

Opening Remarks  
**Sports Marketing**  
February 10, 2004

**ESPN2 "COLD PIZZA" - Yvette Michael, Talent Producer:** OK, so I hope most of you know "Cold Pizza", it's the new morning show on ESPN2. It's on Monday to Friday from 7:00 – 9:00 and our target audience basically is men between the ages of 18 – 34 and we go on to 49. We're in the business of doing sports and news for men and making sure men watch us for about eight minutes every morning. If we can get a guy to watch the channel for eight minutes each morning then we've basically done our job. It's a two hour show it's on from 7 to 9 and then repeats from 9 to 11. The first hour of the show is a combination of hard news, sports news and interviews. We tackle the news of the day, we try and do interviews with celebrities, coaches and athletes. The second hour is basically a combination of news again and a lot of contributors that we have. We have specific contributors that come on different days of the show and some of these examples are Darryl Dawkins, a former NBA player who does a weekly segment called "Lovetron" which is his perspective from basketball, we have Cain from K-Rock who does a music segment, who talks about music trend that go on and also does a lot of music interviews and we have guests come on. We have Jonathan Glashow, a medical doctor who does a "Dr. Jock" segment, and actually he does some of these segments pre-done on specific topics but also sometimes when we've got a player who's been injured he's great to come in, like the snowboarder on Letterman, he was great to come on and give his perspective on it. We've got Dawn Yanek who's another contributor who does another segment on relationships. So it's just a different spin than what you would see on morning television, with the target audience being men.

We also have what we call the "Celebrity Challenge" segment that goes on every day, and that's when we have a celebrity come on and they challenge one of our anchors to some sort of a contest and the loser asks the winner questions. It's actually worked pretty well, we've had it on for a month now, we've had Cheech Marin on and some other people and it's been good.

The show is hosted by four people, Jay Crawford who came from Tampa whose background is mainly in sports; Kit Hoover, who a lot of people remember is from MTV, and those two Jay and Kit are our main anchors. Thea Andrews, a correspondent from Canada who is a correspondent who travels but also does a lot of in-studio segments, and Leslie Maxie who came from FOX SPORTS NEWS.

The biggest challenge for the show is getting guests to come in and getting guests to come in at 7:00 in the morning. Regular folks is one thing, athletes is just a whole different ballgame for me. What I try to tell people when they try to pitch ideas or suggestions to the show is to try to have a sports angle for it. And it works, you'll be surprised how some of these guys have parents who are involved in sports or played high school sports games or college sports activities. You'll be really surprised, we had Billy Baldwin on yesterday morning who went to SUNY-Binghamton and Billy Baldwin's actually really involved with keeping the wrestling program going on. We've had Matt Dillon's dad on who's a golf coach at an upstate university. So there are lots of ways to peg it to sports. It's not an easy thing to do but we try really hard to do it. We've been covering the primary elections that are going on right now and we've tried really hard to

have a sports spin on that and it's worked. We had Wesley Clark on and we talk all about the politics stuff and then you talk about the fact that every morning no matter where he is there's a gym open for him to go swimming at.

So we try really had to keep the balance between news and sports and so far it's been doing well. So, that's my story, thanks!