

ESPN'S "TOP THINGS TO KNOW"

*when working with producers and other
production team members, provided by ESPN*

1) Partnership

SIDs need to know that producers and other production team members want the best for that school, and they need to understand that we are working together to put the best product on air to highlight their school and tell the best stories of their players and coaches. Building relationships with producers and directors, and of course, the announcers, can lead to favorable coverage and, overall, a better working experience. At some schools, it felt like the broadcast was an afterthought, and they tend to give the best info to the school or local media members first. We value how important the SID job is to our success, and we want them to know that this is a partnership that only succeeds with full cooperation.

2) Communication

As producers, we can't stress enough how important it is for SIDs to communicate leading up to the game, right before the game, and especially during the game with injury updates, records, or other in-game storylines. We need to know everything about their team, and too many times we find out stats and storylines after the fact. Having a plan, either with email or a text chain to the producer, should be one of the first things that the SID and producer discuss.

3) Storytelling

SIDs should help the producer in any way regarding storytelling and promoting their programs effectively. This includes highlighting players' backgrounds, team dynamics, and season storylines, which can be useful for broadcast graphics and video elements. Once again, they know everything about their team, and so any note or tidbit would help. Also, sharing any photos or videos to support those stories helps us immensely.

4) Accuracy

Making sure game notes, stat packs, articles, etc., are sent to us with correct information. These resources are vital for us to learn about their team, and without the proper information, we lose trust in what is being sent to us for each game.

5) Game Notes

The layout of how the game notes are distributed is key to everyone involved on the production team. We are reading a lot of different sources and having game notes where they're easy to read and in a layout that we can reference quickly, with bolded titles, will make everyone's job easier.

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6) ESPN Protocols

SIDs should familiarize themselves with the specific requirements and protocols of ESPN, especially when the games are on linear. This includes timing sheets, commercial format, and any other guidelines that ESPN may have.

7) Pregame and Postgame Responsibilities

Having the SID coordinate pregame and post-game interviews or other access requests in a timely fashion, ensuring that these air on time.

8) Post-Event Feedback

We know how busy the season can be but reaching out to the producer asking for feedback or any postgame notes that can help the next crew or improve communication would be helpful for everyone.

*****See a typical producer-to-SID email request below from an ESPN producer***

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Producer-to-SID Request: Typical email layout & needs

From an ESPN producer

1. Logistics and Programming Information

- a. Date, time and location of matchup
- b. Announcers (on site or LFH, production on site or REMI)
- c. Airtime and network
- d. Game start time (kickoff, first pitch, tip off, first serve, etc.)
- e. Potential slide
- f. Best communication: Text chain (producer/talent/SID) - milestones, records, notes, injury status, interviews

2. Game Notes

- a. I provide a copy-and-paste email address list for everyone who needs to receive notes and ask that they send to the entire list.
- b. Please send as early as possible. Even if you have midweek/multiple game week, send an early version 4-5 days out and an updated version before our game.

3. Pregame Requests

- a. Timing sheet – Note any time lights will be out, where do teams enter and exit, where is the band, bus arrivals, specific team “walks”, and timing of that?
- b. Anthem MUST be complete before we come on air (unless we plan to cover)
- c. Plans for pregame/halftime/breaks that may be of interest to TV (honorees, celebrations, etc)
- d. Updated depth chart or who is starting, who is hurt, and what their status will be for the game
- e. Pronunciation guide

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4. Coach Calls

- a. If doing Zoom/Teams calls ahead of time, I ask for coach availability.
- b. In-person meeting with HC, OC, DC (talent, producer, director)
- c. Meeting with Players (1 Offense, 1 Defense, more if agreeable)

5. Practice Schedule

- a. I request that announcers, producer and director be allowed at pregame practice (shootaround, serve and pass, batting practice, etc.)
- b. I ask if the coach or players will be available for any quick questions at that time.

6. Access Requests

- a. Player mic during warmup pregame
- b. Coach interview in-game (End of 1st or 3rd Quarter)
- c. Halftime interview scenario
- d. Locker room access - pregame, halftime, postgame (Win only)
- e. Postgame interviews - player, coach separate
- f. Any access to videos or photos that the school shot that you could share, and we can use during our games.

7. In-Game and Postgame interviews

- a. I let them know of any planned in-game interviews. Timing (before or after break, taped or live), location, with reporter or on headset (include headset location if needed).
- b. Plan for postgame interviews: reporter grabs, or I text request to SID or TOC helps, etc.

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8. Additional requests/helpful info

- a. Photo/video requests may come from me or PA
- b. Potential VIPs in attendance (former players, current/former players/coaches from other sports, notable family members, anyone of note that we may want to show in the crowd or potentially interview). Names, titles, seat location.
- c. Interesting personal interest stories for players and coaches
- d. Impending records or milestones
- e. Video or photo restrictions along with melt requests and what feeds the schools can get