

2019CaseyErinn-abstract

Abstract

Sports Link GameDay is a live Ball State football pregame and postgame series produced by Ball State Sports Link students. The show began in 2011 as *3rd Down Chirp*, which was a prerecorded show filmed in a studio or at Scheumann Stadium during the week. It was then edited and posted on YouTube before the weekly Saturday football games. It has taken many forms since then and has evolved into what is now *Sports Link GameDay*. *Sports Link GameDay* was, and still is, heavily influenced by ESPN's *College GameDay*. I took over as executive producer of *Sports Link GameDay* in 2017 and made the show my own, while constantly referring to *College GameDay* as the prime example. I present the five *Sports Link GameDay* live shows in 2018 as my senior creative project. In addition, I outline the show's evolution while highlighting how *College GameDay* has influenced my creative process and why it is successful.

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