



**ESPN 100.9-FM
PROGRAMMING REPORT**

**OCTOBER – DECEMBER
2020**

PREPARED by BRAD TUNNEY

PROGRAM: High School Football Game of the Week

Production: In-house

Description: The passion for high school football in the Great Lakes Bay Region is strong. We are able to provide coverage of the high school football sports scene each Friday night in the fall, featuring a different matchup each week. We provide a 30-minute pregame show with a studio host, along with a play-by-play and color commentator out at the game. We also provide coverage on our website with a reporter at our game of the week.

Dates aired: Sept. 18
Sept. 24
Oct. 2
Oct. 9
Oct. 16
Oct. 23
Oct. 30
Nov. 6
Nov. 12

PROGRAM: The Huge Show with Bill Simonson

Production: In-state

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

Dates aired: Weekdays / 3 p.m. – 6 p.m.

PROGRAM: MSU Football

Production: In-state

Description: The following for Michigan State in the Great Lakes Bay Region is strong. Having the opportunity to be the radio home for the Spartans in the Bay City, Midland and Saginaw area is one that is very beneficial to us. By offering their football broadcast, accompanied with pre- and post-game shows, it allows fans of MSU the chance to stay connected with their favorite team, and, in some cases, their alma mater.

Dates aired: Oct. 24
Oct. 31
Nov. 7
Nov. 14
Nov. 28
Dec. 5
Dec. 12

PROGRAM: MSU Basketball

Production: In-state

Description: The following for Michigan State in the Great Lakes Bay Region is strong. Having the opportunity to be the radio home for the Spartans in the Bay City, Midland and Saginaw area is one that is very beneficial to us. By offering their basketball broadcast, accompanied with pre- and post-game shows, it allows fans of MSU the chance to stay connected with their favorite team, and, in some cases, their alma mater.

Dates aired: Nov. 25
Nov. 28
Dec. 1
Dec. 4
Dec. 6
Dec. 9
Dec. 13
Dec. 20
Dec. 25
Dec. 28

PROGRAM: The Mel Tucker Show

Production: In-state

Description: A show that allows the local university to highlight their football program. Show is hosted by various MSU personalities and has guests that included coaches and student athletes. Broadcast is on-location in East Lansing to allow fans to interact with both broadcasters and guests.

Dates aired: Thursdays / 7 p.m. – 8 p.m.

PROGRAM: The Tom Izzo Show

Production: In-state

Description: A show that allows the local university to highlight their men's basketball program. Show is hosted by various MSU personalities and has guests that included coaches and student athletes. Broadcast is on-location in East Lansing to allow fans to interact with both broadcasters and guests.

Dates aired: Mondays / 7 p.m. – 8 p.m.

PROGRAM: Inside the Huddle w/ Mel Tucker

Production: In-state

Description: Inside the Huddle w/ Mel Tucker is a 2:00 feature provided by the Spartan Sports Network and is a daily interview with Will Tieman and MSU football head coach Mel Tucker.

Dates aired: Weekdays / 11:56 a.m. & 3:56 p.m.

PROGRAM: Timeout w/ Tom Izzo

Production: In-state

Description: Timeout w/ Tom Izzo is a 2:00 feature provided by the Spartan Sports Network and is a daily interview with Will Tieman and MSU basketball head coach Tom Izzo.

Dates aired: Weekdays / 11:56 a.m. & 3:56 p.m.

PROGRAM: Local SportsCenter Updates

Production: In-region, :60

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

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

PROGRAM: Local Weather Updates

Production: In-region, :30

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

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

PROGRAM: Scholar Athlete of the Month

Production: In-house

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

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

PROGRAM: Lions Updates

Production: In-house, :30

Description: Lions Updates are a daily feature weekdays that offer listeners an update on what's happening with their favorite football team, the Detroit Lions. Since the station's inception, listeners in the area have expressed as much interest about the Lions as they have about the Tigers across all of our platforms; whether it's on our social media channels or our website. By offering two different updates at two different times throughout the day, it gives the community the chance to hear what's specifically going on with the Lions during the daytime hours. Each update is separately offered to local clients, allowing for advertising in a different manner.

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

PROGRAM: Hot Take Feature

Production: In-house, :30

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

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

PROGRAM: PUBLIC SERVICE ANNOUNCEMENTS

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