



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

***Public Service Report  
First Quarter 2021***

**April 10, 2021**

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:** Airs 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 **First Quarter 2021**, the station aired **551** 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 first quarter of 2021:

- ***Health & Wellness***
- ***Foundations, Fundraisers, Charities & Non-profit Organizations***
- ***Community Matters, Events & Programs***
- ***Sports***
- ***Travel & Safety***
- ***Black History, Racial & Inequality Issues***

## HEALTH & WELLNESS

**1-3-21 NY Sports and Beyond – Segment 1, 6:15A:** Larry is joined by licensed therapist and trained life coach **S. Tia Brown** ahead of the New Year. There’s no denying 2020 has been a rough year – it’s given us perspective on what actually matters. It’s about comfort, security, people, connection and most importantly, our health.

**1-3-21 NY Sports and Beyond – Segment 2, 6:30A:** **S. Tia** discusses: How do we deal with loss on a financial or personal level? You have to be very proactive with keeping in touch with your loved ones. You have to be able to deal with being sad – it’s an important part of loss. You need to have your support system in place to be able to get to tomorrow.

**1-3-21 NY Sports and Beyond – Segment 3, 6:45A:** Where does S. Tia stand on New Year’s Resolutions this year? Not even because of the lost year of 2020, but do we put too much pressure on ourselves when it comes to resolutions? Should we even bother with them if we’re just going to break them? Nothing will ever make us perfect, but unless we put in the work, are strategic, and most importantly fair, it’s not going to happen. “Stick to no more than 2 or 3”.

**2-14-21 NY Sports and Beyond – Segment 2, 6:30A:** In the U.S., one in eight men will be diagnosed with prostate cancer in his lifetime. Black men are disproportionately impacted: One in seven will develop the disease and are almost 80 percent more likely to develop prostate cancer than White men are. Black men are also more than twice as likely to die

from prostate cancer than men of other ethnicities are. If caught early, prostate cancer has a 99% survival rate. Therefore, it's imperative that men know their risks and know their numbers.

**2-28-21 NY Sports and Beyond – Segment 2, 6:30A:** We hear a lot of stories these days about kids struggling to be in shape, eating properly, and exerting their energy in the right ways. Kieran discusses how teaching has changed during the pandemic, how the kids are dealing with it, some of the exercises he has kids doing via Zoom. The key is to make it fun so they don't focus on it just being "exercise".

PSA Source: Stand Up to Cancer  
Dates Aired: 1/14 – 3/31  
Number Aired: 114  
Script: Meet Bob Manetti. In 2016, he was diagnosed with pancreatic cancer. Bob participated in a clinical trial that included cutting edge radiation therapy and surgery. He's been in remission since completion. I'm Kisha Sharp. Since losing my mother to pancreatic cancer, I've been working to share the kind of state of the art work being done by Stand Up to Cancer and Lustgarten Foundation. To learn more about the latest research including clinical trials, visit [pancreaticcancercollective.org](http://pancreaticcancercollective.org).

PSA Source: Covid19 Vaccine  
Dates Aired: 2/25 – 3/8  
Number Aired: 21  
Script: With Covid19 vaccine reaching more New Yorkers, healing is coming and hope is on the horizon and the facts support this hope. The FDA has found the vaccine can help your body build the defense it needs to protect itself from Covid19. That, along with up to ninety-five percent effectiveness against the virus after two doses, makes the vaccine a powerful tool in ending the pandemic. To get more facts, visit [northwell.edu/ourbestshot](http://northwell.edu/ourbestshot).

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

**2-14-21 NY Sports and Beyond – Segment 1, 6:15A:** Larry is joined by **Christine Jones**, COO of the Prostate Cancer Foundation. During Black History Month in February, the Prostate Cancer Foundation (PCF) has once again joined forces with teams from the NBA to help fight prostate cancer for the Third Annual PCF Black History Month Assist Challenge. Teams participating during the month-long fundraiser and awareness campaign include the Atlanta Hawks, Chicago Bulls, and Phoenix Suns. For every assist registered at games throughout February, the Hawks Foundation will donate \$250 and the Chicago Bulls Charities will donate 50/50 raffle earnings over a two-week period to PCF to help advance prostate cancer research.

**2-21-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **Bob Kendrick**, President of the Negro League Baseball Museum. In his role at the NLBM, Kendrick is responsible for the museum's day-to-day operations and the development and implementation of strategies to advance the mission of the not-for-profit organization. Since rejoining the NLBM in 2011, he has helped orchestrate a more than \$10 million turnaround that has helped the NLBM regain its vitality and financial stability. Kendrick has been responsible for the creation of several signature museum educational programs and events including the Hall of Game, which annually honors former Major League Baseball greats who played the game in the spirit and signature style of the Negro Leagues. The Negro Leagues Baseball Museum (NLBM) is the world's only museum dedicated to preserving and celebrating the rich history of African-American baseball and its impact on the social advancement of America.

**3-7-21 NY Sports and Beyond - Segment 1, 6:15A:** Repeat from Segment 1 on 2/21/21.

**3-14-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **Pat Lafontaine & Jim Johnson**, of Companions in Courage. The Companions in Courage Foundation was founded by LaFontaine, an NHL Hall of Famer, as a way to connect hospitalized children with their family, friends and heroes. A public charity, building interactive playrooms in hospitals. Through the generosity of their “companions,” innovative communications tools introduce technology to the healing process and improve the hospital experience for all patients by giving them “courage”.

**3-21-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **John D. Kemp**, President and CEO of The Viscardi Center. In February 2011, John D. Kemp, Esq. became only the fourth President & CEO of The Viscardi Center a non-profit organization providing a life span of services that educate, employ and empower people with disabilities. A renowned, sought-after global speaker, he is widely respected for his many achievements, both in the corporate and non-profit worlds. As a person with a disability who uses four prostheses, he inspires others to achieve the impossible through knowledge, experience, vision, personality, and persistence.

**3-21-21 NY Sports and Beyond - Segment 2, 6:30A:** The Viscardi Center educates, employs, and empowers youth, adults, and veterans with disabilities or similar needs, so we can all discover the love of learning, the power of work, the freedom of independent living, and the self-confidence to fulfill our dreams. When Dr. Henry Viscardi, Jr. founded The Viscardi Center in 1952, he was committed to enhancing the lives of people with disabilities through equal access to education and employment opportunities. Dr. Viscardi, who himself wore prosthetic legs and acted as a disability advisor to eight U.S. presidents, broke new ground by establishing one of the first organizations in the world to be staffed primarily by men and women in the disability community. John discusses the Viscardi Center’s many programs.

**3-21-21 NY Sports and Beyond - Segment 3, 6:45A:** The Viscardi Center has an important event coming up in May. In its 54th year, Celebrity Sports Night continues to be one of the premier fundraising events in the New York Metropolitan area. The event raises funds to enrich the lives of children and adults with all types of disabilities and acute medical needs and is attended by 600-800 members of the corporate world, community leaders, philanthropic individuals, celebrities and notable athletes. Past live auction items have included a round of golf with Jack Nicklaus and a private party in the New York Mets owners’ suite. Past guests have included Jim Brown, Walt Frazier, Daryl Strawberry, Doc Gooden, Don Mattingly and many others.

**3-28-21 NY Sports and Beyond – Segment 1, 6:15A:** Repeat from Segment 1 on 3/21/21.

**3-28-20 NY Sports and Beyond - Segment 2, 6:30A:** Repeat from Segment 2 on 3/21/21.

**3-28-21 NY Sports and Beyond - Segment 3, 6:45A:** Repeat from Segment 3 on 3/21/21.

PSA Source: City Harvest

Dates Aired: 2/1 – 3/30

Number Aired: 97

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).

## COMMUNITY MATTERS, EVENTS & PROGRAMS

**2-14-21 NY Sports and Beyond - Segment 3, 6:45A:** The PCF Black History Month Assist Challenge is a first-of-its-kind, multi-dimensional program designed to create awareness and raise money to fight a disease that affects more than three million men in the U.S., with one in nine men being diagnosed with prostate cancer in his lifetime. African American men are disproportionately impacted, as one in seven will develop the disease, are 76 percent more likely to develop prostate cancer than Caucasian men are, and are more than twice as likely to die from the disease than men of other ethnicities are.

**3-14-21 NY Sports and Beyond - Segment 2, 6:30A:** CiC has a big event coming up this week – an extension of St. 'Patty's' Day through March 18th with an Online Poker Night! Guests can play Hold'em with hockey legend "Patty" LaFontaine and friends! Proceeds from this event will be used to provide tablets to keep patients connected to the outside world during their hospital stays.

PSA Source: New York State Broadcasters Association  
Products (3): Governor's Traffic Safety Committee 2018  
Dates Aired: 1/1 – 3/31  
Number Aired: 192

- 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: NYS Lottery  
Dates Aired: 1/1 – 1/29  
Number Aired: 47

Script: This holiday season, when your kids play with their new gifts, will it sound like this..... Or this.....? There are certain gifts that should be left to the grown-ups. Scratch off lottery gifts are intended for those eighteen and older. So, be sure their gift sound like this..... or this..... not this..... Please gift responsibly. This message is brought to you by the New York State Gaming Commission and New York's Responsible Play Partnership.

PSA Source: NYS Lottery  
Dates Aired: 2/6 – 3/27  
Number Aired: 80  
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.

## SPORTS

**1-17-21 NY Sports and Beyond - Segment 1, 6:15A:** Tomorrow is Dr. Martin Luther King Day and his influence in the sporting world remains as relevant as ever. Former NYSB host **Bill Daughtry** joins Larry to discuss how athletes have found their voice again.

**1-17-21 NY Sports and Beyond - Segment 2, 6:30A:** Larry and Bill discuss the younger group of athletes making statements and setting examples for as of yet amateur athletes. Bill wishes they would do more, saying, "It's time for us to step up, show what's right, and live what's right. The time has passed for symbolism."

**1-31-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **Leslie Allen** (the pride of USC who once ranked 17<sup>th</sup> in the world and coached at Fordham) & **Kyle Copeland-Muse** (who ranked as high as 36<sup>th</sup> in doubles and coached at St. John's) to discuss their participation in the CBS documentary "Althea & Arthur", focusing on the lives of Althea Gibson and Arthur Ashe.

**1-31-21 NY Sports and Beyond - Segment 2, 6:30A:** Larry talks with Kyle and Leslie about their youth growing playing tennis and their struggles in doing so while being African-American.

**1-31-21 NY Sports and Beyond - Segment 3, 6:45A:** Leslie and Kyle talk about how receptive today's players have been to them in comparison to how they themselves were receptive to Althea Gibson and Arthur Ashe.

**2-21-21 NY Sports and Beyond - Segment 2, 6:30A:** Recently, Major League Baseball announced that it would officially be recognizing Negro League records alongside the National & American Leagues. Bob says he would like the records expanded past 1948 as well.

**2-21-21 NY Sports and Beyond - Segment 3, 6:45A:** We've spoken a lot today about the men who powered the Negro Leagues, but one of the little-known, yet profound things about the Negro Leagues is the women that made their mark on the game. There were no all-female baseball leagues for Black women, so Toni Stone, Mamie "Peanut" Johnson, and Connie Morgan, wanted to find a league where they could play ball. In addition, that league was with their own people. The signing of Hank Aaron to the Boston Braves in 1951, left a hole in the infield of Indianapolis Clowns if the the Negro League. Stone seemed be the player for the job. The team signed her, making stone the first Black woman to play in the Negro Leagues.

**2-28-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **Kieran McArdle**. A native of Long Beach, NY, Keiran is a 28-year-old phys-ed teacher at PS 48 in upper Manhattan. He works with elementary school students at gym class and has an incredible passion for the kids. By night (during weekends), he is considered one of New York's best professional lacrosse players as a key member of the New York Riptide, who call Nassau Coliseum their home. With Long Island being a hotbed for youth lacrosse, Kieran is revered by many youth lax players around the area. Kieran discusses the contrast of his two jobs as well as the importance of schoolteachers, especially this past year during the pandemic.

**2-28-21 NY Sports and Beyond - Segment 3, 6:45A:** Kieran talks about how the mental edge is necessary to be successful in the world of sports as you get older. You really need to be a student of the game you play.

**3-7-21 NY Sports and Beyond - Segment 2, 6:30A:** Repeat from Segment 2 on 2/21/21.

**3-7-21 NY Sports and Beyond - Segment 3, 6:45A:** Repeat from Segment 3 on 2/21/21.

**3-14-21 NY Sports and Beyond - Segment 3, 6:45A:** Pat is USA Hockey legend who played for all three teams in New York state. He gives us his thoughts on the Rangers, Islanders, and Buffalo Sabres.

## TRAVEL & SAFETY

**1-10-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined for the final time in 2020 by **Robert Sinclair** of AAA Northeast with information we need to know as we head into a new year still affected by a pandemic. To begin; Animal crashes have been increasing in New York state over the past five years, with a record number for the past decade last year.

**1-10-21 NY Sports and Beyond - Segment 2, 6:30A:** Aggressive driving is on the uptick. You've noticed it. We all have. Data gathered by the AAA Foundation for Traffic Safety confirms the perception that men tend to speed, tailgate, merge dangerously, and make rude gestures or honk at other drivers more than women. The survey finds that women also admit to some dangerous driving habits, such as running red lights. Overall, younger male and female drivers tend to be more aggressive than older drivers. With everyday stress already compounded by the pandemic and now the holiday season, which can elevate tensions on the road, AAA urges motorists to keep their cool and avoid dangerous driving habits.

**1-10-21 NY Sports and Beyond - Segment 3, 6:45A:** Just because you haven't put much wear and tear on your vehicle during the pandemic doesn't mean it's ready for a long trip. Robert discusses vehicle maintenance in the cold weather season as well as how to make sure you're ready to drive it after a long layoff.

## BLACK HISTORY, RACIAL & INEQUALITY ISSUES

**1-17-21 NY Sports and Beyond - Segment 3, 6:45A:** The date was April 3<sup>rd</sup>, 1968 – we hear the final speech from Dr. Martin Luther King, Jr. before his assassination; the “Mountaintop” speech in Memphis, Tennessee.

**1-24-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by **Dr. Richard Lapchick**, who has been billed “the racial conscience” of the sporting world. Over the years, we've seen some change in racial and gender inequality in the world of sports, but sadly, it's still not enough. The NFL's Rooney Rule to increase hiring opportunities for black head coaches does not seem to be working. Larry and Richard discuss the frustration those trying to bring about change currently face.

**1-24-21 NY Sports and Beyond - Segment 2, 6:30A:** Larry is joined by **Jeremi Duru**, a sports law expert, law professor, author and advocate for strengthened solutions around diversity and inclusion, to discuss his views on the Rooney Rule and racial equity in sports. As one of the nation's foremost sports law authorities, Duru teaches in the areas of sports law, civil procedure, and employment discrimination at American University Washington College of Law.

**1-24-21 NY Sports and Beyond - Segment 3, 6:45A:** Larry and **Jeremi** discuss his book *Advancing the Ball: Race, Reformation, and the Quest for Equal Coaching Opportunity in the NFL*, which examines the NFL's movement toward increased equality of opportunity for coaches and front office personnel. He is also co-author of *Sports Law and Regulation: Cases and Materials* and *The Business of Sports Agents*.

**2-7-21 NY Sports and Beyond - Segment 1, 6:15A:** Larry is joined by the Executive Director of the African American Museum of Nassau County, **Joysetta Pearse**. Joysetta takes us through the journey of the museum starting in 1968 as merely an exhibit at Nassau Community College when a professor, Leroy Ramsey, asked to display his own personal collection for Black History Month. When he tried to take it down that March, the students begged him to keep it standing. Joysetta and her husband Julius joined in 1994 and were asked to take over management of the museum that now occupies a 6,000-square-foot space at the corner of North Franklin and Jackson streets in Hempstead Village. She serves as executive director; he is president; both volunteer their time to run the museum and view their roles as a partnership.

**2-7-21 NY Sports and Beyond - Segment 2, 6:30A:** Larry and Joysetta talk about the exhibit and some unknown gems of information you might be surprised to know; this museum focuses on the “hidden history” that is not otherwise documented. For instance, we always hear about Rosa Parks but we never heard who desegregated public transportation in NYC – nobody has ever been able to answer that question. (It was Elizabeth Jennings, a rich black woman who accomplished the feat 101 years prior). Why? Joysetta says, “It’s too positive to put in the history books!” Her attorney in the lawsuit she filed after being thrown off a trolley. Future president Chester A. Arthur.

**2-7-21 NY Sports and Beyond - Segment 3, 6:45A:** Larry and Joysetta discuss “The Black Royals: Queen Charlotte” exhibit which includes a portrait of Queen Charlotte of Mecklenburg-Strelitz, whose mulatto features were derided by contemporaries as “ugly.” Joysetta points out how we learned in grade school that “in 1776, we sent the Declaration of Independence to King George III [Queen Charlotte’s husband]. We learned that he had lost his mind, and that he was institutionalized. But they neglected to tell us that he was married to a woman who was of African descent.” Queen Charlotte is the mother of King George IV, grandmother of Queen Victoria and Prince Albert. All 11 of her children married into European royalty. Every royal house from Spain to Scandinavia can trace roots back to Charlotte, who herself has shared ancestry with William the Conqueror.

## 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.

#### Cards of Encouragement

Location: New York, NY

Details: Volunteers will help bridge the gaps of social distancing to let a healthcare worker, hospital patient, older adult, or isolated individual know they are in your thoughts. Volunteers will use Canva to design and decorate digital cards that will spread good wishes to recipients.

#### CoachArt

Location: New York, NY

Details: CoachArt seeks to provide continued social and emotional care for pediatric patients discharged from children’s hospital. Volunteers provide the discharged patients and their siblings with virtual art and athletic lessons including drawing, painting, cooking, music, sports, etc.

#### Face Shields

Location: New York, NY

Details: Volunteers are needed to make protective face shields for schools and nonprofits still in need of PPE.

### 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 **First Quarter 2021**, there were no calendar entries due to the pandemic.