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BEHIND-THE-SCENES TELECASTS OF *SPORTSCENTER* AND VIRGINIA TECH VS. #1 USC AUGUST 27 AND 28

ESPN will provide viewers with an unprecedented live all-access pass to the production of *SportsCenter*, television's #1 sports news studio program, and a primetime college football game telecast with separate behind-the-scenes shows on consecutive nights.

Coverage will begin Friday, Aug. 27 at 10 p.m. ET on ESPN with the second installment of *This is SportsCenter*, a two-hour program offering a behind-the-scenes look at the making of *SportsCenter* (*SportsCenter* will be aired on ESPN2 at 11 p.m.). The following night (Saturday, Aug. 28) at 7:30 p.m., ESPN2 will televise *College Football Behind-the-Scenes*, a live program showing the production of ESPN's coverage of the BCA Classic pitting Virginia Tech vs. #1 USC (ESPN game coverage begins at 7:45 p.m.).

COLLEGE FOOTBALL BEHIND-THE-SCENES: ESPN2 - AUGUST 28 AT 7:30 P.M.

In a television first, *College Football Behind-the-Scenes* will take viewers along for the ride with ESPN personnel as they produce a college football telecast, including inside the production truck and announce booth and on the sidelines.

Rece Davis will host the program with three reporters:

- **Dr. Jerry Punch:** located in the production truck, Punch will interview ESPN personnel, provide a tour of the truck and explain how the "1st and 10" yellow line works, as well as the on-screen graphics, such as the scoreboard bug.
- **Craig James:** positioned in the booth, James, usually assigned as a game or studio analyst, will discuss the various roles of each person in the booth, such as the "spotter" assigned to assist the game commentators, and report on each person's activities. During commercial breaks, James will interview game commentators Ron Franklin and Mike Gottfried and others working in the booth.
- **Jamie Little:** positioned on-field as a roving reporter, Little will explain Erin Andrews' role as the sideline reporter, as well as other people working on the field, such as the "red hat" person who informs referees of commercial breaks.

Joining Davis on-site, ESPN *College GameDay Final* analysts **Trev Alberts** and **Mark May** will show their preparation for the half-time show (they will work the halftime show for ESPN's telecast).

COLLEGE FOOTBALL BEHIND-THE-SCENES PRODUCTION INFORMATION

For the telecast, ESPN2 will utilize several production elements, including:

- Nine "point-of-view" and four robotic cameras positioned in key areas within the production truck, as well as a robotic camera in the booth and five cameras within the stadium.

- ESPN2's BottomLine will provide a glossary to explain TV production terms, people's roles and procedures.
- While viewers hear and see the production personnel working, ESPN's game telecast will be on-screen within a box in the lower right-hand corner, allowing the viewer to see the results of the behind-the-scenes action.
- ESPN2 will stay with the telecast during ESPN commercial breaks to show what production personnel do while viewers are watching ads.

COLLEGE FOOTBALL BEHIND-THE-SCENES EXPLANATIONS AND SHOW SEGMENTS

College Football Behind-the-Scenes will provide viewers with an understanding of how ESPN produces a game telecast from beginning to end through various explanations and interviews and by following staff as they do their jobs. Scheduled segments include:

- Taped segments of the production staff's day-long preparation, including meetings and set-up of the equipment.
- A look at how ESPN's technology works, such as the "1st and 10" yellow line.
- An inside look at how a producer scans and selects replays, the communication between commentators and producers and the associate director's communication with the control room in Bristol, Conn.
- Explanations of the responsibilities of production personnel.
- A tour of the production truck with explanations of the layout and equipment, as well as definitions of the terminology.

COLLEGE FOOTBALL BEHIND-THE-SCENES ON ESPN.COM

ESPN2's telecast will include several elements from ESPN.com, including:

- Answering of questions submitted via ESPN.com.
- Analyst Jim Donnan discussing ESPN.com's *College GameDay Live* application.
- Coverage of ESPN commentators participating in *College GameDay Live* prior to the game.

Prior to the game, ESPN.com will:

- Educate viewers through custom video clips on ESPN Motion.
- Provide a glossary of terms that will be used during the show.

THIS IS SPORTSCENTER: BEHIND-THE-SCENES OF TV'S #1 SPORTS NEWS SHOW

This is SportsCenter, the second time ESPN has provided a behind-the-scenes look at its flagship show, will be aired Friday, Aug. 27 at 10 p.m. The two-hour show will overlap with the 11 p.m. *SportsCenter* on ESPN2, enabling viewers to watch the news and highlights of the day while simultaneously watching what's happening behind the scenes of the show.

Among special elements in *This is SportsCenter* will be how Chris Berman's tradition of creating nicknames was conceived.

Stuart Scott will host *This is SportsCenter* with **Kenny Mayne** and **Scott Van Pelt** providing reports from various locations throughout ESPN's Bristol headquarters, including the screening room, make-up, the newsroom, control room and meetings.

Linda Cohn and **Dan Patrick** will host *SportsCenter* on ESPN2.

***This is SportsCenter* will include:**

- Vignettes on how Dan Patrick came up with "En Fuego" and how Stuart Scott devised "Booyah."
- A "Top 10" list of not-so-obvious things that would surprise you about ESPN.
- A mini-piece on the new *SportsCenter* control room and the people who operate it.
- Bloopers from old *SportsCenters*.
- Never-before seen outtakes from *SportsCenter* promos.
- A feature showing how a highlight is produced.
- A behind-the-scenes look at Chris Mortensen making calls and gathering information live from St. Louis where he will be for the Redskins-Rams game.
- A mini-piece on the "ideas" meetings that take place throughout the day and night.

ESPN first televised *This is SportsCenter* on July 29, 2003.

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