

## Contact List – Dick's Sporting Goods

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|---|---|--|---|---|
| 1 | <p><b>Name</b><br/>Joe Amorosino</p> <p><b>Bio</b><br/>Hosts a show weekly and another on Sundays. Covering mainly sports. Also the Sports Director for the WHDH TV</p>                   | <p><b>Contact</b><br/><b>Email</b> jamorosino@whdh.com<br/><b>Phone</b> 1 (617) 725-0756</p> <p><b>Why?</b> Amorosino would be able to share with sports fans the news about the mural, which would draw more customers in to see it.</p>  | <p><b>Title</b><br/>Sports Anchor<br/>News Anchor<br/><b>Beat</b> Sports and News</p>   | <p><b>Media</b><br/><b>Medium</b> TV<br/><b>Outlet</b> CW 56 WLVI TV<br/>NBC affiliate</p>      |
| 2 | <p><b>Name</b><br/>Mike Felger</p> <p><b>Bio</b><br/>Host of "Felger &amp; Mazz Show" and on-air personality</p>  | <p><b>Contact</b><br/><b>Email</b> felger@985thesportshub.com<br/><b>Phone</b> 1 (617) 822-9600</p> <p><b>Why?</b> Felger works mulple shows on the same network and would be able to fit a feature story in on either.</p>  | <p><b>Title</b><br/>Personality<br/>Host<br/><b>Beat</b> Sports</p>   | <p><b>Media</b><br/><b>Medium</b> Radio<br/><b>Outlet</b> WBZ-FM<br/>FOX affiliate</p>          |
| 3 | <p><b>Name</b><br/>Kristi Palma</p> <p><b>Bio</b><br/>A writer for the Boston Globe and Boston.com; has been working for 23 years in writing and ediitng lifestyle and culture topics</p> | <p><b>Contact</b><br/><b>Email</b> kristi.palma@boston.com<br/><b>Phone</b> 1 (617) 929-2000</p> <p><b>Why?</b> Palma would be perfect to tie culture into the mural aspect of the news. In addition, she writes for both paper and online formats.</p>  | <p><b>Title</b><br/>Culture Writer<br/><b>Beat</b> Culture, sports<br/>Entertainment,<br/>Regional, local,<br/>national, and<br/>international news</p> | <p><b>Media</b><br/><b>Medium</b> Newspaper<br/><b>Outlet</b> Boston Globe<br/>(boston.com)</p> |
| 4 | <p><b>Name</b><br/>Sarah Burgess</p> <p><b>Bio</b><br/>Burgess is the general assignment news director and used to be the managing editor.</p>  | <p><b>Contact</b><br/><b>Email</b> sarah.burgess@coxinc.com<br/><b>Phone</b> 1 (781) 467-1359</p> <p><b>Why?</b> Because a mural in a Dick's Sporting Goods would be of the interest to all of its shoppers, it would be smart to try to reach out to moms and the general public. Burgess directs the news and could try to fit the story into the day.</p> | <p><b>Title</b><br/>News Director<br/><b>Beat</b> General Assn. News</p>  | <p><b>Media</b><br/><b>Medium</b> TV<br/><b>Outlet</b> WFXT<br/>FOX affiliate</p>               |

5	<p><b>Name</b> Heather Ford</p> <p><b>Bio</b> Co-hosts with two other personalities, Karlson and McKenzie</p>	<p><b>Contact</b> <b>Email</b> heather@wzlx.com <b>Phone</b> 1 (617) 746-5100</p> <p><b>Why?</b> This show is for general entertainment, and so because the mural is new and fun, I would count this news as an indirect form of entertainment. Especially if the mural is fantastic and amusing.</p>	<p><b>Title</b> Co-host</p> <p><b>Beat</b> Entertainment</p>	<p><b>Media</b> <b>Medium</b> Radio <b>Outlet</b> WZLX FM CBS affiliate</p>
6	<p><b>Name</b> Zeninjor Enwemeka</p> <p><b>Bio</b> Covers topics across the board involving business, culture, and technology, with a larger focus on "the innovation economy"</p>	<p><b>Contact</b> <b>Email</b> zeninjor@wbur.org <b>Phone</b> 1 (617) 353-0909</p> <p><b>Why?</b> Dick's Sporting Goods is adding in murals in Boston but will everywhere, this is business innovation in an artistic and modern way.</p>	<p><b>Title</b> Business Reporter</p> <p><b>Beat</b> Business, Culture, Technology</p>	<p><b>Media</b> <b>Medium</b> Radio <b>Outlet</b> WBUR NPR affiliate Public Radio International affiliate</p>
7	<p><b>Name</b> Hayden Bird</p> <p><b>Bio</b> Bird is a sporta reporter for the online boston paper. He has also worked in streetwise media and hometown weekly.</p>	<p><b>Contact</b> <b>Email</b> hayden.bird@boston.com <b>Phone</b> 1 (617) 929-7900</p> <p><b>Why?</b> Bird works for Boston.com as a writer and would be able to share Dick's Sporting Goods news in the sports section.</p>	<p><b>Title</b> Sports Reporter Staff Writer</p> <p><b>Beat</b> Sports</p>	<p><b>Media</b> <b>Medium</b> Online paper <b>Outlet</b> <a href="http://boston.com">boston.com</a> (Boston Globe)</p>
8	<p><b>Name</b> Bobby Bascomb</p> <p><b>Bio</b></p>	<p><b>Contact</b> <b>Email</b> bbascomb@loe.org <b>Phone</b> 1 (617) 287-4121</p>	<p><b>Title</b> Freelancer Producer and Reporter</p> <p><b>Beat</b> Environment</p>	<p><b>Media</b> <b>Medium</b> Radio <b>Outlet</b> Living on Earth Public Radio International affiliate</p>

Bascomb freelances as a producer and reporter for an environmental news show called Living on Earth, a PRI made show.

**Why?** Bascomb may appreciate the news of murals painted by local artists, it would be a positive news piece to add in on the environment around us.

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<b>Name</b>	<b>Contact</b>	<b>Title</b>	<b>Media</b>
Matt Conti	<b>Email</b> matt@northendwaterfront.com	Founder, Editor, Blogger	<b>Medium</b> Online blog <b>Outlet</b> NorthEndWaterfront
<b>Bio</b>	<b>Why?</b>	<b>Beat</b>	
Conti is a blogger, founder and editor of his NorthEndWaterFront	This blog reaches out to those interested in local news and business; Dick's Sporting Goods would be able to write more toward the business aspect of the news, how local art could boost sales.	News, business, local news	

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<b>Name</b>	<b>Contact</b>	<b>Title</b>	<b>Media</b>
Dean Reddington	<b>Email</b> newstips@wbztv.com <b>Phone</b> 1 (617) 787-7000	Web Producer	<b>Medium</b> TV <b>Outlet</b> WBZ TV Online CBS affiliate
<b>Bio</b>	<b>Why?</b>	<b>Beat</b>	
Reddington heads up CBSBoston.com's online content and social media feeds.	Because Reddington covers such a myriad of topics, it should be of general interest to him that Dick's Sporting Goods is hiring local artists to add murals to their store.	Entertainment, sports, general assn. news, health and wellness, medical, regional interest	