



SPORTSNET – U SPORTS

MONDAY, JUNE 5, 2017



- COMBINED 9 OLYMPIC GAMES
- 2 WORLD SERIES & BLUE JAYS POSTSEASONS
- LIVE REMOTE EXPERIENCE IN FOOTBALL, BASKETBALL, SOCCER, HOCKEY, TENNIS & BASEBALL
- MULTIPLE FIFA WORLD CUPS, PREMIER LEAGUE, & UEFA CHAMPIONS LEAGUE STUDIO COVERAGE

QUICK CV



- BACKGROUND
- ACCESS
- GAMEDAY

GAME PRODUCTION



- STORIES TO TELL
 - BIG & SMALL
 - STARS & SCRUBS
 - SOCIAL

GAME PRODUCTION - BACKGROUND



- ACCESS
 - ON-CAMERA
 - OFF-CAMERA
 - BEHIND THE SCENES

GAME PRODUCTION - ACCESS



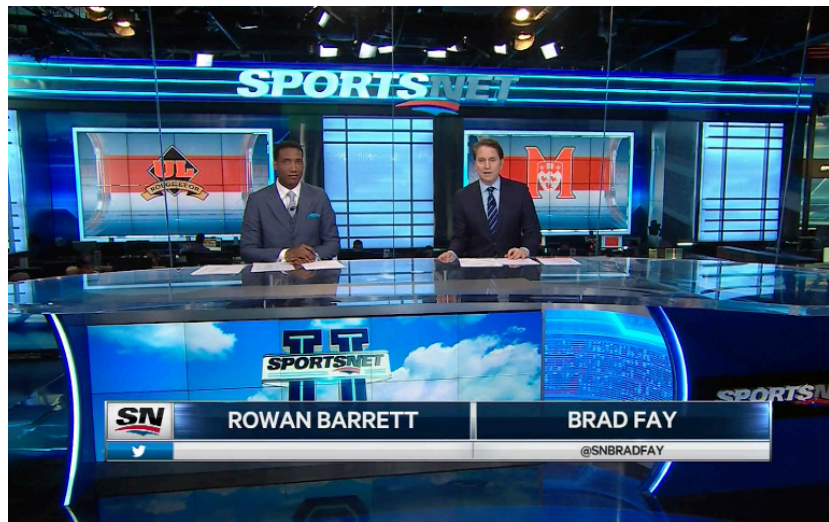
- ACCESS
 - ON-CAMERA
 - OFF-CAMERA
 - BEHIND THE SCENES

GAME PRODUCTION – ACCESS



- WHAT IS “NEWSWORTHY”
 - NOTABLE GUESTS
 - INJURIES
 - STRATEGY

GAME PRODUCTION - GAMEDAY



- PARALLELS TO GAME PRODUCTION
 - STATS
 - STORIES

STUDIO PRODUCTION



- ACCESS IS KEY
 - DON'T FORGET STUDIO HOST/ANALYST
 - SETTING UP PHONE CALLS WITH COACHES, KEY PLAYER
 - WE KEEP SECRETS

STUDIO PRODUCTION – PARALLELS TO GAME PROD.



- ONE OF OUR BIGGEST CHALLENGES
- ACCESS TO UP-TO-DATE, AND ACCURATE STATS
(NOT JUST YOUR PRE-SEASON PROGRAM)
- STATS HELP TELL STORIES

STUDIO PRODUCTION - STATS



- WE WILL HUNT FOR STORIES, BUT SCHOOLS KNOW THEIR STORIES BEST
- A GOOD STORY ISN'T JUST A PROFILE OF THE STAR QB
- THINK OF OTHER VOICES, OTHER WAYS TO EXPAND ON “THIS KID IS REALLY GOOD AT FOOTBALL”

STUDIO PRODUCTION - STORYTELLING