



September 27, 2010

Hiram High School  
Attn: Jason Freeman, Principal  
Attn: Ken Ritch, Athletic Director

Mr Freeman and Mr. Ritch:

**Brandi Harrison** from WSB-TV will be the direct contact for all of the Game Day Experience events for the Friday, October 8<sup>th</sup> game at your school. She will arrive at your stadium by 3pm. The production crew for the live game coverage will arrive at 1pm and as coordinator of that coverage I will work directly with Mr. Ritch on all aspects of that production.

Below is information regarding all the components of the Game Day Experience: On Site Sponsor Activities, and the Live Sports Zone show. Finally, the last page contains our overall production schedule again, for your reference. Please share this with all your key staff members, and let us know if you have any questions.

### **On Site Sponsor Activities**

WSB-TV has three sponsors who will be on site and arrive around 5:30pm to set up and leave by 3<sup>rd</sup> quarter.

- **97.1 The River** radio station will have a van and 10x10 tent. They will play music before the start of the game and pass out seat cushions.
- **Georgia's Best Chevy** will have people text-to-win a new Cruze vehicle that will be given away at the end of the season. They will have a vehicle for display and 10x10 tent.
- **McDonald's** will have Ronald onsite to take pictures with children and students. All the pictures will be available for download on wsbtv.com for free. They will only need a regular parking space for their van.
- **Montlick & Associates** will teaching students defensive driving with a vehicle simulator.

We will work with you to set up The River van and a promotional Chevy vehicle near a primary entrance – as close to the flow of fan traffic as is practical.

### **ALL ACCESS CREW**

**We would like to incorporate some of your students into our All Access Crew for the evening.** Please pre-select 5 students who would be able to help with the live production set-up, game coverage and tear down as well as pass out giveaways. These students will get experience with a production crew and will help make the night a huge success. They can meet our Play-On Sports production team immediately after school.



### **WSB-TV SPORTS ZONE FRIDAY – Center Stage**

We will have the set up for the 'Center Stage' in a predetermined area around the field. WSB-TV will bring a large production truck and set up a 6'x8' stage, anchor desk, and lights for broadcast.

- During the 6pm newscast, WSB-TV will broadcast the sports segment at approximately 6:30pm. We would like your varsity cheerleaders to participate in this short segment. They can meet me at Center Stage at 6pm.
- Once the game is over, Center Stage will be used for the Sports Zone Friday show, hosted by Zach Klein. We would like your cheerleaders and band to participate and play fight songs during the show. They can arrive at Center Stage at 11pm. The show will broadcast 11:20-11:35.

Immediately after the show we will start tearing down and should be ready to leave around 12 midnight.

We will also be forwarding additional marketing materials to your band, cheerleaders, and booster clubs to assist with our outreach efforts.

Once again, thanks for hosting us at your school and if you have any questions regarding these elements of the Game Day Experience, please contact Brandi at WSB-TV.

We appreciate your participation.

Sincerely,

Sandy Malcolm  
Executive Producer  
PlayON Sports



## Production Schedule

Date / Time	Event
This Thursday –	Turn in Interview Questionnaire
Tuesday – Game week	WSB-TV comes out to shoot video at your school
Game Day!	
1:00 pm	Play-On Sports arrives to begin set up
3:00 pm	WSB-TV arrives to begin set up
3:30 pm	School's Out! – <b>All Access Crew reports to Play On Sports</b>
5:00 pm	Talent arrives – Zach Klein and Chip Towers
5:30 pm	Sponsors arrive to set up Game Day Experience
6:00 pm	<b>Varsity Cheerleaders report to Center Stage</b>
7:30 pm	Game Time!
8:30 pm (Approx)	Half Time Show
9:30 pm (Approx)	Game Over Play-On Sports starts to pack up <b>**Please keep stadium lights on until 12 midnight**</b>
11:00 pm	<b>Band reports to Center Stage</b>
11:20 pm Till 11:35 pm	Sports Zone Friday Live Show
11:40 pm	Show's over – WSB packs up and clears out!