

*Ball State Sports Link's Sports Link GameDay and the Inspiration from ESPN's College
GameDay*

An Honors Thesis (HONR 499)

by

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Muncie, Indiana**

April 2019

Expected Date of Graduation

May 2019

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 pre-recorded 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.

Acknowledgements

I would like to thank Alex Kartman for not only advising me through this project, but for being an incredible teacher and friend in my last four years at Ball State. I have learned a tremendous amount from him in many different facets of sports production. I would have been absolutely lost without his constant help and guidance in my Sports Link endeavors.

I would also like to thank Chris Taylor and Brad Dailey for their help and guidance in the making of *Sports Link GameDay* and for everything they have taught me in Sports Link. Finally, thank you to my fellow students for pushing me and each other to make the show as successful as it was.

Process Analysis Statement

When I was asked to be the executive producer of *Sports Link GameDay* in the fall of my junior year, I eagerly accepted the challenge. I had worked for two years on the show as a camera operator, so I was familiar with the setup. In those two years, working on the show was one of my favorite projects in the Sports Link program. Now that I have successfully completed two more seasons as executive producer, I can confidently say that it was my favorite project I worked on in my four years at Ball State.

Ball State Sports Link is an immersive learning program in the College of Communications, Information, and Media. Students enrolled in Sports Link major in digital sports production, earning class credit while learning through hands-on sports media industry experience. While Sports Link prides itself in its documentary-style feature story telling, it takes on more than 25 live events every year including *Sports Link GameDay*.

Sports Link GameDay has taken a few different forms over the last few years. In its most recent form, it is a live pregame and postgame show covering Ball State football. The show streams live to Ball State Sports Link's Facebook page an hour before kickoff of select home football games. The show airs from a set located inside Scheumann Stadium on the concourse with the field in the background. It is produced from a NewTek TriCaster 8000, which is a "basic, all-in-one HD live production and streaming solution that provides professional multi-camera television creation for broadcast and web on a small budget" (NewTek, n.d.). The TriCaster takes in 12 different camera, video, or software feeds and combines the many different elements into one final product, which is what airs live. It also has the ability to stream directly to social media platforms. This creative project will focus on the set of five pregame shows in 2018 alone.

A sports pregame show is a program filmed in anticipation of a game or match between two opponents and airs either on television or online. It includes multiple on-air personalities, also known as on-air talent, that engage in live discussion. Usually there is one host and two to three analysts on a show. In a pregame show, the hosts preview the upcoming game/match, recap previous games/matches, and discuss any noteworthy storylines or happenings related to players or the team. It also includes live and prerecorded interviews with athletes and coaches. The pregame show consists of different segments, and each segment is supported by various elements. Such elements include video, audio, and graphics.

Video elements can include any kind of game highlights, practice footage, sit-down interviews, or documentary-style feature stories. Feature stories can be broken down even further into on-field and off-the-field feature stories. A video package is a pre-edited video piece that can stand alone. Various video packages are played during a pregame show. Video elements enhance the production quality of a pregame show by providing a visual to support what the on-air talents discuss.

Audio elements include talent microphone audio, music, sound effects, and audio from video packages. These audio elements must be mixed to achieve consistent levels. To mix audio means to combine different audio tracks in such a way that sounds natural to the audience. For example, if the talent is talking and there is music playing in the background, the audio should be mixed so the talent's audio is louder and more audible than the music, without completely disregarding the music. Audio elements enhance the production quality of a pregame show by allowing the viewers to feel as though they are on-location when they hear the natural sounds of the stadium atmosphere.

Although they can take many forms, the most basic graphic elements include stat graphics, topic readers, and lower thirds. Stat graphics show statistics on teams and/or individuals and can be in the form of full screens and tombstones. Tombstones are smaller graphics that fill about an eighth of the screen and sit on either the left or right side of the screen. Topic reader graphics run along the bottom of the screen and present a topic in either one or two lines to inform the viewers of what the talent is talking about. Lower third graphics also run along the bottom of the screen and present someone's name and title. Graphic elements enhance the production quality of a pregame show by presenting supporting evidence of the discussion through numbers and text.

Each of these various elements combine to create the pregame show. A specialized crew is necessary to put all the moving pieces together. A typical crew consists of a director and/or technical director, graphics operator, replay operator, audio technician, and camera operators. Each crew member reports to the show's producer.

A producer is a project leader. The producer develops with the general rundown of each show, determines what elements are needed, and guides each of the crew members throughout the production. During the live broadcast window, the producer keeps an eye on timing and makes sure the group stays on task.

The director also leads the project by determining what camera angles to take live. The director coaches the camera operators into finding the shot he or she wants, calls upon graphics when needed, and instructs when replay should play a video package. The technical director receives the director's commands and presses the buttons to make his or her commands happen. The producer guides these positions by letting them know which segments are happening and when to transition from one to the next. In some smaller productions, such as *Sports Link*

GameDay, the producer and director roles combine to minimize the amount of voices in the control room or behind the TriCaster.

The graphics operator has the task of creating graphics and sending them live to the screen during the broadcast. The graphics operator works closely with the producer in the week before the show. They create graphics unique to each show depending on storylines going into each game/match. During the show, the producer listens closely to the talent to see if anything they are saying could be supported with a graphic. During the show, if the producer comes up with a new graphic idea, he or she asks the graphics operator to make it.

The replay operator is responsible for sending any pre-packaged video elements live to air. Each week, the replay operator loads the TriCaster software with the pre-packaged videos so that they can play live when called upon. The producer instructs the replay operator when to have videos ready.

The audio technician is responsible for mixing the various audio tracks and listening closely during the live broadcast window to troubleshoot and adapt to volume changes. The audio technician must listen closely to the producer to know when to lower the talent's mics and raise video package audio and vice versa.

The camera operators run the cameras and listen closely to the director to know what kinds of shots to get. They are typically tasked with getting shots of the talent and beauty shots (scenic shots) of the stadium.

Sports Link GameDay requires someone in each of these positions to ensure the right mix of elements to comprise the final product. I define *Sports Link GameDay* as an "all-access" Ball State football pregame show that focuses on both on-field and off-the-field storytelling through a

mixture of video, graphics, and audio. It is 100% produced by Ball State Sports Link students and is streamed live to Facebook on football home game days.

The planning process of *Sports Link GameDay* starts as early as the Monday before a Saturday game. As the producer, I met with the talent and we discussed what we felt were the biggest storylines heading into each matchup. Storyline topics included: defense, offense, special teams, select players, standout freshmen, coaching, etc. As a result of the early week talent meetings, I created a rundown, a segment-by-segment “schedule” for the live broadcast window of the show. I used the storylines presented and discussed in the talent meeting to create different segments for the show. The rundown broke down the segments and listed the necessary elements for each one. Each segment also had a suggested run-time to ensure that we stay on track in order to include every segment we wanted in the time we had allotted for the show.

The rundowns maintained a similar format from week to week. Each show would begin with a cold open, a tease leading into the full show. The cold open led straight into the main show open, the same open from week to week. The talent would then engage in general discussion about the matchup at hand before jumping into a recap of the previous week’s games. The next portion of the show would focus on one of the main storylines of the week and would include some kind of stand-alone video package with highlights. Next was a pre-recorded historical feature on Ball State football hosted by a Sports Link student. After the historical feature, we would conduct a live interview with a person of interest related to Ball State or Ball State Football. During conference season, we would also include a segment on other teams in the Mid-American Conference. Finally, the show would wrap up with an in-depth discussion on the actual game of the week and a video sound bite from head coach Mike Neu. To view a rundown for each of the five shows in 2018, please see the appendix.

After the early week talent meetings, I then looked at each segment one-by-one and determined what extra supporting elements each segment needed. The first thing I considered was which video packages were needed. This included player or coach interview, feature stories, or highlights. Next, I would think about what needed to have supporting graphics. My guiding principal was if a segment had information that could be better presented as a visual, a graphic was necessary. Finally, any time there was a full-screen graphic or highlight video playing, there needed to be music playing in the background. I'd make a list of all of the extra elements that needed to be created, and would work on crafting them together for the rest of the week leading up to Saturday's show.

Later in the week, on Wednesday or Thursdays, I held a full-crew production meeting. In this meeting, we walked through the rundown, segment by segment so that the whole crew was on the same page. I fielded any questions people would have, and we ran through individual positions if necessary. Finally, we set a setup time and a full crew call time for the morning of the game.

Setup inside Scheumann Stadium occurred on Friday afternoon or early Saturday morning. At setup, we rolled the TriCaster out to the concourse and ran any power cables from the TriCaster to the camera locations and microphones. We also uploaded any video, graphic, or audio files to the TriCaster.

The morning of the game, we set up the desk and chairs the talent sat at. Once the set was completely assembled, we took about an hour break. When the crew reconvened, I discussed the rundown with everyone once more in case anything had changed. We then ran through the show to troubleshoot any problems with the TriCaster or audio before we went live.

The pregame show streamed live to Facebook leading up to kickoff of the Ball State football game. The show ranged from 20-45 minutes with no commercials. After the show, we met once more as a group to give initial thoughts and feedback about how the show went. In the next few days, I watched the show again on my own time to make notes for myself and for my crew. I discussed these notes with the individual crew members throughout the week in order for us, and the show, to get better for the next show.

In 2018, I produced five *Sports Link GameDay* pregame shows. Over the course of the season, I witnessed the evolution of certain areas in our work including storytelling, live interviews, my reliance on the rundown (or lackthereof), and the way the crew grew together as a team.

At the root of any pregame show is storytelling. I like to break down our storytelling on *Sports Link GameDay* in two parts: on-field and off-field storytelling. On-field story telling was done easily through statistics, highlights, and the talent's discussion. I felt what we could improve upon was our off-field storytelling. ESPN's *College GameDay* is known for incorporating both on-field and off-field storytelling, and the show always incorporates feature stories. Feature storytelling is something that breaks away from the routine highlight reels. In order to maintain the attention of our viewers, I made it a goal to include more of these stories.

We were able to successfully incorporate more off-field storytelling through both live interviews and segments from Sports Link's brand-new weekly show, *RBU*. *RBU* was an all-access show featuring Ball State's running back core. It served as a platform to tell stories about the running backs both on the field and off the field. We pulled a handful of off-field video content from *RBU* to be used on *GameDay* including an inside-the-mind interview at the library

with running back Malik Dunner, a profile story on running back Will Jones, and a family weekend package.

Additionally, we were able to throw some non-football-related video content into the mix in the fourth show. We ran a feature on the Homecoming bed races as well as some sample content made by former Sports Link member Aaron Hepp, who now works for the University of Alabama, and was brought on the show as an interview guest. Including more off-field storytelling and some non-football-related video content increases the production quality of our show because it adds more layers to the show than just what happens on the playing field. It humanizes players and allows viewers to form a connection with the athletes which cannot be formed elsewhere.

An element introduced in the 2018 season was live interviews. It was a challenge we had not taken on in seasons prior. I felt live interviews were essential to making our show feel more professional.

We began the season with no interviews in our first episode. We brought on two guests in our second episode and from that point forward, we interviewed one to three guests per show. As the season progressed, the on-air talent was visibly more comfortable and more conversational with the interviews. We, as a team, also improved on the pacing. If an interview was going well, I allowed the talent to continue the conversation. When I noticed an interview was wrapping up, I would cue the talent to push to the next segment to end the interview. The element of interviews elevated our production quality because it is something done on all professional sports pregame shows. By including guests such as former players, coaches, and athletic directors, it added credibility to our show. It also allowed us to introduce a new voice to break up the monotony of only the on-air talent voices.

I had to adjust to live interviews because there was never set times to when our special guests arrived. We had to be prepared in case one of the interviewees arrived too early or too late, therefore throwing off the rest of the scheduled rundown. For example, in the second show, I was told that Ball State Athletic Director, Beth Goetz, would be stopping by at any time at our set. I planned for her to come toward the end of the show, however, we had to have a couple backup plans in case she showed up earlier or later than expected. If she came much earlier in the show, I had a couple videos saved to only be used if we needed them to buy us time while we waited for her. Otherwise, the plan was just to continue as we would without her. Luckily, she arrived at the scheduled time. Since we didn't want to waste any of her time, we brought her on set as soon as she arrived.

As the season progressed, I relied less on the rundown during the live broadcast window. While I still used it as a guide to the direction in which the show would unfold, I was more flexible in allowing things to flow as they would naturally. For example, there were a couple times in which live interviews were going so well, I allowed them to run longer than I originally planned. In return, I was ready to cut out segments in the rundown to make up for the lost time. Each crewmember then adjusted appropriately to the change in the rundown. Relying less on the rundown benefited the show by allowing me to gauge segments live to know when things were working and when they weren't. If a segment was falling flat, I pushed the talent to transition to the next segment. If I had been paying too much attention to the rundown, I would miss valuable cues and would risk putting the on-air talent into awkward live situations when segments weren't working. I felt as though my increased flexibility and lack of reliance on the rundown allowed for the show to feel less structured and flow more like an ongoing discussion.

We had a relatively strong start working together as a crew, but things gelled better behind the scenes as the *GameDay* season went on. The crew I worked with was comprised predominantly by underclassmen who had little to no experience in their assigned positions. After we had a few shows behind us, crew members felt more comfortable in their positions and were more apt to adjusting to unexpected challenges while live. As a producer, I made sure to be extremely tolerable of any mistakes that were made by myself or my peers, as I knew there was a learning curve when it came to live production. Once mistakes are made, people learn from them and ultimately get to know their position much better than they would have otherwise. I was very proud with how self-sufficient the crew had become in the range of seven weeks we had worked on the show.

Over the course of the show, we saw a decline in viewership. According to the Ball State Sports Link Facebook page's insights, out of all five shows, the first show had the highest peak live viewers (24), minutes viewed (1,014), reach (3, 245 people), and reactions, comments, and shares (109). By show number five, the statistics dwindled to 12 peak live viewers, 673 minutes viewed, 2,678 people reached, and 61 reactions, comments, and shares (Ball State Sports Link, 2019). While we felt that our production quality overall increased as the season went on, clearly the viewership had an inverse effect. We believe this corresponds directly to the success of the team. It makes sense the first show had the best statistics as people were excited and optimistic for the season ahead. By the time the last show aired, the team had a record of 3-5 and had played in some miserable games. By then, it is understandable that our usual viewers had lost interest, especially after so many losing seasons. While we couldn't control the team's success on the field, it was important for us to experience the fact that viewership and the team's success has a direct correlation.

If I could have one more chance to produce the show, however, I would try to make it more conversational. At times, I found it was easy for the talent to get wrapped up in talking about the Xs and Os of the game, which is at risk of going over the casual football fan's head. It would be interesting to throw in topics that could be freely debated more. I would encourage the talent to take opposing viewpoints on topics to make the conversation more interesting for the viewer, so the viewer could see more than one side. Additionally, I know there is no way to plan spontaneity in a show, however, the show could have been even better if there was less structure and room for more spontaneity. To spark some spontaneity, we could consider bringing Charlie Cardinal on set randomly and seeing how the talent react. We could also consider doing a game segment in which the talent compete against each other.

Looking back on my experience as executive producer of *Sports Link GameDay* as a whole, the show took a major leap to becoming more like the live pregame shows we see on ESPN. In my two years as producer, the show looked more produced than some of our previous shows; the segments were more thoughtfully planned and were complemented well with video and graphic elements as support. I was very proud of the variety of content we had on the pregame show. We had everything a fan could want: storytelling, highlights, interviews, and some fun.

Sports Link GameDay means more to me than just a school project. It was one of the first opportunities I became involved with as a freshman. I was able to get to know my peers in Sports Link and gather my bearings in the program. It became something I looked forward to working on every week because I had that much fun, despite the long hours of show preparation in addition to the hours I was already putting into Sports Link and my educational curriculum. As a result, in taking over as executive producer, I gained confidence and leadership skills I otherwise

would not have. I was able to share my passion for the show with the underclassmen and was able to teach them some skills along the way. Since *GameDay* runs during football season we don't have too much time to prepare leading up to the show's premiere as it debuts in the earliest August games. I love that we have to learn to work together by actually doing the hands-on work. I will never forget my experiences as producer and I hope my legacy lives on in the underclassmen as they go on to do great things in Sports Link and post-graduation. I will carry the skills I have learned into the professional world and into all of my future endeavors.

The History of Ball State Sports Link's *Sports Link GameDay*

In 2011 Ball State Sports Link premiered *3rd Down Chirp (3DC)*, a talk show centered around Ball State football. The show was produced by Sports Link alumnus Ben Wagner as part of his senior project and was sponsored by Papa John's. It was modeled after ESPN's *College GameDay*. Sports Link students Kyle Binder, Pat Boylan, and Chris Renkel anchored the show. *3DC* was a heavy discussion-based show including highlights, analysis, and all-access inside looks at Ball State football. This first edition of the show was filmed in two different locations. Shows that aired during the week of a home game were produced in the virtual set of the on-campus PBS station. These shows were live-to-tape, which means it was filmed live without doing any editing afterward. These shows ran 26:45 minutes in length to be sent to the FOX College Sports and WIPB television stations for half hour programming. *3DC* shows that aired during the week of an away game were filmed on location at Scheumann Stadium on a platform near the press box, allowing the empty field and stadium to serve as the backdrop. The show was shot with Sony EX3 cameras and was edited back in the Sports Link office. These shows aired only online on Ball State Sports Link's YouTube and Facebook pages, and were roughly 20 minutes in length. They additionally aired on ballstatesports.com.

From 2012 through 2014, *3rd Down Chirp* moved into the studio with a similar setup. It was filmed in front of a green screen virtual set in in Studio B in Ball State's Ball Communication building. The show moved inside for two reasons: to show off the new virtual set and for an increase in ease and efficiency in filming the weekly show. The second season in 2012 was produced by Sports Link students Joey Buschur and Drew Adamson, and was hosted by Chris Renkel, Pat Boylan, and Timmy Fogarty. From 2013-14, Drew Adamson took over as executive producer while students Luke Martin, Zach Hughes, Tyler Bradfield, Connor Onion,

and Torey Fox rotated as hosts. This show, too, was pre-taped during the week and was released prior to the week's football game on YouTube and Facebook. Additionally, all home game previews were televised on Fox College Sports and the local channel WIPB.

In 2012, the Ball State Football team had a record of 9-4 and made an appearance in the Beef 'O' Brady's St. Petersburg Bowl in St. Petersburg, Florida. For the first time, Sports Link packed up the 3DC set for a show on-location prior to the bowl game. The show was set up the same, but took place on the sands of St. Pete Beach, and the hosts traded in their suits and ties for swim trunks and polos. The following year, in 2013, the 10-2 Ball State Football team played in the GoDaddy Bowl in Mobile, Alabama. 3DC aired live on location for this game as well.

In 2015, the show took on a new form. It moved on location outside of Scheumann Stadium and was streamed live to YouTube during the pre-game warmups of Ball State football Saturday home games. The show, under the new name of *3rd Down Chirp GameDay* presented by Stoops Automotive, was produced for two seasons by Sports Link member JC Obringer. It was hosted by students Noah Reed, Connor Onion, and Tyler Bradfield. The show similarly consisted of game analysis, highlights, interviews with former players and coaches, and feature stories. The show ran about 45 minutes to an hour with commercial breaks. This setup carried over into the 2016 season as well. The new location was successful in capturing the authentic game day atmosphere, as the background was full of fans tailgating and looking in on the show. Additionally, the show was broadcasted on a big screen in the parking lot outside the stadium for fans to watch.

New to the set in 2016 was a brand new NewTek TriCaster 8000. This allowed for a higher quality broadcast and more portability with the location. It was purchased by Sports Link

as part of the President's Academic Excellence Grant. Prior to the acquisition of the TriCaster, 3DC used a Blackmagic ATEM switcher, which was much less user friendly.

In 2017, the show underwent another location change. The addition of the TriCaster allowed the set to move into Scheumann Stadium on the concourse next to the south end zone bleachers. Yet again, it underwent a name change. The show became *Sports Link GameDay* presented by Stoops Automotive, which, overall, is a cleaner and more recognizable name. I took over as the show's executive producer. It was hosted by Mick Tidrow, Cory Stace, and John Gordon. The change in location benefitted the show, as the field served as a more scenic backdrop for the show. It added a brand-new element to which the show had never seen. Viewers could see players warming up on the field during pregame, as well as fans walking to their seats. On air, the players and the fans contributed to showing more of the overall atmosphere at the stadium. It also gave Sports Link and the show more exposure, as people couldn't help but notice the setup as they walked by to get to their seats.

Sports Link GameDay was streamed live to Facebook before each home game. It had no commercial breaks. The show resembled ESPN's *College GameDay* more than the previous shows in its mixture of highlights and analysis, live interviews, and more of an emphasis on feature story telling. The pregame show was accompanied by a short 10-15-minute halftime show as well as a postgame show.

As a result of the show's success, it took the same form for the 2018 season. The sponsorship with Stoops Automotive was dropped. I produced the show for the second year in a row. Students Jarin Matheny, Jack Kizer, and Alex Thomas hosted it. It continued to be streamed live on Facebook prior to home games. The length of the show varied from 30-45 minutes,

depending the amount of content to discuss. Five full pregame episodes were filmed in the 2018 season. There was additionally a postgame show for three of the games.

Over its eight years of existence, *3rd Down Chirp/Sports Link GameDay* has won multiple awards. In the Spring of 2019, it won 2nd place at Broadcast Education Association for Student TV Sports News Program. In 2017, it won a Student Emmy in the Lower Lakes Region for Student Sports Program. *3DC* won a 2014 Emmy for Student Newscast & Information and multiple Sports Video Group College Sports Media awards. It has also won four Indiana Association for School Broadcasters awards.

Spinoffs of the show have been discussed, including a Ball State Basketball GameDay show. However, none have been executed to this point. It has also expanded to other non-sports-related events around campus. For example, the GameDay pregame show model was used for the live stream prior to the premiere of the Ball State Centennial Documentary in the fall of 2018. It included interviews, graphics, and parts of the documentary as “video features.”

Sports Link GameDay is slated to return again for the 2019 football season.

The History of ESPN’s *College GameDay*

Over the years, ESPN’s *College GameDay* has become an essential part of college football Saturdays in the fall. The end of the 2018 season marked its 31st season on air. The three-hour show is “college football’s longest-running and most celebrated pregame show” (Siegal, 2016). *College GameDay* gives fans a glimpse into the day’s matchups and storylines as the 4-person talent team discuss hot topics in college football. The show has become wildly popular among fans, and its on-air antics have only amplified in circulation with the rise of social

media. ESPN's *College GameDay* has taken on a life of its own and has become a massive fan-favorite. However, it wasn't always that way.

At its root, *College GameDay* began as a studio show in 1987, previewing the day's matchups. It was only 30 minutes long and was hosted by Tim Brando alongside analysts Lee Corso and Beano Cook. It drew around 1.8 million viewers (Cohn, 2017).

In 1990, Chris Fowler took over as the host of *GameDay*. The show struggled to find its own distinct personality in the Saturday television schedule. "When I started...it was still a very small show and not a priority for the network," Fowler said. "They were actually thinking about doing away with it because it didn't have much of an audience or much of a profile." The show had only left the studio for post season bowl games. To go on location during the regular season was far too expensive at about \$50,000 per game. (Skwarcan, 2018).

In 1993, ESPN took a chance on moving the *GameDay* set to South Bend, IN for the No. 1 Florida State vs. No. 2 Notre Dame matchup. This became the show's first regular season broadcast on-location. They felt the show would get more exposure as a result of the buzz around the top tier game. The show was filmed inside live from Notre Dame's Heritage Hall (Skwarcan, 2018).

"The network viewed it as a success and we went on the road six times in '94 and then every week the next year," Fowler said. "We went from zero to 100 percent [on location] in a short period of time" (Skwarcan, 2018). From that point on, *GameDay* went on the road more consistently, and became more successful from week to week. The show has been on the road every week of the college football season since 2002 (ESPN, 2011).

One of the most iconic parts of *College GameDay*, the slew of fan-made signs, found its origin in 1994. In its third-ever road show, a fan can be spotted in the background of the shot

holding a sign (Krick, 2017). From that moment on, fans continued to bring signs to hold in the background of the set with hopes of getting on camera. *College GameDay* has become widely known for the sarcastic, comedic, and sometimes aggressive signs that fans bring. Recently, the signs have become a huge hit on social media, which ultimately gives the show more exposure.

In 2015, Rece Davis took over as host. He continues to host *College GameDay* today alongside analysts and cohosts Lee Corso, Kirk Herbstreit, Desmond Howard, David Pollack, and Maria Taylor. It now has coined the nickname of a “traveling circus” as the crew packs up the set and moves to a new campus each week. The set consists of a stage and a desk, allowing the given campus of the week and its fans to serve as the backdrop.

The show now airs live from various campuses leading up to the noon kickoffs of Saturday college football games. Hundreds of fans pile in camera-view behind the set to be part of the spectacle which is *College GameDay*.

The now three-hour show previews the day’s games with highlights, discussion, and statistics. There are live interviews with guests on set. It includes storytelling through documentary-style features on players, teams, fans, and coaches. It allows just enough time for fun segments with fans, sign coverage, and celebrity appearances. The show is unscripted and its content varies from week to week.

College GameDay has been to over 70 different schools in over 80 different cities in its time. It has won 10 Emmys in the last 11 years (Volner, 2018). Spinoffs of the show include ESPN’s *College GameDay* covered by State Farm (basketball), *ESPN Radio College GameDay*, and *SEC Nation*.

To host *College GameDay* has become quite a big deal in the college football world. Because of its popularity, hosting *College GameDay* brings an increase in media coverage,

which ultimately brings greater brand awareness for schools (Rishe, 2018). The monstrosity of its success is proof of how integral of a part the show has become to the college football experience. It has become so much more than just a pregame show.

Philosophy Behind *College GameDay*

Former *College GameDay* producer Lee Fitting said that there are 4 “S’s” that make a good show. A good show is smart, special, surprising, and spontaneous. At the 2017 Sports Video Group College Sports Summit, Fitting described the formula of *College GameDay* as simply a feel. “It’s a feel for ‘do we have the right mix of XO, storytelling, off-the-field storytelling, spontaneity, interviews, etc.,’” Fitting said. “It’s just trying to sort of balance the menu of that morning...and find the right balance” (Sports Video Group, 2017).

Each of ESPN’s *College GameDay*’s many episodes take on its own unique form as a result of the weekly balancing act among those various “menu” items. For the most part, however, they follow a similar skeletal format with enough room to allow for spontaneity.

The show typically begins with a cold open. *College GameDay* runs a longer cold open, running around a minute, that features live beauty shots of the school’s campus swarmed by fans with signs. It includes a voiceover from host Rece Davis setting the scene for the week’s on-the-field matchups with theme music playing underneath.

The cold open leads straight into the show’s weekly open. The open features country duo Big and Rich singing “Comin’ to Your City,” a custom-written song that has become the show’s theme song. It cuts between shots of the duo singing in a concert setting to football highlights and footage from the *GameDay* set. In its one minute and 45 seconds of run time, it accurately

captures the atmosphere of the college football Saturday. The loud, action packed, and crazy open sets the tone for a show packed with spontaneity.

Out of the open follows more beauty shots of the school-of-the-week and its fans. Rece Davis begins a new voiceover, this time around, the voice over is more specific to setting the stage for the matchup of the specific school they are at.

Once the voiceover is complete, the hosts are shown on camera at the *GameDay* desk. The hosts officially welcome in the viewers and introduce themselves before diving into the biggest storyline of the featured game. For example, the show in week nine of 2015 was hosted at Baylor University as the Baylor Bears took on the Oklahoma Sooners. The biggest storyline that was discussed right off the top of the show was that the football power index of the week slated those teams as #2 and #1, respectively. The hosts continued on to debate why the game was a “showcase opportunity” for both Baylor and Oklahoma (ESPN, 2015).

The rest of the show that follows varies from week to week. One thing that remains consistent from week to week is storytelling. Storytelling is the root of the show, in its most basic sense. *College GameDay* employs storytelling in two ways: on the field and off the field.

Any show centered around sports must cover the story that develops on the field. On *College GameDay*, they do this in many ways. The hosts spend much of the show breaking down the main storylines of the week’s matchups. They typically begin by talking about each team and what they have done leading up to this game day. Highlights are shown from past weeks and point out the teams’ strengths and weaknesses. The hosts talk about the various defenses, offenses, and top players from featured teams and why those things matter based on the opponent they will be facing. They touch on each of the week’s high-profile games so that the college football fan is “caught-up” on what to watch for in each game.

However, highlights and gameplay analysis aren't the only storytelling methods on *College GameDay*. Off-the-field storytelling is every bit as important as the on-field—if not more important. People are drawn to off-the-field stories because they humanize players and coaches. It allows fans to connect with them on a personal and, at times, emotional level. ESPN is very good at finding and producing feature stories that show new sides to athletes and coaches that fans would otherwise never see. A handful of feature stories on athletes, coaches, or even the school of the week, are shown on the show each week. Each week the stories are different. The previously mentioned episode during week nine of 2015 included features such as the Hokie key-shaking tradition, the breaking of the color barrier in college football, motivational props in college football, and Iowa's children's hospital wave. The stories covered can be historical, touching and meaningful, simply entertaining, or a mixture.

There are certain recurring segments and elements that can be seen in every episode, but each week they show up in different ways and in different orders. These segments include, but are not limited to, the Saturday Slate (brief rundown of the week's matchups), Bear's Bank (game predictions and research-based analysis from Chris "the Bear" Fallica), sponsored content, the fan sign of the week, the celebrity guest picker, and Coach Lee Corso's game-of-the-week mascot headgear pick.

This content is presented in various ways. Information can be presented graphically, through live or pre-recorded interviews with coaches, press conference clips through highlights, feature stories, etc. Each of these methods are used for different reasons. When highlighting certain statistics and comparisons between teams and players, graphics can be one of the best methods of relaying that information. When presenting a first-person perspective on a game, an interview with a coach is the best method. When artistically telling the life story of a player, a

feature story is often the best method. The producers choose each storytelling method to maximize viewer understanding and attention and to best-convey a story.

The spontaneity that gives *College GameDay* its personality comes in the interactions between the hosts and special guests, the craziness of the fans crawling around the campus, and other on-air antics such as competitions and games between hosts. Obviously, the spontaneous moments cannot be planned, but when they happen, the producers make sure to take advantage of them.

College GameDay is successful because of all of these different elements. In just one show, they are able to cover many fan bases. It has content for the diehard college football fan to the casual sports fan, and everyone in between. It spends time both discussing what's happening on the field, as well as what is happening off the field. It allows enough room for humor and spontaneity without becoming unprofessional or obnoxious. Each week the 'menu' is different, and that's what keeps college football fans coming back for more.

These various moving parts can seem like a lot for the producer calling the shots in the production truck. Going into each show, the producer drafts a rundown of the order of the show. It is the producer's job to keep the show on agenda according to the rundown as the show goes on and to keep an eye on timing. However, Fitting insists that if the hosts stumble into a great unplanned segment, they should run with it and "milk" it. "There's always something you can take out," Fitting said. "If you have something great, you ought to do it and not get consumed with timing of the show and the clock." (Sports Video Group, 2017).

ESPN reporter and contributor to *GameDay*, Tom Rinaldi, credits Fitting for his listening skills in the production truck. By putting more of an emphasis on listening to what is happening live, and less on the rundown, it allows the show to be unscripted and naturally flow to where it

wants to go. Listening also leads to more of the spontaneity that the show prides itself on (Sports Video Group, 2017).

Something that Fitting is known for as a producer is his ability to hold himself and his crew accountable for their work. He regularly challenges the people on his crew to pull their own weight and come up with story or segment ideas. Furthermore, he writes notes to members of his crew after shows to let them know what worked in their position, what could be better, and what to think about trying going into the next week's show. Fitting values real, honest, and direct feedback so that the entire show benefits from it as a result (Sports Video Group, 2017).

The *College GameDay* crew keeps in mind that they work for the viewers. "We don't work for the head coach," Fitting said. "We don't work for the [sports information directors]. We don't work for the [athletic directors]. We don't work for the players. We work for the viewers." Their goal is to report news and stories as fairly as they can, since the show doesn't have stake in any one player, team, or school. (Sports Video Group, 2017). While *College GameDay* has become a highly entertaining program, it sticks to its news and storytelling roots.

ESPN's *College GameDay* and its Impact on *Sports Link GameDay*

As students in Sports Link, it is important for us to emulate what the professionals at ESPN are doing as they are the leaders in sports media. On a local level, *Sports Link GameDay* is highly valued as it is the only full-length live streamed pregame show (besides radio) that covers Ball State football. An immersive project like *Sports Link GameDay* creates an opportunity to learn some of the industry standards and an opportunity to try new things in a safe and controlled environment.

ESPN's *College GameDay* has had a direct impact on *Sports Link GameDay*, without a doubt. In our eyes, *College GameDay* is the model example for which we strive for *Sports Link GameDay* to be.

From the beginning of the week of a production, I attempted to have a similar approach to producing as Lee Fitting. I needed to make sure each show had just the right balance, the right "menu" of elements. I would make a list of storylines we came up with as a result of the talent meeting, and would prioritize them. There were always two or three storylines that stuck out each week that we would make sure that we wanted to hit. We would then build the show around these two or three main storylines. The rest we would use as secondary storylines to touch on in discussion. Otherwise, we would save them to fall back on in case we needed to fill more time in the show.

Once the main storylines were identified, I began piecing the show together like a puzzle. Each show had its own skeleton that I built around. I knew that each week we would start by discussing Ball State's previous game. If there were any relevant player profile videos or feature stories made during the week, we would try to add them to the show rundown as well. Each week we pre-taped a short historical segment hosted by Sports Link senior, Adrian Jarding. That was always pieced in somewhere in the middle of the show. Finally, we wanted to wrap up each show talking about the matchup of the day. I would then try to fit the main storylines into this skeleton wherever they would fit best. For example, if the running backs played a huge factor in the previous week's win, I would try to fit running back discussion and analysis in right after the segment discussing the previous week. This would allow for the most natural transition and it simply made the most sense to talk about it in that slot. Once the main storylines had found their home, I would set aside a block for live interviews, if we had any. Each show had its own

balance of feature stories, highlights, and interviews and was, therefore, different from week to week.

We also modeled the show open similar to the *College GameDay* open. We would begin every show with a cold open that led to the main signature open. The cold open featured a short 10-15 second highlight reel of player warmup shots that had been filmed in weeks prior. Our main host would read a scripted tease that would set the stage for the day's game as a voiceover. The video would transition straight into the signature open, which happened to be the 2019 Ball State football intro video produced by Sports Link senior, Connor Nichols. Straight out of the open, we would show a beauty shot of the stadium and the host would welcome the fans in once more and discuss the weather before welcoming viewers in on camera. I wanted to open the show this way because it teases the upcoming matchup for the viewers and gradually welcomes them in. The only show that began differently without a cold open was the first show, as I opted to roll the signature open first which led straight into a summer camp video in order to build the excitement for the first game of the season.

While any pregame show needs to show highlights, off-field storytelling can really set a show apart. ESPN and *College GameDay* set the bar when it comes to off-field storytelling. To replicate a similar effect on *Sports Link GameDay*, we played feature stories from Sports Link's *RBU* series highlighting the star Ball State running backs on and off the field as well as other features sprinkled in.

I encouraged a generally light-hearted banter between the show's hosts. I wanted them to take their role seriously, yet simultaneously have fun. The more fun they would have on air, the more natural it would feel to watch as a viewer. Luckily our on-air talent had good chemistry going into the series, so it was easy to relay this chemistry on camera. One of the best parts of

ESPN's *College GameDay* is that the hosts genuinely do have fun behind the desk and they are passionate about what they do. Their playfulness and willingness to take jabs at each other pays off in the eyes of the viewer, and I wanted to replicate that with *Sports Link GameDay*.

One way *Sports Link GameDay* differs from *College GameDay* is *Sports Link GameDay* focuses solely on Ball State, while *College GameDay* works for "the viewers" and touches on as many teams as it can. Since Sports Link is a Ball State academic program that seeks to tell the best stories in Ball State sports, it is only natural then for us to make *Sports Link GameDay* a Ball State-centric show. While we cover both Ball State and the team they host, we have much heavier coverage on Ball State than the visiting team. We have more access to Ball State content, and our audience is mostly—if not all—Ball State fans, so we must cater to this audience.

Importance and Conclusion

In today's day and age, there is virtually no limit to sports coverage. There is an abundance of content in a variety of forms for fans of team. These forms include video and photo on social media, print and online journalism, online blogs, television coverage. Every sports network now has pregame shows for elite teams. Pregame shows are an important aspect of sports media because they give fans everything they need to know before a game and they allow an opportunity for fans to connect with players on a deeper level than just surface level as an athlete. They also set the tone for the day's game(s). ESPN's *College GameDay* leads the pack when it comes to the best pregame shows. It sets the standard with just the right mix of storytelling, Xs and Os, interviews, and spontaneity. The on-air discussion is authentic, genuine, and trustworthy.

The popularity and success of pregame shows in sports has recently evolved into other areas. For example, there are now pregame shows for eSports (competitive multi-player professional video games). For example, Overwatch League (an online competitive league showcasing the video game, Overwatch) is now offering the Overwatch All-Access Pass that allows viewers to view pregame and postgame shows on the video game streaming website Twitch (Dachman, 2019).

The senior director of Blizzard Entertainment, Pete Emminger, said, “From a content perspective, we are very excited about the new Overwatch All-Access Pass product on Twitch and to be hosting our premium pre and post shows live this year. We had a lot of interest in the community for more content like this, and we want to keep creating more engaging content” (Dachman, 2019).

For any kind of competition that has a large fan following, there is a good chance that pregame shows will be well-received and successful. In the future with the increase in content consumption via streaming services, there will only be more platforms for different kinds of competitions. Pregame shows will begin to develop for any broadcasted competition, whether it’s traditional sports, eSports, drone competitions, etc.

The future for the pregame show industry as a whole is limitless. As previously mentioned, there are so many more platforms through which this kind of content can live and there is an increased demand for it. Pregame shows now live on online platforms such as Facebook, YouTube, Twitter, Twitch, WatchESPN.com, and much more.

The increase in streaming shows on social networks gives way for more interaction and engagement with viewers. It allows fans to join in on the conversation by commenting. Producers can gauge how well segments are working through fan reactions and peaks in views

during the live broadcast window. Hosts can even induce viewers responses by asking questions or responding to viewers' questions in the comments. I would predict a rise in viewer interaction throughout pregame shows across the board because of the continued popularity of social media.

When it comes to *Sports Link GameDay*, I expect it to follow the trend of these professional pregame shows and emanate some of the same techniques and segments.

We had discussed incorporating social media posts and conversation, but never touched it in my time as producer. Creating some kind of dialogue between the on-air talent and viewers would be worth looking into for coming seasons. These interactions could take many forms. There could be a question and answer segment in which viewers tweet or comment questions that they'd like the hosts to answer. There could also be a poll that runs throughout the show in which the viewers vote and we would reveal the results at the end of the show. It could also be as simple as doing a segment in which the hosts discuss the best Ball State Football-related tweets of the week. I believe that since social media is such a major factor that it would be well worth tapping into, as many professional pregame shows engage in it.

Additionally, I hope that Sports Link will consider packing the set up and broadcasting the show on location for an away game when reasonable. For example, the 2019 Ball State football season opener will be played at Lucas Oil Stadium in Indianapolis. Broadcasting *GameDay* from Lucas Oil, if possible, could expose the show to a greater audience and could give it more professional vibes.

As I pass the baton to the next set of producers, I hope that the show grows and evolves into something even better in the years to come. I had always wanted to do a *GameDay* show for another sport, specifically basketball. However, due to scheduling and other logistics, it never worked out in my two years as producer. The show is too good to only air during football season.

Because the show is basically portable, thanks to the Triaster, it opens up a whole realm of new possibilities for *Sports Link GameDay* at other sports. I hope the next producers take my show and use it as a springboard into something much bigger.

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Appendix

Show 1: Ball State vs. Central Connecticut State, August 30, 2018

Sports Link GameDay -- Pregame					
Season 3: Episode 1.1 ----- 8/30/18 vs. CCSU ----- ALL ELEMETS SUBJECT TO CHANGE					
TIME	ELEMENT	DURATION	VIDEO	GFX	AUDIO
6:15:00 PM	PRES OF			0_OpenGraphic	
	VO INTRODUCTION/BEAUTY	:20	headshots or Beauty (3 play	1 Locator	Music
	SHOW OPEN + TAG	:50	1_Open		SOT
	Connor Camp Video	1:00	3_ConnorType		SOT
	STADIUM BEAUTIES -- WEATHER (if factor)	:30		2_Weather	Music
	TALENT ON CAM - GENERAL - HOME OPENER	1:30		3_TalentPreL3	
	TRANSITION TO LAST SEASON	4-5mins			
	ROLL LAST SEASON HIGHLIGHTS + VO		4_BSULastSeason	4_BSU_Last_Season	Music
	2017 SEASON NOTABLES			5_BSUFullScreenRecap	Music
	LAST SEASON CONT. - TALENT ON CAM			4_BSU_Last_Season	
	TRANSITION TO RBU				
	ROLL RBU SEGMENT	3:30	5_RBUSegment		SOT
	TALENT ON CAM - DISCUSS RBs	3-4 mins		6_RBL3	
	RB HIGHLIGHTS + VO		6_RBHighlights	6_RBL3	Music
	RB FULL SCREEN STAT GRAPHIC			7_RBFull	Music
	JARIN ON CAM - TOSS TO AJ HIT				
	ROLL AJ HIT	1:33	7_AJHit		SOT
	TALENT ON CAM - TALK CCS				
	ROLL LAST SEASON CCS HIGHLIGHTS	4-5mins	8_CCSUHighlights	8_CCSULastSeasonL3	Music
	FULL SCREEN LAST SEASON NOTABLES			9_CCSULastSeasonFull	Music
	TALENT ON CAM - PLAYERS TO WATCH				
	CCSU - JACOB DOLEGALA	1-2mins	9_Dolegala	10_DolegalaL3	Music
	BSU - JAMES GILBERT	1-2mins	10_GilbertHighlights	11_GilbertL3	Music
	TALENT ON CAM - TOSS TO NEU				
	ROLL NEU SOUND BITE	:36	11_Dolegala		SOT
	JARIN ON CAM -- WRAP UP -- BEAUTIES	:30		12_TuneInPost	Music
			12_End Tag		
6:45:00	OUT				

Show 2: Ball State vs. Western Kentucky, September 22, 2018

Sports Link GameDay -- Pregame					
Season 3: Episode 2.1 ----- 9/22/18 vs. WKU ----- ALL ELEMETS SUBJECT TO CHANGE					
TIME	ELEMENT	DURATION	VIDEO	GFX	AUDIO
2:15:00 PM	PRES OF			0_OpenGraphic	
	VO INTRODUCTION/BEAUTY	:14	1_ColdOpen	1_Locator	SOT
	SHOW OPEN + TAG	:50	2_Open		SOT
	MALIK DUNNER WALKING (?)	1:10	3_Dunner		SOT
	STADIUM BEAUTIES -- WEATHER (if factor)	:30		2_Weather	Music
	TALENT ON CAM - WHO IS THIS TEAM?	4-5 mins	4_NDIUHilites	3_TalentPreL3	Music
	NOT TO OVERREACT BUT...				
	Linebacking Core		5_LBs	4_LBs	Music
	Forget IU		6_ForgetIU	5_ForgetIU	Music
	Postseason hopes			6_PostSZN	
	TOSS TO FAMILY WEEKEND PACK	1:05	7_FamilyWKND		SOT
	VINNIE INTERVIEW		8_HairFlip	7_VinnieL3	
	WILL JONES PROFILE	2:29	9_WillJones		SOT
	RB TALK		10_RBHilites	8_FullScreenStats	Music
	PLUG RBU			9_RBUPromo	
	AJ HIT	1:34	11_AJHit		SOT
	LAST WEEK WKU/FINAL STATS		12_WKUvsUL	10_WKUvsULStats	Music
	LAST YEAR BSU VS WKU		13_BSUvsWKU	11_BSUvsWKUStats	Music
	QUICK HITS				
	Neal - Passing Yds Record		14_NealPassing	12_QHNeal	Music
	BSU Home opener			13_QHBSUOpener	
	Eelson		15_Elson	14_QHElson	Music
	100 yr. WKU FB			15_QH100Yrs	
	PLAYERS TO WATCH				
	WKU - SHANLEY		16_PTW-WKU	16_PTW-WKU	Music
	BSU - NEAL		17_PTW-BSU	17_PTW-BSU	Music
	NEU SOUNDBITE		18_NeuSoundbite		SOT
	JARIN (?) - BETH GOETZ INTERVIEW			18_GoetsL3	
	JARIN ON CAM -- WRAP UP -- BEAUTIES			19_Tuneln	Music
2:45	OUT				

Show 3: Ball State vs. Kent State, September 29, 2018

Sports Link GameDay -- Pregame						
Season 3: Episode 3.1 ----- 9/29/18 vs. KENT ST ----- ALL ELEMETS SUBJECT TO CHANGE						
TIME	ELEMENT	DURATION	VIDEO	GFX	AUDIO	Other video?
2:15:00 PM	PRES OF			0_OpenGraphic		
	VO INTRODUCTION/BEAUTY	:23	1_ColdOpen	1_Locator	SOT	Kevin Lynch - Corey Lacanaria
	SHOW OPEN + TAG	:51	2_Open		SOT	Kevin Lynch - MACtion
	STADIUM BEAUTIES--WEATHER (if factor)			2_Weather	Music	Kevin Lynch - Kent State
	TALENT ON CAM - GENERAL			3_TalentPreL3		
	LAST WEEK VS WKU	:50	3_WKUHitlites	4_WKUBanner+Final	Music	
	LYNCH MAC QUOTE	:18	4_LynchMAC		SOT	
	CONFERENCE PREVIEW					
	MAC preseason poll			5_MACPreseason	Music	
	Current records					
	Today's schedule			6_MACSchedule	Music	
	INTERVIEW--RYAN O'GARA		3_WKUHitlites (if necessary)	7_OGaraL3		
	AJ HIT	1:27		5_AJHit	SOT	
	KENT STATE--BIG 3 HIGHLIGHTS	:45		6_KentStHitlites	Music	
	SEAN LEWIS MUSTARD SOUNDBITE	:15		7_Mustard	SOT	
	PLAYERS TO WATCH					
	KENT	:40	8_PTWKSU	8_KSUSPTW	Music	
	BSU	:37	9_PTWBSU	9_BSUPTW	Music	
	QUICK HITS					
				10_QH1		
				11_QH2		
				12_QH3		
				13_QH4		
	NEU SOUNDBITE	:43	10_Neu		SOT	
	INTERVIEW--MARK O'CONNELL		11_1987 Team	14_OConnellL3		
	WRAP			DigitalTuneln		
				Social		
				Tune in Post		
2:45	OUT		End Tag			

Show 4: Ball State vs. Northern Illinois, October 6, 2018

Sports Link GameDay -- Pregame					
Season 3: Episode 4.1 ----- 10/5/18 vs. NIU ----- ALL ELEMETS SUBJECT TO CHANGE					
TIME	ELEMENT	DURATION	VIDEO	GFX	AUDIO
2:15:00 PM	PRES OF			0_OpenGraphic	
	VO INTRO/BEAUTY	:21	1_ColdOpen	1_Locator	SOT
	SHOW OPEN + TAG	2:26	2_Open		SOT
	RBU NIU PREVIEW	:49	2.1_NIUPreview		
	STADIUM BEAUTIES--WEATHER (if factor)			2_Weather	Music
	TALENT ON CAM - GENERAL			3_TalentPreL3	
	LAST WEEK VS KENT STATE	:49	3_KentHilites	4_KentStateBanner+Final	Music
				4_RileyandRiley	
	MAC TALK--GENERAL				
	Today's schedule			5_MACSchedule	Music
	TOSS TO HEPP ALABAMA PACK	TBD	4_ALABAMA		SOT
	INTERVIEW--AARON HEPP			6_HeppL3	
	BEST OF HEPP CAM	1:39	5_HeppCam		
	OL Pack	2:19	5_RBU Pack??	7_RBUPromo	Music
	INTERVIEW--JAHWAN EDWARDS		6_EdwardsHilites	8_EdwardsL3	Music
				9_EdwardsCareerL3	
	TOSS TO AJ HIT	1:25	7_AJHit		SOT
	ON CAM--BRONZE STALK TROPHY TALK	:20	8_BronzeStalk	10_BronzeStalkL3	Music
	NIU HIGHLIGHTS VS. EMU	:45	9_NIUHilites	11_NIUEMUL3 + Full	Music
	PLAYERS TO WATCH				
	NIU-SUTTON SMITH			12_PTW_NIU	
	BSU-JAMES GILBERT	:40	10_PTW_BSU	13_PTW_BSU	Music
	QUICK HITS				
	HAS BSU OFFENSE TURNED CORNER			14_QH1	
	FAST STARTS			15_QH2	
	9 STRAIGHT WINS IN SERIES FOR NIU			16_QH3	
	WILL THE PASS RUSH?			17_QH4	
	IS BALL STATE A PASSING TEAM?			18_QH5	
	RILEY NEAL WRESTLING			19_QH6	Music
	NEU SOUNDBITE	1:15	11_NEU		SOT
	WRAP			DigitalTuneln	Music
				Social	
				Tune in Post	
2:45	OUT		12_EndTag		

Show 5: Ball State vs. Eastern Michigan, October 20, 2018

Sports Link GameDay -- Pregame					
Season 3: Episode 5.1 ----- 10/20/18 vs. EMU ----- ALL ELEMETS SUBJECT TO CHANGE					
TIME	ELEMENT	DURATION	VIDEO	GFX	AUDIO
2:15:00 PM	PREs OF			0_OpenGraphic	
	VO INTRO/BEAUTY	:20	1_ColdOpen	1_Locator	SOT + VO
	SHOW OPEN + TAG	2:26	2_Open		SOT
	BED RACES VIDEO	1:40	3_BedRace		SOT
	STADIUM BEAUTIES--WEATHER			2_Weather	Music + VO
	TALENT ON CAM - HOMECOMING			3_TalentPreL3	
	LAST WEEK VS CMU				
	1st Half	:44	4_FirstHalf	4_1stHalf	Music + VO
	2nd Half	:34	5_SecondHalf	5_2ndHalfFinal	Music + VO
				6_CMUFullStats	Music + VO
	Defense	:52	6_Defense		Music + VO
	LAST WEEK EMU VS TOLEDO	:47	7_EMUvsTOL	7_EMUFinalCrunch	Music + VO
				8_EMUFullStats	Music + VO
	MAC STANDINGS			9_MACStandings	Music + VO
	MAC SCOREBOARD			10_MACScoreboard	Music + VO
	TOSS TO RBU CMU RECAP	2:32	8_RBUCMURecap		SOT
	INTERVIEW 1 - TYREE HOLDER	:37	9_HolderHilites	11_HolderL3	Music + VO
	TOSS TO TEDDY TEASE	2:38	10_TeddyTease		SOT
	INTERVIEW 2 - TEDDY WILLIAMSON			12_TeddyL3	
	TOSS TO AJ HIT	1:33	11_AJHit		SOT
	INTERVIEW 3 - SCOTT WETHERBEE			13_ScottL3	
	TOSS TO RBU EMU PREVIEW	:55	12_RBUEMUPreview		SOT
	NOT TO OVERREACT BUT...				
	Jack	:37	13_CMUHilites	14_JACK	Music + VO
	Jarin	:52	6_Defense	15_JARIN	Music + VO
	Alex	:45	14_LacanariaHilites	16_ALEX	Music + VO
				16_LacanariaStats	
	NEU SOUNDBITE	:56	15_NeuSoundbite		SOT
	WRAP			17_DigitalTuneIn	Music
				18_Social	Music
				19_Tune in Post	Music
2:50:00	OUT		16_EndTag		

Digital Supplements

To view all five *Sports Link GameDay* pregame shows from the 2018 season, please see the accompanying flash drives, or find them on Box:

<https://ballstate.app.box.com/s/aq7hzqj2h893twsq1dckmy81snd8wagr>