicycle sports, exhibitions, and races on Governor's Island.

**Art Exhibit**

August 30<sup>th</sup> - Sept. 7<sup>th</sup>

Washington Square Outdoor Art Exhibit features 120 artists on the sidewalks of University Place.

**Caribbean Street Parade**

September 1<sup>st</sup>

Celebrate Caribbean culture and history at the lively New York Caribbean Carnival: Labor Day Parade, with dancers in colorful costumes, reggae & calypso music, Caribbean food, and vendor booths in Brooklyn.

**New York Fashion Week**

September 3<sup>rd</sup> – 11<sup>th</sup>

NYC locations

Top models, photographers, and designers attend invitation-only events that unveil spring collections during New York Fashion Week.

**New Cars**

September 7<sup>th</sup> – 12<sup>th</sup>

See the latest cars outdoors at Brookfield Place in Lower Manhattan during Motorexpo.

**Tribute in Light**

September 11<sup>th</sup>

Tribute in Light is two brilliant beams that shine into the sky all night near the World Trade Center site.

**Mobile Food Awards & Tasting**

September 13<sup>th</sup>

Governors Island

Food-cart and food-truck vendors prepare their best dishes for you and the judges at the Vendy Awards, which includes live music, beer, wine, beverages, performances, and awards.

**Fly a Kite**

September 13<sup>th</sup>

Bring a kite, or buy one at the Kite Festival at Brooklyn Bridge Park and watch it soar.

**History Celebration**

September 13<sup>th</sup>

The 1776 Peace Conference Celebration offers historic house tours, re-enactments, colonial dancing, outdoor cooking, crafters, music, and kids' activities, at the Conference House in Staten Island, if weather allows.

**Irish Fair**

September 13<sup>th</sup> – 14<sup>th</sup>

The Great Irish Fair of New York is a family-friendly event with Irish music, dancing, vendors, kids' area, and a 5K at Coney Island.

**Horse Show**

September 18<sup>th</sup> – 21<sup>st</sup>



Watch show jumping, exhibition acts, and a polo game on the last day at Central Park Horse Show in Trump Rink at Central Park.

#### Photo Expo

September 18<sup>th</sup> – 28<sup>th</sup>

View photographs in a village of shipping containers, hear photographers and editors, watch projections at night, and visit a beer garden and food trucks at Photoville at Brooklyn Bridge Park, Pier 5.

#### Yankees Festival

September 20<sup>th</sup>

FanFest offers free games, food, live music, and lines to get player autographs at Pier 86.

#### Maker Fair

September 20<sup>th</sup> – 21<sup>st</sup>

See 600 exhibits about science, art, creativity, and innovation, and meet the makers at World Maker Faire New York at New York Hall of Science

#### March To Save the World

September 21<sup>st</sup>

The People's Climate March at Central Park is billed as the largest climate march in history.

#### German Festival

September 21<sup>st</sup>

Ompahfest (also known as Schuetzenfest) features German and Austrian food, beer, music, and dance at Plattduetsche Park in Franklin Square.

#### Affordable Art Fair

September 25<sup>th</sup> – 29<sup>th</sup>

Browse contemporary paintings, prints, sculptures, and photographs from 50 galleries at the Affordable Art Fair, which includes workshops and activities at the Tunnel in Chelsea.

#### Best Friends Animal Society's Annual Strut Your Mutt Event

Saturday, Sept. 27<sup>th</sup>

Hudson River Park's Pier 84

W. 43rd Street and the West Side Highway

2pm

Best Friend Animal Society's Strut Your Mutt may just be the most fun you can have helping to save the lives of homeless dogs and cats in your neighborhood – and around the country. The annual fundraising dog walk, fun run, and festival culminates in a day of fun for four-and two-legged participants of all ages.

#### Bus Festival

September 28<sup>th</sup>

Board vintage buses, and meet bus drivers and historians during the Bus Festival at the New York Transit Museum in Brooklyn.

#### Tunnel to Towers 5K

September 28<sup>th</sup>

Tunnel to Towers Run/Walk honors and provides financial support to our first responders and military.

#### Celebrate Africa Month 2014

Saturday, Sept. 30<sup>th</sup>

Brooklyn Borough Hall

209 Joralemon Street & Court Street, 11201

Reception: 4pm-8pm

The 2nd Annual Exhibition celebrates the connections between the peoples of Africa and the Brooklyn public. Meet African dignitaries from various countries; sample and enjoy food from Brooklyn's best and most noted African chefs. Spectacular art creations based upon African inspiration, and actual African artifacts as old as 4000 years...and more!