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*Presents*

Common Ground



*Building and Caring for the Future of New York*

**Special Premier New York Budget Episode  
SUNDAY, March 20, 2016 @ 10 p.m.**

**77WABC  
RADIO**

**(770 AM)**

Sunday night, March 20th, at 10 p.m. on WABC 77 Radio (770 AM) the first edition of the **Business and Labor Coalition of New York's (BALCONY)** new radio show, "***Common Ground: Building and Caring for the Future of New York***," will air.

***Common Ground: Building and Caring for the Future of New York*** is a lively discussion on infrastructure as well as the most important public policy issues facing the New York region including education, finance, politics, and social and environmental challenges. Our guests will include leaders from business, labor, and non-profits, experts and advocates, and elected officials.

The show will be available as a podcast on the **WABC** website ([www.wabcradio.com](http://www.wabcradio.com)) and **BALCONY** website ([www.balconynewyork.com](http://www.balconynewyork.com)) following the Sunday night broadcast.

**CLICK HERE FOR THE**  
**[DiBartolo POD CAST](#)**



The first part of our premier episode features **Cynthia DiBartolo, President and CEO of Tigress Financial Partners, Chairperson of the Greater New York Chamber of Commerce, and Executive Board Member of BALCONY**, speaking about the importance of passing Governor Cuomo's proposed \$15 minimum wage plan.

Cynthia DiBartolo is the Founder and Chief Executive Officer of Tigress Financial Partners ([www.tigressfp.com](http://www.tigressfp.com)) and guides the overall strategy and direction of the firm.

Before founding Tigress, Ms. DiBartolo held senior management positions at Citigroup / Smith Barney including Director of Corporate Compliance, Director of Risk Management and Sales Manager of Smith Barney's New York office for Private Client Services. Prior to Citigroup she was Legal Counsel and Assistant Secretary at Merrill Lynch Broadcort Capital. She began her career as a credit analyst at Bear Stearns.

In addition to Tigress, Ms. DiBartolo provides her support and expertise to a number of business community and philanthropic organizations. Ms. DiBartolo currently serves as Chairperson of the Greater New York Chamber of Commerce and is a member of the White House Business Council and an Executive Board Member of the Business and Labor Coalition of New York (BALCONY).

Ms. DiBartolo graduated Cum Laude from Wagner College with a BA in Political Science and earned a Juris Doctorate from Villanova University, School of Law.

**CLICK HERE FOR THE**  
**[Elmendorf POD CAST](#)**



Our second segment, which focuses on infrastructure, "***Building the Future of New York,***" features **Mike Elmendorf, President of Rebuild New York Now** ([www.rebuildnynow.org](http://www.rebuildnynow.org)).

Mike Elmendorf was named President and CEO of the Associated General Contractors of New York State (AGC NYS), New York's leading construction industry association, in February 2011.

Previously, Elmendorf had served as New York State Director of the National Federation of Independent Business (NFIB), New York's largest small business advocacy association, where he led a resurgence of NFIB/NY, establishing it as one of the Empire State's most powerful and effective business organizations.

Prior to joining NFIB, Elmendorf spent 11 years in the administration of New York Governor George E. Pataki. Elmendorf has extensive experience in government, having served as Special Assistant to the Governor and Director of Intergovernmental Affairs. In that role, he was a member of the Governor's senior staff and served as the Governor's advisor on state-federal, regional, state-to-state and international relations.

A longtime community leader, Elmendorf serves on a number of boards and is a founder of the nationally recognized Colonie Youth Court program. He served as a Director of the Great Lakes Protection Fund from 2002 to 2013, as Chairman of the Board in 2005 to 2006, and as Chairman of the Fund's Finance Committee from 2010 to 2013. He served as a Commissioner of the Albany County Charter Review Commission and as President of the North Colonie Community Foundation.

He is also a founder and Vice Chairman of the Lawsuit Reform Alliance of New York (LRANY).

**Common Ground** is hosted by **Bill Ayres**, an experienced radio personality with more than 40 years as a host on WPLJ-FM and co-hosted by **BALCONY Director Lou Gordon**, who will also serve as Executive Producer. **Nicholas Kapustinsky** is the show's producer.

Interested in being a Sponsor or an Advertiser?

## Sponsorship and Ad Packages

The Common Ground radio show will run for 26 weeks beginning in April (or possibly earlier).

**Below please find suggested sponsorship and ad packages.**

<b>TITLE SPONSOR</b>	\$10,000	Sponsorship of one Episode, and One 60-second Commercial Spot for 26 weeks.
<b>GOLD SPONSOR</b>	\$5,000	Sponsorship of one Episode, and One Year's Membership in BALCONY.
<b>SILVER SPONSOR</b>	\$3,000	Sponsorship of one Episode, and Two 60-second Commercial Spots for that one Episode

### Commercial "60-Second Spot" Sponsorship (includes Digital Exposure)

One 60-Second Spot Per Episode	\$300
One 60-Second Spot for 13 Weeks	\$4,000
One 60-Second Spot for 26 Weeks	\$8,000

WABC-AM Radio Metro New York Demographics [[DETAILS](#)]

*If you are interested in sponsoring, underwriting, ad placement, or other support for the COMMON GROUND radio show please contact Lou Gordon, Executive Producer at 212-219-7777 or [loug@balconynewyork.com](mailto:loug@balconynewyork.com).*

**BALCONY and WABC are happy to arrange an in-person meeting with you to discuss your ideal level of participation.**

**COMMON GROUND will be:**

\* ***A branding opportunity*** for your company, your organization, and your cause. Title sponsorship includes mentions in promos, logos on digital assets, and additional 60 second commercials each week. Other Sponsor Packages include digital ads on websites, which offer the Common Ground Radio Show Podcast and signage on the digital announcements of the show.

\* ***Promoted*** on the WABC 770 am programs with ads throughout the week during other WABC shows such as **The Bernie and Sid Show, Imus in the Morning, Curtis and Kuby, Savage Nation with Michael Savage, The Drive at 5 with Curtis Sliwa, Mark Levine, John Batchelor, Red Eye Radio, and more.**

\* ***Available*** as a podcast on the BALCONY and WABC websites [www.balconynewyork.com](http://www.balconynewyork.com) <http://www.wabcradio.com> Distributed to the email lists of both WABC Radio and BALCONY, among others.

\* ***Marketed*** both by traditional means and through social media and other avenues to the 150 balcony members as well as other labor unions, businesses, and trade associations, allowing us to reach more than 1.5 million potential listeners.

\* ***A platform*** to promote events, activities, and campaigns. PSA's and calendar announcements for BALCONY member events are included at each show.

\* ***Successful***, allowing BALCONY members to be part of something

exciting and powerful. This is a great opportunity to advertise, and get the word out about the most important public policy issues facing the New York region.

**The first segment, "Building the Future of New York," is a half an hour dedicated to discussing infrastructure** - specifically building and maintaining roads, bridges, tunnels and highways, funding and constructing affordable housing, and energy investment in New York and the New York region.

**"Caring for the Future of New York," is a half hour devoted to major public policy issues that concern New Yorkers** including education, social security, minimum wage, health care, job development, crime, good governance, and equity. The format will be adjusted depending on which topics are currently trending as well as which guests are secured for a given show.

***Common Ground is a project of the BALCONY Infrastructure Initiative led by Joyce Miller of Tier One Strategies, Michael Locker of Locker Associates, David Pollak of Pegasus Capital, and Sarah Biser of McCarter & English LLP.***

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**BALCONY looks forward to "Building & Caring for the Future of New York" Together.**

*BALCONY is a 501C4 New York State Not-For-Profit Advocacy Organization. It has more than 150 members - labor unions, law firms, health care providers, businesses, nonprofits, small businesses, housing groups, consumer groups, cancer and disease awareness organizations, investment and financial institutions, benefit providers, lobbyists, developers, trade associations and entertainment firms.*

## **BALCONY MEMBER DIRECTORY**



(Click [HERE](#) for the PDF version of the Membership Directory by Sector)

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**Lou Gordon, Director**  
**[loug@balconynewyork.com](mailto:loug@balconynewyork.com)**

### **BALCONY, THE BUSINESS AND LABOR COALITION OF NEW YORK**

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**Kevin R. Weaver, Web Master and Computer Consultant**

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