SIDELINED BY GENDER: EXAMINING THE REPRESENTATION OF THE FEMALE SIDELINE REPORTER

by

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(Under the Direction of Leara Rhodes)

ABSTRACT

Tune into college football on any given autumn Saturday, and you are likely to observe young, beautiful female sideline reporters. In this study, feminist critical theory and textual analysis are utilized to examine the representation of the female sideline reporter in the 2005-2006 NCAA Division I-A college football bowl season. To date, little research has been conducted on the representation and role of female sideline reporters. Analysis showed that female sideline reporters were under-represented, objectified and commodified in four select games of the 2005-2006 NCAA Division I-A college football bowl season. The study revealed that representations of female sideline reporters reproduce masculine hegemony. This study adds to the knowledge of masculine hegemony in sports casting which was more stated than corroborated. This study lays the groundwork for future examination of representations of women in journalism through the lenses of feminist critical theory and textual analysis.

INDEX WORDS: Female Sideline Reporter, Sports Broadcasting, Journalism, Textual Analysis, Feminist Critical Theory, Masculine Hegemony, Patriarchy.
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DEDICATION

I dedicate my thesis to my beloved family and especially my husband David.
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I would be remiss, if I failed to disclose the impetus for this study. As a fledgling female sports journalist, I encountered firsthand a lack of gender equity in the field. This, of course, did not surprise me; I was aware that sports journalism was still largely a man’s world. However, what astonished me was the gender discrimination that I often encountered. While a young reporter at my college newspaper, a male colleague suggested that I move to the news department. When I did not move to the news department, I was placed in a lesser sports beat. Once out in the real world, I encountered even more blatant gender discrimination on an almost daily basis from coaches that felt the need to over-explain sport plays and strategies to being assigned to cover women’s sports base solely on my gender to learning from a publisher that one local newspaper did not hire female sports editors. Thus, upon entering graduate school and noticing the latest trend in sports casting—the female sideline reporter—I felt compelled to examine the subject in detail.
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CHAPTER 1
INTRODUCTION

In the 1960s, a glance around any press box, media booth or sideline at a major university sporting event would have revealed an unsurprising lack of estrogen. In the 1970s, the first wave of female sportscasters entered the industry. Today, tune into college football on any given autumn Saturday, and you are like to observe young, beautiful female sideline reporters. But, turn your head for a moment, and you could miss them entirely. Extremely prevalent in the world of sport, female sideline reporters provide viewers with sideline commentary of game coverage.

Historically, women have had few opportunities for careers as sports broadcasters. The play-by-play analyst and color commentator are almost always men. Football female sideline reporters came onto the scene in the early 1980s. But, it was not until the mid-1990s that the major television networks began the trend of utilizing female sideline reporters on a large scale. In recent years, female sideline reporters have become more mainstream; however, female sideline reporters have been increasingly commodified and over-sexualized in these roles (Skerski, 2005). In addition, female sports reporters in print and electronic media have been marginalized, minimalized and relegated to the sidelines. Skerski (2005) asserts that the female sideline reporter largely serves to provide sex appeal while delivering juicy player gossip and injury reports to viewers. Many of these female sideline reporters have been further objectified in mainstream print publications such as *Maxim* and *Playboy*. Although female sideline reporters
have found a small niche in the industry, Skerski (2005) stresses that female sideline reporters reinforce patriarchal values.

In 2006, televised sport “permeates modern life from the family room…to the board room” (Bryant & Raney, 2000, p. 153). Thus, powerful images of objectified female sideline reporters reaffirm traditional gender norms that have historically served as societal barriers for women. In the early twentieth century, sport was utilized as a tool to socialize young boys into strong warriors ready to take on the business world or defend the United States in times of war (Lenskyj, 1986). During this era, women were strongly forbidden from participating in sporting events, and those that dared to participate were labeled as “tomboys” or “muscle molls.” Willis (1994) argues that representations of sport are ideological tools that reproduce male-dominated power structures in order to strengthen the dominant social order. Images of female sideline reporters that objectify women and cast them in support roles, then, reproduce hegemonic masculinity. Hegemonic masculinity is defined as a method of legitimization and reproduction of social relations that generate male dominance, according to Henson and Parameswaran (2005). Masculine hegemony is a type of ideological hegemony where the oppressor (in this case, the owners of transnational media corporations who act as message producers) creates a set of dominant notions that become the common-sense method of looking at a situation. Hanke reports that hegemonic masculinity “refers to the social ascendancy of a particular version or model of masculinity that, operating on the terrain of ‘common sense’ and conventional morality defines ‘what it means to be a man,’” (cited in Henson & Parameswaran, 2005, p.8). Representations of traditional gender roles in sports reaffirm and reproduce hegemonic masculinity.

Historically, much research has been conducted on the representation of the female athlete. Many studies revealed that these images reinforce hegemonic masculinity by rendering
female athletes invisible or by objectifying and over-sexualizing female athletes. Only minimal research has been conducted to explore the representation and role of the female sideline reporter. Thus, this thesis examines the representation and role of female sideline reporters in the traditionally male domain of college football. Some people might argue that men should be afforded an all-male domain; however, as sport increasingly becomes a tool to succeed in the workplace, gender equity is necessary in all sporting arenas. Research in this area would be helpful in exposing and combating a patriarchal system firmly entrenched in sport and in highlighting areas for potential reform to achieve gender equity.

The purpose of this thesis is to examine the representation of female sideline reporters. I will examine the representations of female sideline reporters in the coverage of the 2005-2006 National Collegiate Athletic Association (NCAA) Division I-A College Football Bowl Season utilizing the lenses of textual analysis and critical feminist theory. First, I will examine the extent to which female sideline reporters are utilized in game coverage. In addition to examining the appearance of female sideline reporters, I will also examine the dialogue that ensues between the female sideline reporter and the play-by-play announcer and color commentator in the booth, as well as between the female sideline reporter and players or coaches. Finally, I will examine production techniques such as camera angles that frame female sideline reporters to at-home viewers. By first explaining sport culture and the rise of the female sideline reporter in sports media, I will examine their role in society by examining current representation of the female sideline reporter in four select football games from the 2005-2006 NCAA Division I-A College Football Bowl Season, which included twenty-eight games aired on the “Big-4” major networks and two cable networks from December 20, 2005 to January 4, 2006. I have chosen to examine the Rose Bowl (Texas vs. USC, which aired on January 4, 2006 at 8 p.m. on ABC), the FedEx
Orange Bowl (Penn State vs. Florida State, which aired on January 3, 2006 at 8 p.m. on ABC),
the AT&T Cotton Bowl (Alabama vs. Texas Tech, which aired on January 2 at 11 a.m. on Fox)
and the Vitalis Sun Bowl (UCLA vs. Northwestern, which aired on CBS on December 30 at 2
p.m.). In addition to being four of the premier games of the bowl season, these televised sporting
events received high Nielsen rating shares and reflected coverage from three differing
transnational media corporations (Disney-owned ABC/ESPN, FOX and CBS).
Sports Culture

The Rise of Spectator Sports in America

The rise of spectator sports in America coincided with America’s second industrial revolution at the turn of the twentieth century (Reiss, 1991). The emergence of industrialization, urbanization and immigration vastly transformed the country’s landscape, creating large metropolitan cities with skyscrapers and a mounting mass workforce. During this era, local economies became increasingly tied to a national economy that engaged in the selling of goods and services both locally and abroad. With the need for a mass labor force, millions of Americans migrated from rural areas to cities with the promise of economic prosperity. With the onslaught of urbanization came higher standards of living for some and increased leisure time, providing a captivated audience for the newly-formed professional baseball leagues and college football games. Improvements in transportation allowed professional and college sports teams to tour the country, while improvements in communication such as the telegraph and the rotary press allowed a newly-acquired fan base to follow sports teams through magazines and newspapers (Guttman, 1978).

By the end of the twentieth century, sport emerged as big business with lucrative appeal and expansive influence. In 1992, retail sales of licensed sports gear alone, like baseball caps
and shirts, totaled more than 12.2 billion dollars (Baldo, 1993). Professional sports organizations cleared billions in revenue and individual sports athletes signed multi-million dollar contracts, not including lucrative endorsement deals. In 1995, NBC won the broadcasting rights to the 2000 Sydney Olympics for $715 million dollars. In 2000, ABC signed a four-year contract extension worth $400 million dollars to air the Bowl Championship Series, and in 2001, ESPN signed an 11-year agreement with the NCAA to broadcast more than 20 of its championships, according to the NCAA Web site. Distinguished Harvard historian Albert Bushnell Hart once remarked of sport, “The Greeks made it a cult; the English a spectacle; the Americans have made it a business (cited in Smith, 2001, p. 2).

**Sport and Masculinity**

Throughout our country’s history, sport has been primarily an arena of male privilege and power, which contributes to “the social production of masculinity” (Whitson, 1990, p. 19). Whitson (1990) argues that at the turn of the twentieth century, as women gained new social and economic power and eroding concepts of masculinity threatened to change the dominant power structure in America, sports re-established the dominant ideology of masculinity. As pollution and health problems arose in burgeoning cities at the turn of the twentieth century, men of the Victorian era began to actively promote sport as a healthy activity. “The evolution of the new sports” promoted “values and behaviors of the middle class” such as “the new positive sports creed,” which emphasized sportsmanship and teamwork (Reiss, 1991, p. 6). Menial factory jobs occupied mostly by men led to the questioning of traditional gender roles and what it meant to be a man. Messner (1992) argues that these conditions, along with the end of the American frontier, created the need for sport as an avenue of masculinity. Nelson (1994) called sport “an initiation
rite . . . a prerequisite, somehow, to becoming an American man” (p. 2). Sport became a male rite of passage (Reiss, 1991; Messner, 1992), and spectator sports thrived.

Thus, sport “played a key role in the construction and stabilization of a male-dominant, heterosexist system of gender relations (Messner, 1992, p. 16). Sport socializes “men to define themselves as biologically superior to women” (Crosset, 1990, p. 51; Messner & Sabo, 1990). Researchers argue that the sport media complex, more so than any other social institution, reinforces the ideology of male hegemony (Crosset, 1990; Birrell & Cole, 1990; Messner, 1992; Kane, 1995). Hargreaves (1986) asserts that physical size and strength are symbols of domination in Western culture; thus, the physicality of men representing dominance is on center stage in the institution of sport, while the female body is represented as frail and weak (Kane, 1995). Thus, “masculine traits” such as strength and speed are valued more highly than “feminine” traits such as grace in American sport and society. In society, this physical superiority becomes synonymous with mental and social superiority (Kane, 1995). According to Kane (1995), over time, this “natural” male supremacy in sport becomes equated with male supremacy in society as a whole. Sports also “perpetuate patriarchy by powerfully reinforcing the division of labor” and distributing social and economic power (Kidd, 1990, p. 37; Bryson, 1990).

Sabo and Panepinto (1990) argue that football especially has “sustained a hegemonic model of masculinity that prioritizes competitiveness … aggression, violence, superiority to women, and respect for and compliance with male authority” (p. 115). Nelson (1994) contends that the more ground women gain in sport the more men love the quintessential manly sport of football. Furthermore, Whitson (1990) argues that men have “regular opportunities for the celebration of male superiority that are afforded by ‘Monday Night Football’” (p. 24). Messner,
Dunbar and Hunt (2000) identified the Televised Sports Manhood Formula, based on a textual analysis of television sports shows. According to the study, sport is a “master ideological narrative that is well-suited to discipline boys’ bodies, minds and consumption choices in ways that construct a masculinity consistent with the entrenched interests of the sports/media/commercial complex” (p. 20). Toro (2005) asserts that “the domain of sport programming has largely been preserved for men, about men and by men” (p. 2).

The Rise of College Football

At the turn of the twentieth century, college football became increasingly popular in American popular culture (Oriard, 1998). College football originated after the Civil War when several Eastern college students combined elements of soccer and rugby (Oriard, 1998). The first intercollegiate game took place between Princeton and Rutgers in 1869 (Oriard, 1998). Often called the “Father of Football,” Walter Camp served as a player, coach, rule maker and promoter, writing nearly 30 books and more than 200 magazine articles on the topic (Oriard, 1998). In 1880, the first Thanksgiving Day game was held in New York City (Oriard, 1998; Smith, 2001). As football became more organized in terms of rules and regulations, public interest soared, and in the 1890s, major newspapers began actively covering the sport, “transforming the extracurricular activity into a national spectacle” (Oriard, 1998, p. 57-58).

Today, college football is a booming business for all concerned. In the early 1990s, corporations began committing large sums of money to sponsor late season bowl games; thus, the Gator Bowl became the Mazda Gator Bowl (Smith, 2001). In 2001, ESPN signed an 11-year agreement with the NCAA to broadcast more than 20 of its championships, according to the NCAA Web site. And, in 2003-2004, the University of Texas football program netted more than 47 million dollars, according to the 2004 Equity in Athletics report.
The Rise of Televised Football

On May 17, 1939, the first televised sporting event—a baseball game between Columbia and Princeton universities—aired on an experimental NBC station (Rader, 1983; Smith, 2001). Shortly thereafter, Red Barber the first television play-by-play analyst delivered a major league baseball telecast on NBC to the New York area (Rader, 1983). The first college football contest to be televised was a Fordham University scrimmage in 1939. Play-by-play analyst Bill Stern and NBC utilized the opportunity to test out the new iconoscope camera (Smith, 2001). In the 1940s, the University of Pennsylvania in conjunction with Philco Television Corporation began telecasting home football contests. But, it was not until after World War II that televised sporting events became widespread (Smith, 2001). Beginning in 1951, the NCAA gained control of the right to manage football telecasting contracts. Under the plan, the NCAA received 60 percent of the profit, while the televised college received the remaining 40 percent. This arrangement stayed intact until 1984, when the U.S. Supreme Court ruled in favor of the University of Oklahoma and Georgia, stating that the NCAA could no longer sell the rights to collegiate football games (Smith, 2001). As televised spectator sports gained popularity in the early nineteenth century, they remained taboo for one segment of the population.

Women in Sport

In ancient Greece around 776 B.C., women were strictly forbidden to participate in the Olympics; married women could not even witness the Olympic games (Lenskyj, 1986). In the late 1800s, doctors outlined extensive medical rationale as to why women should avoid sport and all exercise (Lenskyj, 1986). These treatises promoted in popular women’s magazines of the day served to relegate “fragile” women to a life of domesticity and servitude. In America’s Victorian capitalist society, men sought to keep their docile (powerless) wives safe at home. Kidd (1990)
argues that women were “rendered invisible or reduced to handmaidens and sex objects (cheerleaders) along the sidelines” (p. 32). Men like Baron Pierre de Coubertin, the founder of the modern Olympic movement, argued that women should not be allowed to participate in the Olympics. By 1908, thirty-six female athletes participated in the London games.

The passage of the Nineteenth Amendment in 1920 granted suffrage to women; in the same decade, women made their first huge strides in sport. In 1924, the International Olympic Committee began allowing the broader participation of women in the Olympics. In addition, the American Athletic Union began sanctioning and organizing women’s national championships in sports such as basketball and swimming and diving (Dyreson, 2003). Female athletes such as tennis star Helen Wills and swimmer of the English Channel Gertrude Ederle gained fame and notoriety. Dyreson (2003) asserts that these female athletes were more famous than newly-elected female political leaders such as Jeanette Rankin. Throughout the twentieth century, the number of women competing in the Olympics steadily increased as sexist mentalities about women in sport began to slowly erode.

The opening of the door to women in sports did not come without a backlash. Sport had largely been seen as a method of forging manhood, and as women excelled in sport, breaking inconceivable records, it threatened the “moral order of society” (Pippin, 2003, p. 2) and the “myth of female frailty” (Lenskyj, 1986, p. 11). Dyreson (2003) asserts that these women were largely portrayed as sexual objects by the popular press. They also faced sexist labels such as ‘tomboy’ or ‘muscle moll,’ homophobia and, at times, downright persecution (Lenskyj, 2003). For example, Babe Didrikson Zaharias defied traditional standards of femininity by competing against men in sports traditionally defined as masculine such as basketball, baseball and football. She gained fame in the 1932 Olympics winning a pair of gold medals in the javelin throw and the
80-meter hurdles and a silver medal in the high jump. In press accounts, she was initially depicted as a “muscle moll,” but after her marriage to George Zaharias and her career in the Ladies Professional Golf Association, she was depicted in a more feminine light (Pippin, 2003).

As late as the 1930s, doctors were still advising against women’s participation in more masculine activities. In a 1938 magazine article, Dr. Arthur Lamb said that sport “may be physiologically and psychologically unsound and may be definitely harmful” for women (cited in Lenskyj, 1986, p. 36). During this era, women were encouraged to participate in sports that emphasized grace and beauty such as gymnastics and figure skating, as opposed to contact sports that emphasized power such as basketball and football (Lenskyj, 1986).

Since the passage of Title IX in 1972, women have gained considerable ground in sport. The passage of Title IX prohibited sexual discrimination in any education institution that received federal funding. The original intent of Title IX was to ensure equal opportunities for women in educational settings. Before the passage of Title IX, many schools of higher education refused to admit women into advanced programs such as medicine and law. In athletics, Title IX focused on overall gender equity in treatment and opportunity. According to the Women’s Sports Foundation, in 1972, only 294,000 females participated in high school sports, as compared to 3.77 million males; in 2006, according to the National Association of State High School Associations, more than 2.9 million women participated in high school athletics, as compared to 3.92 million males. Women also have a greater opportunity to play on collegiate and professional sports teams. Today, female athletes like tennis stars Venus and Serena Williams and phenom golfer Michelle Wei are signing lucrative multi-million dollar sports and advertising contracts.

Yet, despite these strides, as Bryson (1994) contends, the maintenance of masculine hegemony in sport is sustained through direct control of female sports leagues, as well as by
ignoring and trivializing of women in sport by the media. Rakow and Wackwitz (2004) assert that when representation is viewed as a “replica for that which is its subject,” the media has great power to re-present reality (p. 173). Gender becomes “a product and process of representation” (Rakow & Wackwitz, 2004, p. 173). Through shared meanings, gender representations in the media become reality.

More than a decade later, Bryson’s thoughts remain accurate. Women continue to be overlooked in decision-making positions of many sports leagues including the NCAA. The 2004 Race and Gender Report Card revealed that women held only 41 percent of the head coaching positions in NCAA women’s sports teams (Lapchick, 2004). In addition, women held a dismal 7.3 percent of athletic director positions in the NCAA. Thus, women are not in positions of power at the collegiate level.

Prior to Title IX, female athletes were non-existent on the television screen, except in the background of sports programs as cheerleaders or fans or the few-and-far-between features on ABC’s Wild World of Sports (Neal-Lunsford, 1992). On January 27, 1975, the first female sporting event (a women’s college basketball game between the University of Maryland and Immaculata) was televised nationally on ABC. Women’s sports continue to receive scant coverage at all levels. In fact, according to a recent study released by the Amateur Athletic Foundation of Los Angeles (2004), women’s sports are receiving less coverage today than they did just five years ago. The study examined televised sports news coverage in the Los Angeles market at the local and network affiliate levels. Women’s sports received a dismal 6.3 percent of airtime in 2004 compared to 8.7 percent of airtime in 1999. The study also analyzed ESPN’s “Sports Center” and Fox’s “Southern California Sports Report.”
When sports broadcasts do cover female athletes, male sportscasters and sports journalists have traditionally belittled women in sport (Eastman, 2004). They employ extensive gender marking and sexually objectify female athletes. A recent study revealed that women athletes only get 4 percent of airtime on sportscasts (Eastman, 2004). While 25 percent of ESPN’s audience is female, women are framed as sexual objects in its programming (Eastman, 2004). On telecasts, shots of women are often “looking down (which) tend to diminish a subject, making a diver or skater look smaller, shorter and weaker” (Eastman, 2004, p. 112). Female sports are often framed in less exciting ways than men’s sports. And, female athletes that participate in traditionally feminine sports such as ice-skating are given the lion’s share of coverage. In sports dialogue, female athletes are often referred to in a familiar light with terms like “sweetheart” or “girl next door” (Eastman, 2004). Instead of seeing female athletes in action, it has been much more common to see “honey shots” (a term applied to televised footage of a beautiful female sports spectator) of women at sporting events during the past three decades (Scranton & Flintoff, 2002).

**Women in Journalism**

*Women in Print Media*

While female athletes were often barred from competitions or received scant or inappropriate coverage, female journalists were also fighting to gain ground in their profession. Just as female athletes were encouraged to participate in feminine sports such as figure skating, female journalists that succeeded in breaking barriers into the man’s world of journalism were often funneled into less prestigious positions. It should come as no surprise that women were initially barred from covering the male-domain of sport.
Historically, female journalists were largely placed in “soft news” positions such as gossip columnist or society editor; while their male counterparts covered “hard news” such as the crime beat (Carter, Branston & Allan, 1998). Thus, female reporters sought out the human interest story while male reporters sought just the hard facts (Carter, Branston & Allan, 1998). At the turn of the twenty-first century, researchers identified the average journalist as a Protestant, college-educated male with liberal tendencies and a middle class background (Weaver & Wilhoit, 1996). This portrait of journalists revealed that not much had changed in terms of the gender-make-up of journalists, since the advent of the penny press. In 1995, a Gallagher poll revealed that women make up 34 percent of the print media. And, a recent newsroom census revealed that women make up only 37 percent of journalists and just 34 percent of newsroom decision makers are women (ASNE 2001). In addition, a recent study by Craft and Wanta (2004) revealed that in newsrooms with male editors, female reporters were still assigned to “soft news” beats while male journalists were assigned to more “hard news” such as the crime beat. The study found that in newsrooms headed by female editors beat assignments were unrelated to the gender of the reporter.

**Women in Sports Journalism**

In the early twentieth century, pioneer female sports writers like Ina Eloise Young, Middy Morgan and Nelly Bly often encountered sexual discrimination and work hardships but trudged on, blazing the trail for a new generation of female reporters (Kaszuba, 2003). In fact, sports historians have identified 75 pre-Title IX, female sports journalists (Kaszuba, 2003). In the early 1970s, according to the Associated Press, only 25 female sports reporters worked in the print media (Hardin & Shain, 2005). Since the passage of Title IX, women have gained considerable ground in sports journalism. Pioneer sports writers like Melissa Ludtke and
sportscasters like Hannah Storm broke many barriers in the years following the legislation that gave female athletes legal recourse against sexual discrimination.

In 1977, as a writer for *Sports Illustrated*, Ludtke battled the New York Yankees to receive equal access to the locker room (Ludtke vs. Kuhn, 1978). Ludtke sought redress under the Equal Protection Clause of the Fourteenth Amendment, as well as the State of New York’s equal accommodation statute, claiming a violation of due process rights and equal protection of the laws of the state of New York (Ludtke vs. Kuhn, 1978, p. 1). In the landmark case on sexual discrimination in journalism, the court relied heavily on the definition of state actor and ruled in favor of Ludtke (Ludtke vs. Kuhn, 1978).

The battles of women in sport journalism did not end with the Ludtke case. Once in the sacred male vestige of the locker room, female reporters often encountered blatant sexual harassment. In 1990, *Boston Herald* reporter Lisa Olson was sexually harassed by several members of the New England Patriots (Kaszuba, 2003). Yet, despite the struggles, female sports journalists gained limited ground in the print media. In 2001, an informal survey of 50 sports departments conducted by Leah Etling, revealed that women made up just 13 percent of the sports department (Hardin & Shain, 2005). In 2006, the Associated Press Sports Editors released its first-ever race and gender report card, revealing that only 12.6 percent of the total sports staffs of ASPE members were women; of those women in sports departments, more than 20 percent were in the low-ranking position of support staff/clerk.

*Women in Broadcasting*

In television, the door opened for female broadcasters in the early 1970s, when the Federal Communications Commission added women to the equal opportunity policy, requiring television stations to begin hiring women or potentially lose their licenses (Marlane, 1999). As a
result, many television stations hired one token female broadcaster. In 1972, only 12.8 percent of the television news work force was female. Two decades later, women made up 36.2 percent of the work force and 21 percent of news directors (Craft & Wanta, 2004). In 1997, only 29 percent of the 167 “Big-3” network correspondents were women (Marlane, 1999). In addition to gaining numbers in the television news work force, women are gaining in positions of power. Most recently, Katie Couric, the co-anchor of the morning news program “Today,” signed a contract to become the first female nightly news anchor on the CBS “Evening News.”

While women have made significant ground in broadcasting, many battles lie ahead. Women are the least represented in news and sports (Desjardins, 1996). Further, women are shown in the position of the “expert” only 15 percent of the time (Desjardins, 1996).

**Women in Sports Broadcasting**

Though entering decision-making and traditionally-male positions in the newsroom is an on-going, hard-fought battle for female journalists, entering the vestige of sports broadcasting is a double whammy for women. Toro (2005) described the sports media as the intersection of two patriarchal systems that “highlights our socially constructed gender values (p. 2 ).”

While women are still underrepresented and funneled into certain positions in sports broadcasting, they have made small strides in recent years. In a field that was once all-male, female sportscasters are growing in number. In the 1970s, as pressures to keep station licenses mounted, stations slowly began hiring women sportscasters. In 1975, Phyliss George, a former Miss America, was hired by CBS for “The NFL Today” and became the country’s first female sportscaster on the national stage (Skerski, 2005). Creedon (1994) argues that stations primarily hired former beauty queens and athletes instead of knowledgeable sports journalists to fill these roles. In the mass media, especially television, women are also judged by the “beauty myth,”
which requires women to “sustain the image of beautiful people in the media” (Wackwitz & Rakow, 2004, p. 3).

Though more women have entered the field, the number of female sportscasters is still disparagingly low in comparison to the percentage of female athletes in society. A recent study of more than 500 television stations revealed that only 3 percent of sports anchors were women (Brookes, 2002). In 1991, fewer than 50 women were working as sportscasters in 630 stations; in 2006, 127 female sportscasters are employed at the “Big 3” networks and nine sports-oriented cable networks, according to Sports Diversity Recruiting (2005), an online sports diversity career center. Further, according to a recent study released by the Amateur Athletic Foundation of Los Angeles (2004), 94.4 percent of the sports news and anchor people were men in their six-week textual analysis sports coverage in the Los Angeles television market. Also, the study revealed that African American female sportscasters were completely absent from the market.

Like their print media counterparts, female sportscasters have been subjected to undue discrimination and criticism as a result of their gender. When pioneer sportscaster Hannah Storm went through the interview process at CNN, she was subjected to a sports quiz of which none of her 75 male counterparts had been subjected (Lainson, 1998). Meanwhile, Phyllis George, the first female sportscaster, described being harassed by her co-host on “NFL Today” (Skerski, 2005).

Despite growing numbers in the industry, female sportscasters report just 29 percent of the stories (Toro, 2005). Some networks still limit female sportscasters in covering men’s sports. Brookes (2002) asserts that many women are pushed away from careers in play-by-play; thus, the all-knowing announcer’s voice is almost always that of a man. In fact, Pam Ward remains one of two female play-by-play announcers working in national broadcast football. Ward served
as a sideline reporter for twelve games before moving into the play-by-play role in NCAA football for ESPN and ESPN 2 (Harvego, 2002).

Institutions of higher education, too, often reinforce the status quo by discouraging interested female students from pursuing a career in the field of sports journalism. A recent communications newsletter revealed that female sports journalists have often been pushed out of the field by journalism professors that claim women do not understand sports (Gerstner, 2006). Gerstner (2006) relays a story about a female college student that felt compelled to ask permission to become a sports journalist. Gerstner (2006) argues that while many women have moved into careers in sports broadcasting, objectification is prevalent. Gerstner (2006) asserts that female sportscasters are “integrating one of the last male-dominated, males-only professions—save for the Vatican—and change can be fearful” (p. 4).

When women persevere and enter the field, a recent study reveals that they are not seen as credible as their male counterparts. Toro’s (2005) examination of the public perception of the credibility of male and female sports revealed that even the most attractive and knowledgeable female sportscaster can not overcome her sex and is deemed by the public as less credible compared with her male counterpart. Based on an analysis of variance, Toro’s study (2005) revealed that attractive male sportscasters were judged to be more credible than their female counterparts by male and female subjects. Another study by Kretschmar (cited in Trumball, 2003) revealed that upon listening to a tape of male and female sportscasters, both male and female college students rated the male sportscaster as more knowledgeable than the female sportscaster.

*The Female Sideline Reporter*
In 1974, legendary sportscaster Roone Arledge advised ABC Sports to create a new position—the sideline reporter (Huff, 2004). ABC added Jim Lampley and Don Tollefson to provide team analysis from the sidelines (Huff, 2004). Thus, the sideline reporter was born. Like sports commentators, the early sideline reporters were all male. *A Complete Idiot’s Guide to Football* (Theismann, 1997) describes the sideline reporter as the game’s “eye witness.” According to the book, a sideline reporter’s role is to get the viewer as close to the action as possible. Theismann (1997) asserts that though the sideline reporter provides trivial information at times, in certain instances the sideline reporter provides up-to-the-minute coverage of breaking sideline news such as injury updates. At the turn of the twenty-first century, a sideline reporter averaged six to eight segments per game (Huff, 2004).

In the 1980s, networks began utilizing female sideline reporters. Skerski (2005) attributes the introduction of female sideline reporters to the decline of male audiences on “Monday Night Football.” She (2005) asserts that female sideline reporters were brought in as a method of increasing ratings through sex appeal. Lesley Visser, a former star sports reporter for *The Boston Globe*, became one of the first female sideline reporters (Huff, 2004). Pam Ward asserts that female “sideline analysts have no access to statistics and are not really involved in coverage of the game” (Harvego, 2002, p. 5). In general, female sideline reporters are tall, skinny, beautiful and blonde often wearing sexy, stylish clothing and heavy “feminine” make-up (Skerski, 2005; Walsh, 2005).

Many people within and outside of the industry have voiced their disapproval of female sideline reporters. In 2002, “60 Minutes” personality Andy Rooney quipped that “the only thing that really bugs me about television’s coverage is those damn women they have down on the sidelines who don’t know what the hell they’re talking about” (ESPN, 2002, p.1). In another
display of disregard of respect for the female sideline reporter, an intoxicated Joe Namath, a football legend, asked Suzy Kolber for a kiss during an NFL telecast (Heistand, 2003, p.1).

Although female sportscasters are no longer an anomaly, Skerski (2005) posits that “sexy” female sideline reporters that focus on game “gossip” reinforce masculine hegemony by relegating women to support roles in broadcasting. Skerski (2005) details the commodification of female sports reporters from the sideline to the centerfold of men’s magazines such as Playboy and Maxim. She (2005) argues that female sideline reporters serve as cheerleaders for at-home male viewers. Female broadcasters are consigned to a cheerleader-like status, while their male colleagues gain notoriety as sport experts by delivering play-by-play commentary in the booth. She argues (2005, p. 88) that networks, experiencing ratings slumps, have employed “sex appeal into football broadcasts.” According to Skerski (2005), the true value of the female sideline reporters for the networks is not their on-screen contributions to the sportscast but their popularity and sex appeal.

Furthermore, Walsh (2005) contends that “televised sporting events are not mere documentations of games as they unfold, but carefully crafted performances whose conventions are geared to its ideal spectator – the white heterosexual man (p. vi).” Thus, she argues that these images are produced through a “dominant male gaze (p. vi).” Walsh (2005) asserts that the female sideline reporters “seem marginally and curiously irrelevant, except as a tacit support system or as a decoration that enhances and directs the pleasure of the male spectator’s gaze” (p. 1). She (2005) cites Buffery who argues that television executives put good-looking but inexperienced female sideline reporters on the air to boost ratings. While televised football is predominantly read through the male gaze, Walsh (2005) asserts that alternative gazes (or readings) of the programming are possible.
While Skerski (2005) and Walsh (2005) provide a detailed account of how female sideline reporters serve to reproduce masculine values, both researchers fail to provide an in-depth look of the phenomenon. Skerski (2005) evokes evidence of their over-sexualization from secondary sources and Walsh (2005) provides a cursory examination as a part of a larger analysis. The absence of an in-depth qualitative analysis has left a sizeable hole in our knowledge of the phenomenon of female sideline reporters and how they serve to reinforce hegemonic masculinity in our society.

This study looks at four select games from the 2005-2006 NCAA Division I-A Bowl Season. In the Bowl Championship Series, female sideline reporters were utilized in two games—the National Championship Rose Bowl (which aired on January 4, 2006 on ABC) and the FedEx Orange Bowl (which aired on January 3, 2006). This study also examines the AT&T Cotton Bowl (Alabama vs. Texas Tech, which aired on January 2 at 11 a.m. on Fox) and the Vitalis Sun Bowl (UCLA vs. Northwestern, which aired on CBS on December 30 at 2 p.m.) to reflect a variety of television company’s representations of the female sideline reporter a variety of companies. In the four select games, Holly Rowe, Erin Andrews, Tracy Wolfson and Jeanne Zelasko were utilized as sideline reporters.

**Holly Rowe**

In 1991, Rowe earned a degree in broadcast from the University of Utah. As an undergraduate student, she wrote for the *Daily Utah Chronicle* and *the Davis County Clipper*, as well as serving as an anchor for her school’s television station. From there, she interned at CBS Sports and began working on the men’s final four production staff. From 1995 to 1996, Rowe served as a sideline reporter for ABC Sports, and in 1998, Rowe joined ESPN as a college football sideline reporter. In addition to her role as a sideline reporter, Rowe served as the play-
by-play analyst during ESPN’s coverage of the 1998 Women’s World Cup, as well as assisting at other sporting events (ESPN, 2006).

_Erin Andrews_

In 2000, Andrews received a degree in telecommunications from the University of Florida. At Florida, she participated on the Gator basketball dance team for three years. After her collegiate career, she got her start in the industry as a baseball reporter for the Sunshine Network and freelance reporter for Fox Sports Florida South. After working as a reporter and studio host at Turner Sports for two years, Andrews was hired by ESPN in May 2004. At ESPN, Andrews has served as a college football and major league baseball reporter (ESPN, 2006).

_Tracy Wolfson_

Tracy Wolfson graduated with a communications degree from Wolfson College and began her career as a researcher at CBS Sports in 1997. She had stints at Oxygen Sports and New-12 Long Island before beginning her on-camera broadcast career in 2000. At ESPN, Wolfson covered golf, college football and arena football. She moved to CBS Sports in 2004 where she covers college football, auto racing, gymnastics and track and field, among others (CBS, 2004).

_JeAnne Zelasko_

Born in Ohio in 1966, Zelasko began her career with FOX Sports in 1996. At FOX, Zelasko has covered everything from NASCAR to Major League Baseball to the National Football League. Zelasko may be best known for her role as a NASCAR pit reporter. Her husband, Kurt Sandoval, is a sports anchor for KABC-TV in Los Angeles (Extra, 2002).
CHAPTER 3
THEORY

Feminist Critical Theory

Introduction

To examine the representation of the female sideline reporter, this thesis utilizes a feminist critical lens to analyze the perpetuation of gendered stereotypes that reinforce hegemonic masculinity in our patriarchal society. In particular, this study will draw on poststructuralist tenets of Jacques Derrida and Michael Foucault, Stuart Hall’s encoding/decoding theory, as well as Antonio Gramsci’s concept of hegemony. Feminist critical theory, which has its roots in literary and film theory, is one of numerous mass communication theories (Allen, 1992). To better understand, feminist critical theory, it is first necessary to understand feminist theory, which is in many ways similar to a patchwork quilt composed of differing strands of thought. Weedon (1999) describes the fractured nature of feminist theory and its origins in critical theory.

History of Feminist Thought

Feminism is a widespread collection of social theories, political movements, and philosophies. The origins of modern feminism can be traced to Enlightenment thinkers such as Lady Mary Wortley Montagu, a women’s education advocate (Weedon, 1999). Rooted in the reform movement, feminism became a major social movement in the nineteenth century, and in 1848, the first women’s rights convention at Seneca Falls was organized. Socialist Charles
Fourier called for the extension of women’s rights in the mid-1800s (Weedon, 1999). In the early 20th century, these feminists gained the right to vote in countries across the world. In the United States, women gained suffrage with the passage of the Nineteenth Amendment in 1920.

Roots of Feminist Theory

Feminist theory emerged from critical theory, which traces its roots to Germany’s Frankfurt School scholars of the 1920s. Developing as a reaction to Marxist thought, critical theory “denied the value-free character of positivist social science…and claimed to evaluate as well as explain and describe social reality” (Simmons, 2002, p. 2). Critical theorists such as Mark Horkheimer and Theodore Adorno sought to critique society as a whole, as opposed to merely seeking to understand society (Simmons, 2002). Critical theorists asserted that the mass media had a great deal of power as creators and reproducers of consent (McQuail, 1987). In the 1960s, the Frankfurt School lost its monopoly on critical thought when second generation scholars such as Jürgen Habermas emphasized its role in emancipation. From this second generation of critical thought, feminist theory emerged in the works of French feminists such as Helene Cixous, Luce Irigaray and Julia Kristeva (Simmons, 2002).

Strands of Feminist Theory

Early feminist academics noted the “absence of attention to gender within existing theories and debates” (Franklin, Lury, & Stacey, 1995, p. 248). Although there are many strands of feminism, two types have generally emerged: those that seek reformation and those that seek transformation (Creedon, 1993). Those feminist that seek reformation, generally seek gender justice; while those feminists that seek transformation seek a new gender order. Feminist theories range from Marxist feminism to liberal feminism and womanism.
Liberal Feminism

Liberal feminists argue that though men and women are inherently different, women should be afforded the same opportunities as men (Weedon, 1999). Often grounded in biology, the idea that men are naturally different from women is “fundamental to the history of Western civilization” (Weedon, 1999, p. 5). Many first-wave feminists used this theory when advocating women’s suffrage and later equal pay for women in the workforce. Overall, this movement has been concerned with gender equity in every capacity from political rights to religious freedom. Though liberal feminism advocates gender equity, it has been criticized for its inability to alter the notion of woman as the “weaker sex” (Birrell & Cole, 1990).

Radical Feminism

Radical feminism has its origins in Marxist-based feminist thought, which suggested that “sexual divisions of labor” exist (Franklin, et. al, 1995, p. 249). Yet, radical feminists argued that the oppression of women could not be reduced to class (Franklin, et. al, 1995). According to this view, women were subjected to a life of domestic servitude based on hegemonic notions of sex and gender (Weedon, 1999). Radical feminism argued that the female body was a site of difference and oppression (Weedon, 1999). Radical feminists define this system of oppression as patriarchy, “the power of the fathers…which determine what part women shall or shall not play” (Weedon, 1999, p. 20). These second-wave feminists attempted to regain control of the female body by gaining choice in issues such as abortion, exposing and abolishing pornography and reclaiming traditionally negative words such as “bitch” as positive symbols (Weedon, 1999). Radical feminists “advocated the destruction of patriarchal ideologies and the abandonment of hierarchical, patriarchal institutions and relationships” (Messner & Sabo, 1990, p. 3). Radical
feminists argue that women may contribute to their own oppression by participating in sexist institutions. Since the 1970s, radical feminists have argued that “the analysis of pre-capitalist societies has been a particularly important source of insight into the question of the extent to which gender inequality can be understood as a product of colonization, imperialism and capital accumulation” (Franklin, et. al, 1995, p. 249). In the late 1970s, radical feminists critiqued sport “as a fundamentally sexist institution that is male dominated and masculine orientation” (Messner & Sabo, 1990, p. 2). They argued that sport was an institution created by and for men (Messner & Sabo, 1990). Radical feminism has been criticized for its inability to realize that gender is a socially constructed ideology and for its initial focus on the plight of the white, middle class women (Weedon, 1999).

**Post-structuralist Feminism**

Post-structuralist approaches to feminism attempt to deconstruct the meaning of biological difference (Weedon, 1999). Post-structuralist feminists argue that the sex/gender system is a product of culture rather than biology, asserting that there are no intrinsic difference between men and women but instead these differences have been socialized as a result of culture and political systems.

Since the 1970s, post structuralists tenets of subjectivity and power have challenged the biologically-constructed notion of sex and gender. The ground for this challenge is the argument that meaning is not fixed, but instead is “historically and culturally specific” (Weedon, 1999, 102). Jacques Derrida, the founder of deconstruction, called this process difference. Derrida argued that society has created a hierarchical binary opposition of gender which privileges male over female. Thus, the meaning of gender is culturally produced. Following in the footsteps of Derrida, French philosopher Michael Foucault, in his *History of Sexuality*, argued that the body
was a site of power. He (1984) explains that through the process of cultural hegemony, social and cultural organizations controlled the discourse of what it meant to be a woman.

Along this line of thought, Weedon (1999) argues that “the body is the primary referent in visually grounded categorizations of people” (p. 99). Thus, our society has created a sex-gender system based on economic factors to further the cause of the powerful few. This sex-gender system has been propped up by religion, the arts and even popular culture including sports. Thus, “the differential treatment of groups results in consequences that seem to confirm the appropriateness of their group placement” (Rakow & Wackwitz, 2004, p. 14). Rakow and Wackwitz assert that these gender differences are propped up by dominant religions which support the “superiority of men over women” (Rakow & Wackwitz, 2004, p. 16). Through the years, the concept of gender has been interpolated, or absorbed, by individuals as their own representation. Thus, when assigned a gender role, people are often proud instead of realizing the societal constraints signified by that gender role. Furthering Foucault’s theory of the technology of sex, celebrated feminist film theorist DeLauretis (2004) asserts that the construction of gender is reinforced by the “technologies of gender” which “produce, promote and ‘implant’ representations of gender” (p. 227).

*Using Feminist Critical Theory in Communication Research*

Historically, feminist communication research utilized a straightforward transmission model which focused on the sender-message-receiver (van Zoonen, 1994). Under this model, the audience received whatever message the producer sent. Thus, messages of gender differences entrenched in patriarchy were automatically received by all audiences. This model came under criticism because of its over simplistic explanation of the process of media.
Instead of the over simplistic transmission theory, cultural studies theorist Stuart Hall argued that television texts are encoded with numerous meanings by the “television apparatus,” which refers to everything and everyone that goes into producing a television program (Butler, 2002). Within television’s polysemy, only a limited number of meanings can be decoded. Viewers have three options for decoding a text: the hegemonic position—these viewers decode only what was encoded by the television apparatus (thus, viewers interpret the programming according to the preferred reading); the oppositional reading—viewers interpret the direct opposite of the preferred reading; and the negotiated reading, in which viewers negotiated the meaning that applies to their unique situations (Butler, 2002).

*Applied Feminist Critical Theory in Media Research*

The early Feminist scholarship focused on exposing sexism and gender roles and power relationships in the field of communications (Condit & Dow, 2005). These initial studies revealed poor female representation in the workplace and the dominance of sex role stereotypes. In the last five years, academic journals such as *Journal of Communication* have published studies that reveal significant strides in feminist research (Condit & Dow, 2005). One of the largest and most prestigious areas of research has been the analysis of public communication, which highlights “the erasure of women” from communication history (Condit & Dow, 2005). Analysis of gender throughout the course of history has been utilized to control and subordinate women.

Researchers can explore how gendered stereotypes are perpetuated by media representations through the feminist critical lens. These stereotypical portrayals in the media then reinforce and reproduce the patriarchal system. Historically, representations of women have ranged from the African American “mammy” to the Asian American “dragon lady” to the white...
“Madonna” (Wackwitz & Rakow, 2004, p. 172). Female media professionals and actresses are “dressed (and undressed)...and scripted to present a personal identity as the basis for a public persona” (Rakow & Wackwitz, 2004, p. 175). Gender is “a product of and the process of its representation” (DeLauretis, 2004, p. 218). In the 1980s, scholars such as Ellen Seiter began looking critically at American soap operas. Later, Diana Meehan’s “Ladies of the Evening: Women’s Characters of Prime-Time Television” looked at how women were placed into certain role types such as the victim, the decoy and the bitch (Allen, 1992).

Recently, this lens has been utilized to examine female television characters such as Ally McBeal (Leavy, 2000; Dow, 2002), sexual appeals in television advertisements (Storer, 2004) and the commodification of female sportscasters (Skerski, 2005). Dow (2002) examines several recent studies on the television series “Ally McBeal” and finds that not a lot has changed in the depiction of women in the past 25 years. She (2002) asserts that women are most easily represented on television as “white, straight, single, professional women working in a supposed man’s world” (p. 260). She argues that though it appears on the surface that female characters are making huge strides, in reality the character has not changed much in more than two decades. Since “media culture operate through recurring hegemonic patterns...media is continually adaptive” (Dow, 2002, p. 260).

The feminist critical lens enabled the researcher to examine the portrayal of the female sideline reporter and to explore whether the portrayal of the female sideline reporter serves to reinforce the dominant ideology of sport as a male domain, where female participation is highly contested (Messner, 1994).
**Research Question**

Numerous media scholars have examined the under-representation of women in the institutions of mass media and sport. In addition, numerous media and sports scholars have examined the portrayal of female television and sports stars. Yet, these scholars have failed to examine the representation of the female sideline reporter and the role that they play in society.

To date, minimal research has explored the representation of the female football sideline reporter. The research that does exist has been more stated than corroborated, failing to employ quantitative or qualitative techniques. By exploring the topic from a critical feminist lens through textual analysis, qualitative data can expose gender inequality in the sports industry.

One research questions served to guide the narrative: how are female sideline reporters depicted in the four selected games from the 2005-2006 NCAA Division I-A College Football Bowl Season and how do these images serve to reinforce and reproduce hegemonic masculinity?
CHAPTER 4

METHODOLOGY

Textual Analysis

Textual analysis introduction

This study will utilize the qualitative research technique of textual analysis to analyze how female sideline reporters were portrayed during four select games of the 2005-2006 NCAA Division I-A College Football Bowl Season and how these images reinforced and reproduced hegemonic masculinity. Textual analysis complements feminist critical theory, and when combined the theory and method provide two concrete tools for unearthing meaning in the four select games.

Textual analysis defined

Textual analyses attempt to delve below the surface of a text, in this case, four select college football television sportscasts, to unearth rich, deeper meanings. In the case of this thesis, in the rich scholarly tradition of Hall, the four collegiate sportscasts are defined as a televisual text. According to Butler (2002), “a segment of the televisual flow, whether it be an individual program, a commercial, a newscast, or an entire evening’s viewing, may be thought of as a televisual text—offering a multiplicity of meanings” (p. 6). Thus, a text is anything that readers or viewers encounter that has meaning (Hall, 1975).

Textual analyses come from a long line of qualitative research methods and evolved from earlier literary-critical, linguistic and stylistic methods (Lindloff & Taylor, 2002; Hall, 1975). Qualitative researchers have been likened to bricoleurs, who assemble useful forms from
“fragmentary resources” (Lindloff & Taylor, 2002, p. 18). A textual analysis differs from its quantitative counterpart, the content analysis, because it “analyze(s) the situated form, content and experience of social action, rather than subject it to mathematical or other formal transformations” (Lindloff & Taylor, 2002, p. 18). Textual analysis is a qualitative approach that examines the latent meaning of a text (Butler, 2002). These analyses attempt to get below the surface, examining connotative meanings of the text. Methods of textual analyses range from semiotics to rhetorical analysis to psychoanalytic approaches. Textual analyses, according to Hall (1975), require “a long preliminary soak” in which a preliminary reading determines “representative examples which can be more intensively analyzed” (p. 15). Thus, interpreting text relies on the context of a complete reading, while bringing certain examples to the forefront.

While providing a great deal of rich meaning, textual analyses involve a degree of subjectivity. Kellner (2003) asserts that a reading “is only one possible reading from one critic’s subject position, no matter how multiperspectival, and may or may not be the reading preferred by audiences” (p. 15). Thus, some scholars would argue that subjectivity is one limitation of the textual analysis. However, all methods are limited by a degree of subjectivity. As Dow (1996) asserts, television criticism is not a quest for a single inkling of truth but a method of argument. Thus, a particular textual analysis is just one reading of a particular text at a single moment in time. In analyses of gender ideology in media, critical textual analyses often reveal negative patterns, which may indicate that hegemonic notions of gender are constantly changing (Condit & Dow, 2005).
Using Textual Analysis

Textual analyses have often been utilized as a contemporary method of television criticism (Allen, 1992). This method will be particularly useful in analyzing the role of female sideline reporter. Television is a medium that commodifies everything from advertising products to sports stars (Duncan & Brummet, 1991; Butler, 2002). Sports broadcast rights are an expensive commodity, with television networks paying $17.6 billion for the rights to NFL games from 1998-2005 (Butler, 2002, p. 79). Television changes the meaning of the object of its lens, offering what Butler (2002) terms as “structured polysemy” or a variety of meanings that tend to support the dominant cultural order (p. 7). In examining the medium, it is important to observe recurring themes, what is said, and what is omitted (Duncan & Brummet, 1991). Or as Hall (1975) articulated, it is important to “uncover the unnoticed, perhaps unconscious, social framework of reference which shaped the manifest content” (p. 16).

When examining sport media, it is necessary to realize, as Duncan and Brummet (1991) assert, that spectators are detached from the action of the actual game. Thus, whether in the stands or at home in front of the television, the spectator’s experience is mediated (Duncan & Brummet, 1991; Butler, 2002). The media sets the agenda and then frames the object for the viewer. Since television is a “story-ridden medium,” sports coverage often relies on narrative to mediate the event (Duncan & Brummet, 1991). In sport, narratives such as the Cinderella story and the competition-conflict model are often employed to tell the story. Television relies on intimacy by focusing on one aspect of the team such as the quarterback in football. Thus, the contest is mediated from one player’s view, instead of simply utilizing a broader scope that emphasizes team formations. Intimacy is achieved by camera close-ups and announcers that interview individuals (Duncan & Brummet, 1991). Television media utilizes sports’ rigid time
segmentation, with announcers that utilize the finite amount of game time to tell the story (Duncan & Brummet, 1991; Butler, 2002).

**Textual analysis applied**

A textual analysis will allow the researcher to examine the discourse among the female sideline reporter, commentator and play-by-play announcer. In addition, it will allow the researcher to examine the female sideline reporter’s appearance, as well as camera angles and production techniques that frame the female sideline reporter. It will expose how these aspects of production work in conjunction to form a preferred reading (Butler, 2002). In a similar light, MacNeill (Birrell & Cole, 1994) utilized textual analysis in her study on gender representations in workout videos. MacNeill (Birrell & Cole, 1994, p. 277) found that certain camera angles and framing serve to fragment the female body and “objectifies an image of the ‘sexually active female body.’”

Specifically, the study will employ textual analysis of four select games from the 2005-2006 NCAA Division I-A College Football Bowl Season, which includes Rose Bowl (Texas vs. USC, which aired on January 4, 2006 at 8 p.m. on ABC), the FedEx Orange Bowl (Penn State vs. Florida State, which aired on January 3, 2006 at 8 p.m. on ABC), the AT&T Cotton Bowl (Alabama vs. Texas Tech, which aired on January 2 at 11 a.m. on Fox) and the Vitalis Sun Bowl (UCLA vs. Northwestern, which aired on CBS on December 30 at 2 p.m.). In total, 17 of the 28 sportscasts during the 2005-2006 NCAA Division 1-A College Football Bowl Season utilized female sideline reporters (see Appendix A for detailed listing). Both the Rose Bowl, the 2005-2006 national championship game, and the FedEx Orange Bowl were selected because they were the two of the four Bowl Championship Series (the premiere college football bowls) which
featured female sideline reporters. The Vitalis Sun Bowl and the AT&T Cotton Bowl were selected because they allowed the study to reflect a wide variety of media corporations.

In addition to being two of the premiere BCS games, the Rose Bowl and the FedEx Orange Bowl boasted high Nielsen ratings, which indicated that they were viewed by millions of Americans. The Rose Bowl, the 2005-2006 national championship game, was chosen because, with 24 million viewers and a Nielsen rating of 21.7, it had the highest BCS rating ever and was the most viewed college football game since a 25.1 rating for the Penn State vs. Miami (Fla.) Fiesta Bowl in 1987 (for Nielsen ratings of all 28 2005-2006 college bowl games, see Appendix B). In addition, the national championship game was the highest rated ABC-TV program, excluding the Academy Awards and the Super Bowl, since May 4, 2000, when "Who Wants to be a Millionaire," averaged a 22.1 rating. The FedEx Orange Bowl was chosen to analyze because with a 12.3 Nielsen rating, it was the second highest rated bowl game that utilized female sideline reporters. It was also part of the premier Bowl Championship Series, which had the highest ratings in BCS history with a combined television rating of 55.79 and a total of 61,487,059 households viewing.

In addition to the two BCS college bowl games which aired on ABC, the researcher chose to analyze two other games that utilized a female sideline reporter from the 2005-2006 NCAA Division 1-A College Football Bowl Season. The researcher selected these based on their network, because the researcher wanted to reflect a variety of network/broadcasting companies. The next highest rated non-ABC or ABC-owned network (which included ESPN) sportscast that utilized a female sideline reporter was the AT&T Cotton Bowl, which aired on FOX and was No. 10 overall, among all 2005-06 college bowl games, in the Nielsen ratings with a 3.70. Finally,
the Vitalis Sun Bowl, which aired on CBS with a 2.61 Nielsen rating, was selected because it was the next highest rated network.

Within these games, the researcher will examine the on-air time of the female sideline reporter, in addition to two minutes before and after these incidents. By examining two minutes before and after the female sideline reporter is on-air, the researcher can analyze the transitions between play-by-play and color commentators and the female sideline reporter. The researcher believes that this will provide the researcher with a richer analysis than simply examining the on-air moments alone.
CHAPTER 5
ANALYSIS

Introduction

Analysis of four games from the 2005-2006 NCAA Division I-A college football bowl season revealed that female sideline reporters are objectified, over-sexualized and rendered invisible on the sideline. A systematic textual analysis of the four football games revealed that female sideline reporters are represented in similar manners across the networks and six distinct categories of representation emerged from the analysis. First, the researcher examined the time segmentation (or the number of appearances and segment length). Second, the researcher examined the on-air content, in addition to the segment transitions and continuation, which revealed the type of information that the female sideline reporter provides and the extent to which her male colleagues highlighted that information. Finally, the researcher analyzed the camera’s framing and the appearance of the female sideline reporter, which revealed the extent to which the female sideline reporter was objectified. In the conclusion, the researcher will discuss how these six factors combine to reveal the representation and role of the female sideline reporter.

Time Segmentation

The researcher defined time segmentation as the number of on-air segments of each female sideline reporter and the length of those segments. Examination of the time segmentation was necessary to reveal to what extent the female sideline reporter is involved in game coverage.
As Huff (2004) articulated, sideline reporters average six to eight segments during each sportscast. This statement remained accurate in the analysis of four sportscasts during the 2005-2006 NCAA Division I-A college football bowl season. Female sideline reporters in the Rose and Orange Bowls (which aired on ABC) and the Cotton Bowl (which aired on FOX) appeared in eight segments, while Tracy Wolfson, who worked as the sideline reporter in the Sun Bowl (which appeared on CBS), appeared in six segments. As anticipated, in an eye blink, the report could be missed altogether, as each female sideline reporter’s segment lasted for an average of 36.43 seconds. Interestingly, Jeanne Zelasko, who reported during FOX’s Cotton Bowl, had the longest segments, averaging 53.625 seconds per segment (see Appendix C for break down of all segments). On average, the sideline reporters in these four sportscasts spent a total of 4 minutes, 42.2 seconds on air. When one considers that the average football sportscast lasts three hours or more, it becomes clear, based on time allotment alone, that the female sideline reporter does not play a significant role in game coverage.

On-Air Content

The researcher defined on-air content as the subject matter of the female sideline reporter’s segment. Consideration of the subject matter of on-air content to reveal what types of events female sideline reporters typically cover as well as what role they play in this coverage. That is to say, do the sideline reporters provide simple information or do they also serve as experts who interpret and analyze on-the-field action?

The analysis revealed that reports of female sideline reporters generally fit into three categories: halftime and pre- and post-game coach and player interviews, injury updates and miscellaneous reports. The analysis supports the revelation of Skerski (2005), who argued that female sideline reporters deliver inconsequential news that could be classified as gossip. Female
sideline reporters serve in a limited capacity, providing filler commentary to avoid disruption of the rigid time segmentation. In addition, these reports provide an added intimacy with at-home viewers by providing insight into injuries and interviews. This function bolsters the sportscast’s authenticity just as the on-the-scene news reporter brings authenticity to a newscast.

**Halftime and Pre- and Post-Game Coach and Player Interview**

Holly Rowe, Erin Andrews, Jeanne Zelasko and Tracy Wolfson each engaged in some form of halftime, pre- or post-game interview with a coach or player. Rowe and Andrews engaged in halftime, pre- and post-game interviews with coaches or players, while Zelasko delivered a halftime and post-game interview with a coach and Wolfson interviewed a coach during halftime festivities. In each of these cases, the female sideline reporter asks one question and one or two follow-ups.

In pre-game interviews, Rowe and Andrews asked USC coach Pete Carroll and Florida State coach Bobby Bowden about game strategy and motivation techniques. For instance, in the national championship Rose Bowl, Holly Rowe’s pre-game questioning of USC coach Pete Carroll focused on game strategy. Rowe asked, “What is the biggest barrier that Texas must overcome tonight to beat USC?” She followed up that question with one centering on his expectations of his players.

Each sideline reporter mentioned above interviewed one or more of the coaches during halftime. These questions, typically focused on the level of satisfaction with the team’s play in the first half and keys to winning the game in the second half. Erin Andrew’s interview of Bobby Bowden is a good example of asking for thoughts on the first half; she said, “All right coach. Penn State takes the momentum back there at the end, what does that do to the mental state of your team heading back into the locker room?” While counterpart Jeanne Zelasko provided a
standard questioning about second half strategies: “what kind of adjustments do you make to come out strong with good offensive work in the second half?”

In the sportscasts, Holly Rowe, Erin Andrews and Jeanne Zelasko delivered post-game interviews. Both Rowe and Andrews had the difficult job of interviewing a losing coach or player amid media chaos. When interviewing USC quarterback Matt Leinhart, Holly Rowe appeared slightly flustered because of the onslaught of competing reporters, even misidentifying Leinhart at the end of the interview.

Holly Rowe: Yes, I’m here with Matt Leinhart. Matt, just tell us a little bit about what went through your mind on that last drive with Vince?
Matt Leinhart: Uh, he just stepped up. We couldn’t tackle him. He’s a great player, and he showed why he’s one of the best players in college football.
Holly Rowe: Tell us a little bit about what it’s like to go out like this after you came back.
Matt Leinhart: Uh. It’s tough but we’ll move on, and it’s a great win, uh, and hard-fought loss I guess but you know whatever. I think that we are a great team but they just made the plays and we didn’t have them.
Holly Rowe: Great career, Vince, thanks.

Meanwhile, Erin Andrews interviewed both Joe Paterno and Bobby Bowden at the end of the triple overtime Fed-Ex Orange Bowl. She insightfully asked what the game meant to both coaches, while squeezing in a last minute question about future retirement plans.

In all four games, halftime, pre- and post-game interviews varied only slightly in style but each focused on similar themes. For instance, the pre-game and half-time interviews generally focused on game strategy and motivation while the post-game interviews focused on implications of the win (or loss). Basically, these interviews give the at-home viewer an idea of what is going through coaches and player’s minds during the course of the game. And, female sideline reporters are the vehicles for delivering these often scripted questions, while their counterparts up in the booth deliver primarily unscripted play-by-play and analysis. While some
sideline reporters develop their own questioning, many times television producers govern what questions should be asked.

Injury Updates

In the four college bowl games, injury updates made up a little more than 40 percent of the segments, which featured female sideline reporters. In eight of the nine injury segments, the female sideline reporter could not provide official information regarding the potential injury; thus, the report was conjecture based on limited observations from the sidelines. In this way, female sideline reporters provide gossip to the at-home audience, as Skerski (2005) posited earlier. Erin Andrews’ first quarter injury update in the FedEx Orange Bowl is typical of the injury updates presented in the four select games.

Erin Andrews: Thanks, Mike. No official word from Penn State sideline on what’s happening with Tony Hunt, but from what we can see they actually took his shoe off of his left foot. They took the cleat off and re-taped the ankle. But, as you can see, he’s sitting down on the bench right now, completely away from the team. He’s most visibly upset. He’s spoken to the head trainers a couple of times trying to warm up a bit but he won’t be out there right now guys.

As in other examples, Andrews has explained that no official information has been issued; instead, she explains the extent of the injury based on her limited observations. The booth commentary could deliver the same information, but it adds credibility to the sportscast when a reporter from the sideline delivers it.

In the national championship Rose Bowl, Holly Rowe even delivers injury updates regarding cramping Texas defensive players. Interestingly, in two instances, she states that she does not understand why these players are experiencing cramps. Common sports medicine knowledge reveals that cramps are caused by dehydration and excessively hot conditions. So, when Rowe says, “For whatever reason, guys, cramping seems to be a big problem for Texas
right now” and later in the quarter, “Guys, for some reason the Texas defense continues to struggle with cramps,” she appears unknowledgeable about the common sports malady.

Delivering injury updates has the potential to be one of the few areas in sideline reporting which the female sideline reporter could be seen as an expert, yet in each of the segments analyzed, the female sideline reporter provides little substantiated or in-depth information. In one instance, the female sideline reporter Erin Andrews turns to a male colleague Dr. Jerry Punch, the ESPN Radio sideline reporter, to gain information about the injury. She says:

Mike, Penn State obviously is given us no information on Paul Poslunski. But, we do have our very own Dr. Jerry Punch here, who is working as a sideline reporter for ESPN Radio. He’s also a trauma specialist, and we talked to Dr. Jerry Punch. What he observed, he said normally when it looks like a ligament tear they will bring the player over and do some tests (replay of Poslunski getting injured and driven off the field on a cart). Well obviously, they didn’t do that; they put him right on the cart and took him into the locker room. Dr. Punch did say that he’s wondering about a knee hyper-extension, and sometimes when that happens, there is also a leg fracture. So he’s assuming that they are taking him back for x-rays, guys.

In this instance, Andrews appears reliant on a male colleague to provide the “expert commentary.” This reinforces masculine hegemony by making it appear that men are more intelligent than women. In each of these instances, the female sideline reporters acknowledge that some injury took place and that trainers are assisting players, but do not provide the at-home audience with any consequential information. Injury reports regarding the status of collegiate athletes have been limited since the inception of a federal law designed to protect the privacy of personal health information.

Miscellaneous Reports

Miscellaneous reports made up half of the segments in the four select games. Both ABC female sideline reporters (Holly Rowe and Erin Andrews) delivered inconsequential information. In other words, the information that they provided did not have a bearing on on-the-field action,
instead it focused more on gossip. For instance, Erin Andrews delivered a report about Warrick Dunn’s encouragement for Lorenzo Booker. She said:

Well, Mike, we sat down with Lorenzo Booker this week and he told us a great story that before that ACC Championship game he got a call from his pal Warrick Dunn and Warrick said, “hey, I’m sitting here right now with Michael Vick, D’Angelo Hall and they are giving me a lot of grief about the Hokeys winning; you better win this one for us man.”

While this report was entertaining, it provided inconsequential information to the at-home viewer. Thus, this type of human interest report fits into what one would term “soft news.” Women in general journalism have traditionally been assigned these soft news stories.

In a later segment, Andrews again delivers news that is inconsequential to the on-the-field action when she reports on Joe Paterno’s dislike of the Florida State mascot Renegade.

Andrews: Yeah, we’re talking about Joe Pa fired up right now. If you think that he’s angry now, you should have seen him back in 1990 when (clip from the 1990 pre-game comes up to the screen) in the Blockbuster Bowl. Bobby Bowden said Joe Paterno was so angry he thought he was going to slap him not because of the game but because of Renegade, the Florida State mascot, that horse. Florida State’s mascot perturbed him; the reason why, Joe Paterno hates when live animals roam the sidelines. The story is back in the days when they went up against Army, (split-screen close-up of Bowden and Paterno on the sideline) they had a mule and needless to say Joe Paterno stepped in a few things so he didn’t want that to happen this time.

While this report was once again entertaining, it did not provide the at-home viewer with information relevant to on-field action and could again be classified as “soft news.”

Though the instances above seem to indicate that all miscellaneous reports by female sideline reporters are inconsequential to on-field action, in several instances in the four select games female sideline reporters provided further analysis to comments presented by the play-by-play analyst and color commentator. Jeanne Zelasko provided insight into on-field action in two instances during the AT&T Cotton Bowl.

I think on this Tech sideline, they feel like they escaped that last mis-handoff on the goaline. Obviously, communication on the line, you saw the quarterback to get over and
move. Guys, you’ve been touching on it all game. ‘Bama been giving them such different looks they are making adjustments up to the final moments. Hand signals. The quarterback has to keep looking over to the sidelines to see what adjustments I need to make.

In this instance, Zelasko points out the pressure that the Alabama defense continuously heaped on the Texas Tech offense. She explains how this pressure is creating turnover situations.

Later, Zelasko provides insight that the crew in the booth could not have ascertained. She said:

Well, Leach’s powwow there might have been longer than the meeting he had with the assistant coaches at halftime. He was in there under three minutes. Tech PR was making there way down in the elevator; the defensive coaches were already heading back up. The thought process is that they had confidence in their defense, ironically. They were happy with how they were playing. Short meetings for the coaches; long meetings on the sidelines.

She relates her halftime experience to the at-home viewers, explaining that coaches did not spend long periods of time making halftime adjustments but are motivating players on the sidelines.

However, with the exception of these two instances, all of the miscellaneous reports could be classified as human-interest reports or “soft news.” This appears to reinforce Craft and Wanta’s (2004) study which revealed that female reporters are still assigned to “soft news” beats while male journalists are assigned to “hard news,” which in the domain of sports broadcasting would be classified as play-by-play analysis.

On two other occasions, Zelasko delivered a variation of a miscellaneous report. She acted as a network representative in two instances. After halftime, Zelasko introduced AT&T’s CEO Jose Gutierrez, who explained his company’s new services. In the other instance, Zelasko acted as an on-field grand marshal of sorts, leading the trophy presentation. She said:

And, the 70th Cotton Bowl certainly one we will always remember and I think a few people here might look back on this fondly as well. Let’s get to the hardware shall we? Jose Gutierrez from AT&T do you want to start the roll or should I say Tide?
The utilization of the female sideline reporter as a network representative is a new role for the sideline reporter. Though it may appear that this role is prestigious, analysis of the role indicates that the female sideline reporter is acting as an attractive gift-bearer. Again, this role does not contribute to on-field analysis and are thus marginalizing female sideline reporters to a support role.

**Transitions**

In the four select games, the researcher analyzed transitions to and from the female sideline reporters. This was necessary to examine the formality and professionalism of each transition. The researcher analyzed the interchange and exchange between the sideline reporter and the play-by-play analyst during the introduction of a segment and the end of a segment and return to game play-by-play. This analysis allowed the researcher to determine the level of formality and professionalism in the broadcast.

**Segment Introductions**

In the four games analyzed, introductions of the sideline reporters were similar in nature. In most cases, the play-by-play analyst would send it down to the sideline reporter for an interview, injury update or miscellaneous report. Some transitions were more elaborate than others, stating the sideline reporter’s name and the purpose/topic of the update; while other transitions just identified the sideline reporter’s name. Interestingly, the FOX play-by-play analyst was the most formal in his introductions. FOX’s Thom Brennanman always utilized Jeanne Zelasko’s full name in all transitions and also generally told the viewers about the nature of the update. During the introduction to Zelasko’s pre-game segment, he said: “A pleasure today to be joined by a pair on the sideline, and we go down now to Jeanne Zelasko. Hi Jeanne.” Likewise, Zelasko echoed Brennanman’s professionalism, stating: “Thank you, sir. A belated
Happy New Year to you.” Her formality and deference continues later in the first half when she replies, “Well, gentleman, what we have to remember about Texas Tech’s offense they may look a bit stymied but good counsel or Coach Leach…”

Overall, the CBS and ABC play-by-play analysts were less formal in their transitions. On a number of occasions, both networks referred to the sideline reporter by their first name only and did not explain to the viewer the nature of the report. For instance, in the Rose Bowl, on numerous occasions, Keith Jackson simply says, “Here’s Holly.” On those occasions, the female sideline reporters were less formal with their counterparts saying, “Thanks, Mike” as in the case of Erin Andrews responding to Mike Tirico or saying, “Well, guys…” as in the case of both Andrews and Rowe. On these occasions, the introductions took on an informal, conversational tone. Referencing of the female sideline reporter by first name only is similar to the hierarchies of naming by gender exhibited in the early production of women’s sports. During these early sports broadcasts, male commentators referred to male athletes by their full name and to female athletes by their first name only (Duncan & Messner, 1993). This practice serves to verbally infantilize female colleagues by decreasing the level of professionalism and their credibility.

Play-by-play analyst Mike Tirico’s introduction of Andrews’ pre-game segment was brief and ended with the usage of a nickname for Andrews (“EA”). A nickname is “a familiar or humorous, sometimes derogatory, name given to a specific person, place or thing instead of or as well as the proper name” (Delahunty, 2003). A nickname often focuses on a person’s physical appearance or personality. Fortado’s (1998) examination of workplace nicknames revealed that they have powerful meanings that enforce social control, socialize employees, become a catalyst for joking and allow colleagues to vent frustration, among others. “EA” is a hypocoristic nickname, meaning that it is a shortened form of the actual name. In our society, hypocoristic
nicknames are popular. For instance, United States President George W. Bush is known by the nickname of W. to American society. The utilization of a nickname is significant because it connotes a level of intimacy and informality (Delahunty, 2003). The utilization of a nickname for Andrews is significant because it serves to undermine her professional credibility by de Voiding her identity in minimalizing her name to two initials. Thus, by referring to Andrews as “EA,” Tirico implies to viewers that Andrews is non-threatening, friend (maybe even the girl next door). By undermining Andrew’s professional credibility there is less of a threat that Andrews will gain power and promotions in the profession. Thus, the use of nicknames relegates Andrews to the sideline.

Segment Endings

The segment endings varied from broadcast to broadcast, but three of the four broadcasts were similar in that they included a comment such as “Now back up to you” as well as a statement of gratitude from the play-by-play announcer to the sideline reporter. The broadcast of the Rose Bowl varied in that verbal transitions from female sideline reporter Holly Rowe to Keith Jackson were non-existent. Jackson simply went on with his play-by-play without acknowledging Rowe’s reports. In the other three sportscasts, transitions such as this one from Erin Andrews to Mike Tirico after her interview with Bobby Bowden were common:

Erin Andrews: All right, coach, thanks. Mike.
Mike Tirico: Thank you Erin.

In FOX’s broadcast of the AT&T Cotton Bowl, play-by-play announcer Thom Brennanman, on two occasions, elaborately thanked Jeanne Zelasko during the segue from sideline to the booth. Early in the third quarter, Brennanman said, “Jeanne, great to have you here with us today and we’re closing in on the beginning of the second half.”
For the most part, the play-by-play announcer acknowledged the hard work of the sideline reporter during these segues with a sincere thank you. However, the championship game displayed a lack of acknowledgement. At-home viewers could see this as an indication that the female sideline reporter’s, in this case Holly Rowe’s, work was not significant or appreciated. Even though these acknowledgements may become redundant for the play-by-play announcer they are important to indicate the value of the sideline reporter’s work.

Continuation

In each of the four select games, the researcher examined the degree, if any, that the play-by-play announcer and color commentator elaborated on the information given by the female sideline reporter. It is important to examine the failure to elaborate on reports from female sideline reporters because failure to do so renders the sideline reporter invisible. But, it is also important to examine how announcers elaborate on the reports from female sideline reporters. Do they make light of those reports or do they skillfully utilize those reports in their dialogue?

In the four select games, some level of continuation is visible in 60 percent of the thirty segments. Thus, in 40 percent of the segments, the booth announcers render the sideline reporter invisible by failing to make further commentary on their reports. Sixty-eight of these failures or lapses in continuation occur after halftime and post-game interviews. But, in five instances booth announcers fail to further elaborate on the reporter of the female sideline reporter. This could affect the perceived credibility of the female sideline reporter. At-home viewers could read this as a statement that the news gathered by female sideline reporters is insignificant. In turn, they could infer that the female sideline reporter is not knowledgeable enough about the sport to further its discourse.
As mentioned above, however, in more than half of the 30 segments analyzed, the booth announcers did further elaborate on the information presented by the female sideline reporter. However, in what manner did they elaborate on the reports? For the most part, booth announcers utilized a form of positive continuation, meaning that they utilized the sideline reporters segment to promote discourse in the booth or further their point. For example, in FOX’s broadcast of the AT&T Cotton Bowl, color commentator Terry Donahue utilizes Zelasko’s interview with AT&T CEO Jose Gutierrez to comment about the quality of FOX Sports football coverage. In another example, play-by-play analyst Thom Brennanman utilizes Zelasko’s pre-game segment about Mike Leach’s coaching strategy to promote future discourse about Leach. He says, “Well, Mike Leach a very interesting character. We’ll get into him more as the day rolls on. A lot of people look at him, they him talk and they think he’s a funny guy and a little on the goofy side. He’s a smart guy with one heck of a running back in Cory Henderson, running all the way to the 40 yard line.” These are examples of positive methods of elaborating on commentary from female sideline reporters. However, not all continuation is good continuation.

In fact, negative continuation can be even more damaging than the lack of continuation, which renders sideline reporters invisible. Negative continuation can trivialize the female sideline reporter. Seven out of the 18 segments which included an elaboration from booth announcers could be termed negative continuation, meaning booth announcers responded in a manner that trivialized or contradicted the sideline reporters segment. For example, Mike Tirico on several occasions during the Fed-Ex Orange Bowl trivializes sideline reporter Erin Andrews. On one occasion in the first quarter, Erin Andrews delivers an injury report on Tony Hunt, saying: “No official word from Penn State sideline on what’s happening with Tony Hunt, but from what we can see, they actually took his shoe off of his left foot. They took the cleat off and
re-taped the ankle. But, as you can see, he’s sitting down on the bench right now, completely away from the team. He’s most visibly upset. He’s spoken to the head trainers a couple of times trying to warm up a bit but he won’t be out there right now guys.” To that report, Tirico responds with a flippant tone: “Thank you, Erin. Let’s see, he has no helmet. It’s always a sign that he’s not going in.” The utilization of this quip by Tirico makes Andrews appear ignorant about football coverage. In a later instance, Tirico once again trivializes Andrew’s injury report by saying, “And, an NFL facility, Erin, so the x-rays are as good as he gets. Thank you. Thank you Dr. Punch.” In this instance, he informs Andrews that the stadium is an NFL facility as if she is unaware of this fact. He single-handedly impugns Andrew’s credibility by implying that she is not aware of such a basic fact. These types of negative responses to a female sideline reporter reinforce masculine hegemony by implying that female sideline reporters are ignorant to the ins and outs of football.

**Framing the Shot**

Sports broadcast producers utilize technical elements such as camera angles, camera movement and shot duration to frame the shot. Framing the shot with these technical elements create a sense of intimacy for the at-home viewer (Duncan & Brummett, 1991; Butler, 2002). Historically, producers diminished female athletes by utilizing camera angles that looked down at female athletes (Eastman, 2004). When analyzing the framing of the shot, one should recall Butler’s (2002) observation that camera angles work in conjunction with content and appearance to form a preferred reading. Though television provides a structured polsemy (variety of meanings), the preferred reading is often presented in a way that supports the dominant societal ideologies (Butler, 2002). In the four select games, these technical elements were analyzed to examine how female sideline reporters were framed.
Ten of the thirty segments which featured female sideline reporters were simple voice overs. In each of these segments, a statement such as “Voice of Jeanne Zelasko” was superimposed at the bottom of the screen as the camera utilized mid-range shots and close-ups of the action on the field. Interestingly, during CBS’ Vitalis Sun Bowl, Tracy Wolfson voice-overs featured a mug shot in the corner of the screen. This retained a level of intimacy with the at-home viewer.

The remaining 20 segments featured camera shots of the female sideline reporter. Each half-time, pre- and post-game interview featured a camera shot of the female sideline reporter with a coach or player. These half-time, pre- and post game interviews, as Duncan and Brummett (1991) reported, serve to provide uninterrupted rigid time segmentation. In other words, these segments take place when on-the-field action has ceased and are a production technique to fill camera time before a break for commercials. But, these segments also serve to create a sense of both intimacy and credibility with the at-home viewer.

During these segments, the initial shot was generally a close-up of the female sideline reporter and the coach/player huddled together. The shot was general straight on, that is to say, it was not shot looking up or down but level. After the female sideline reporter finished her question, the camera operator closed in on the face of the coach/player. On several occasions, the female sideline reporter’s face (in profile) remained in the segment while the coach/player answered the question. During a follow-up question, the camera panned back to a mid-range shot of the female sideline reporter and player/coach and during the final response/transition statement, the camera often panned back to on-the-field action. These interview segments lasted from 30 to 45 seconds. During the initial close-up, the coach/player often had his arm around the female sideline reporter. This worked to contrast the stark differences in genders: the sexily-clad,
slender sideline reporter juxtaposed against the “manly” football player in full pads or the coach in athletic gear. As Skerski (2005) reports, these shots serve to reaffirm the “hetero-sexy” image and objectify the body of the female sideline reporter. These moments create what Scranton & Flintoff (2002) refer to as a honey shot framed for the benefit of the male gaze.

During two post-game interviews (Erin Andrews and Holly Rowe), the framing of the shot varied slightly. This was due to chaos on the field, which led camera operators to less than ideal camera angles. During Rowe’s post-game interview with Matt Leinhart, the camera pans to Rowe and other reporters around Leinhart; in the mid-range shot, Leinhart’s back is to the screen and Rowe is looking up at him with her arm on his arm. After a 15 second period, the camera switches angles and focuses on a close-up of Leinhart. In a similar manner, Erin Andrews post-game interview with Bobby Bowden and Joe Paterno features a crowded frame. Because of the on-the-field chaos, the initial camera sequence is shaky. However, the camera focuses on a tight close-up of Andrews in the middle of Bowden and Paterno.

All eight of Andrews’ segments featured live shots of Andrews. While the half-time, pre- and post-game interviews featured straight on shots, several of the injury and miscellaneous segments featured shots “looking down” at Andrews. In particular, her miscellaneous segment regarding Warrick Dunn’s motivational speech to Lorenzo Booker featured a mid-range shot looking down at Andrews with Booker and his teammates on the bench in the background. The camera then panned to a close-up of Booker’s back. A high camera angle (which gives the appearance of looking down) makes people appear shorter than they actually are. These shots make one appear weak or submissive (Huang, Olson & Olson, 2002). This is subtle mechanism reinforces masculine hegemony by making female sideline reporters appear weaker than their male counterparts. These findings are similar in nature to the revelations of MacNeill (cited in
who found that certain camera angles fragment and objectify the female body.

**Appearance**

Appearance is everything—or so that is what we have been programmed to believe in this country. In analyzing the four select NCAA Division I-A College Bowl games, the researcher examined two components of appearance: physical appearance and attire/dress. Physical appearance was examined to assess whether a certain type-cast of female sideline reporters emerged. In other words, were female sideline reporters cut from the same proverbial mold? In addition, the attire/dress was examined to assess the level of professionalism and whether objectification or over-sexualization occurred? Since these female sideline reporters are employees of multi-billion dollar networks with numerous holdings, it would be naïve to believe that the casting and wardrobe selection were mere afterthoughts. These highly-calculated decisions have far-reaching societal implications and consequences.

**Physical Appearance**

After the women’s movement gained huge strides in the mid-1970s, women encountered a huge backlash in part from the beauty myth, which became ingrained in American society. As Wolfe (2002) asserted, “the more legal and material hindrances women have broken through, the more strictly and heavily and cruelly images of female beauty have come to weigh upon us.” Thus, a close glance at fashion magazines or popular television shows leave women feeling inadequate with a need to lose ten pounds or apply more lip gloss. Our society socializes young girls to ascribe to a mantra of beauty, which means being ultra-slender with flawless skin (Wolfe, 2002). While the beauty myth has existed for thousands of years, in the late twentieth century, it came to permeate society in the form of gender hegemony. Thus, women subjected to the beauty
myth are the objects of male gaze. Female sideline reporters are also subject to the beauty myth; thus, female sideline reporters must have a certain look.

In the four games analyzed, three out of four sideline reporters were slender, blonde haired “bomb shells.” Tracy Wolfson was the only brunette of the group but fit the image of the beauty myth. ABC/ESPN sideline reporter Holly Rowe is a petite woman with short blonde hair and blue eyes, while counterpart Erin Andrews is a tall and slender blonde with a fair complexion. FOX Sports sideline reporter Jeanne Zelasko has short, straight blonde hair with a fair complexion, while CBS sideline reporter Tracy Wolfson is a tall, slender woman with long brunette hair. Each of these women donned heavy make-up during their segments, covering any skin flaws or imperfections. The four sideline reporters look like models from the pages of *Vogue*. This reinforces the beauty myth, which requires media personalities to maintain a flawless appearance. “Looks are definitely starting to play a larger role,” said Karen Kornacki, a female sportscaster at KMBC-TV in Kansas City (McCall, 2006). “The number one e-mail I receive from my viewers are comments about my appearance. People are not concerned about my interviews or my knowledge of the game. The place for women in the industry is moving in a new direction. Now, it's all about attractiveness, long, sexy hair and flanky tops.” In addition to looking pretty on the screen, many female sideline reporters go onto fame as magazine pin-ups. Sideline reporters including Jeanne Zelasko and Holly Rowe appeared in *Playboy’s* infamous 2001 sexiest sports reporters poll entitled “A League of their Own.” Interestingly, a simple Google web search of these four women revealed numerous reviews of the appearance of the sideline reporters. On websites like Rate it All, each sideline reporter’s appearance was ranked and reviewed by male fans. The objectification of female sideline reporters through the beauty...
myth serves to reinforce masculine hegemony, framing women as docile beauties available for sideline support upon request.

_Dress/Attire_

One’s clothing, or pattern of dress, has significant meaning in society (Rubinstein, 2001). One’s dress articulates one’s social identity; in other words, it communicates to others a message about one’s self (Davis, 1989). For centuries, one’s clothing served the purpose of providing body coverage and protection (Rubinstein, 2001). Modern clothing traditionally serves the purpose of adornment, which supports desired role behavior. Thus, white-collar workers often wear a business suit and tie to signify power and authority (Rubinstein, 2001). Professional attire indicates “the individual will suppress personal desires and sentiments and conduct himself or herself in the expected ‘professional’ manner” (Rubinstein, 2001, p.86).

Clothing attire also has historically been critical to the construction of gender distinction (Rubinstein, 2001). Thus, the business suit has been traditionally associated with men; while high heels and girdles have typically been considered feminine. Gender appropriate attire socializes children to showcase gender appropriate behavior. For women, this means one should behave in a docile and submissive manner (Rubinstein, 2001).

Instead of dressing in the female version of the business suit, each of the female sideline reporters dressed in trendy alternatives. ABC/ESPN sideline reporter Holly Rowe, a petit sideline reporter with short blonde hair and blue eyes, was dressed in a low-cut brown leather jacket. She also donned gold-toned costume jewelry (a necklace and earrings) and was heavily made-up in pink tints to walk the Texas sideline during the Rose Bowl. Her counterpart Erin Andrews appeared wearing a sheer, sparkly pink, low-cut blouse. She is heavily made-up in pink tinted make-up. On FOX, Jeanne Zelasko donned a low-cut pink pea coat during the majority of the
game. She was made-up in pink tinted make-up and wearing large gold hoop earrings. During
the final segment of the game (the post-game interview), Zelasko appeared in a low-cut rounded
white shirt with a black trendy jacket and slacks. The only brunette of the bunch, CBS reporter
Wolfson wore a very low-cut white camisole with a black jacket and slacks.

Two of the four women (Jeanne Zelasko and Erin Andrews) were clad in pink attire and
all four wore pink shades of make-up. In our culture, the color pink signifies femininity.
Appearance in a sex-specific color creates expectations about social behavior. Thus, women
dressed in pink are expected to be kind, submissive and docile (Rubinstein, 2001). The pink
attire reinforces traditional gender roles. Thus, the female sideline reporters are not mistaken for
sports-crazed lesbians and appear in a “hetero-sexy” manner.

The four female sideline reporters did not dress in the female version of the business suit.
Zelasko and Wolfson did appear in a trendy, alternative to the suit. Both outfits utilized black
jackets and slacks, which are considered components of a business suit; however both female
sideline reporters wore a low-cut, tight fitting camisole underneath the opened suit jacket. The
low-cut, tight fitting camisole undermined the credibility of the business suit. Instead of exuding
power and authority, these low-cut outfits served to objectify the sideline reporter. Erin Andrews
donned a low-cut, pink sparkly blouse that emphasized her youth and vitality. Again, this outfit
selection served to objectify Andrews. Her ABC counterpart Holly Rowe, who covered the
Texas sideline, wore a Texas-style, low-cut brown leather jacket. While the male sideline
reporter at the Rose Bowl donned a business suit and tie; Rowe looked as if she were prepared to
enter the showdown at a western corral. Rowe’s costume served to undermine her professional
credibility. Instead of a working journalist, Rowe appeared to be an actress in character. Each of
the four sideline reporters wore low-cut, tight-fitting attire that emphasized their cleavage and
physique. When coupled with the framing of the sideline reporters, the attire serves to objectify and over-sexualize the body of the female sideline reporters.

The attire and appearance of the four sideline reporters analyzed served to reinforce masculine hegemony. The appearances fit the beauty myth, which constrain women by forcing them to fit into a certain beauty mold. In addition, the attire of the female sideline reporters served to diminish their professional credibility. While the female version of the business suit gives women an aura of authority, their alternative trendy attire objectified these sideline reporters. By appearing in ultra-sexy feminine attire, these sideline reporters become mere objects of the male gaze. Both aspects serve to reinforce masculine hegemony by strengthening the common sense image of the “heterosexual” docile and submissive woman as juxtaposed to the ultra-masculine football warrior.
CHAPTER 6

CONCLUSION

Representation & Role of the Female Sideline Reporter

A close examination of the 2005-2006 NCAA Division I-A college football bowl season revealed an unconstructive representation of female sideline reporters. In the four select games, Holly Rowe, Erin Andrews, Jeanne Zelasko and Tracy Wolfson were depicted in a manner that reinforced masculine hegemony. A deep analysis of time segmentation, on-air content, transitions, continuations, shot frames and appearance revealed that female sideline reporters are objectified, over-sexualized, marginalized and relegated to support roles. In these ways, images of female sideline reporters serve to reinforce and reproduce the dominant gender system, which relegates women to subservient and secondary roles in society.

An examination of time segmentation alone revealed that female sideline reporters perform in a minimal journalistic capacity. The four women tallied six to eight segments during the games, averaging a mere 36 seconds per segment. They passively rove the sidelines awaiting calls from their male colleagues up in the booth. Thus, as Skerski (2005) and Walsh (2005) noted they are relegated to support roles in sportscasting. Play-by-play opportunities for women are nearly non-existent. To date, only two women—Pam Ward and Beth Mowins—do play-by-play analysis for football games on a regular basis. Thus, female sportscasters are marginalized and relegated to the sideline.

The analysis of the on-air content of female sideline reporters revealed that commentary fell into one of three categories: halftime, pre- and post-game interviews, injury reports or
miscellaneous reports. Based on the examination of the four select games, female sideline reporters do not provide “expert” commentary but merely act in a support role. This is consistent with Desjardins’ (1996) study, which revealed that women are only in the expert role 15 percent of the time. Interviews of coaches and players consisted of no more than three question opportunities. In most instances, these questions appear to be scripted; thus, there is little variance in the types of questions asked by each reporter at halftime or before and after the game. It appears as if the female sideline reporters have little agency in determining the topics to be addressed. Typically, these scripted questions illicit similar “scripted” responses from coaches and players. In much the same light, injury and miscellaneous reporters provided viewers with little additional consequential information and often fell into the category of gossip. This is consistent with the “soft news” beats that female journalists have traditionally been assigned. Overall, the examination of the on-air content in the four select games revealed that female sideline reporters serve to provide a sense of intimacy with at-home viewers while simultaneously avoiding disruptions in the rigid time segmentation. Thus, female sideline reporters act as “heterosexual” screen fillers during lulls in game action. They ultimately function as “honey shots,” occupying the space that attractive female fans and cheerleaders once filled.

Analysis of transitions and continuations revealed a further marginalization of the female sideline reporter. On many occasions male colleagues in the booth diminished the credibility of the female sideline reporter by referring to them by nicknames or by failing to highlight (or worse making light of) key points which they made. On several occasions comments from play-by-play analysts made it appear as if the female sideline reporter was unaware of pertinent information. For instance, on one occasion, Mike Tirico informed Erin Andrews that the stadium was, in fact, an NFL facility with on-site X-ray capabilities. Andrews, a veteran ABC/ESPN
reporter, no doubt knew this information, and Tirico lessened her credibility with his quip. These unnecessary quips lessen the credibility of the female sideline reporter and further marginalize them. By trivializing the sports knowledge of the female sideline reporter, these transitions and continuations serve to reinforce masculine hegemony.

An examination of camera shots and appearance revealed that female sideline reporters are often objectified and over-sexualized. Several camera shots of the female sideline reporter in isolation were shot looking down on the subject, which implies that the subject is weak and submissive (Huang, Olson & Olson, 2002). These camera angles serve to fragment and objectify the body of the female sideline reporter. These findings are consistent with MacNeill’s (cited in Birrell & Cole, 1994) study of workout programs, which revealed that certain camera angles fragment and objectify the female body. In addition to camera angles, each of the sideline reporters is a product of the beauty myth. Three of the four female sideline reporters were slender blondes; and each sideline reporter exuded youth and vitality. These findings are consistent with Wolfe’s (2002) analysis of the beauty myth in society. Like fashion models and television news anchors, the female sideline reporters must fit the beauty myth. The appearance of the female sideline reporter revealed little diversity, as women of color rarely occupy these positions.

This beauty myth was further solidified by the attire of the female sideline reporters. While their male counterparts on the sideline and in the booth donned professional business suits, the four female sideline reporters wore casual attire that emphasized their “hetero-sexy” physique. The attire not only lessened their credibility as a professional reporter but also served to objectify these women. Each female reporter was framed as ultra-feminine, as opposed to a manly tomboy. Low-cut blouses in gender-specific hues informed at-home viewers that these
sideline reporters were non-threatening women in support roles. In these ways, the female sideline reporters became eye candy, subjects of the male gaze. This reading is consistent with Walsh’s (2005) study, which reveals that female athletes and sideline reporters are for the consumption of the male gaze.

An analysis of the representation of these four sideline reporters reveals that these women, working in what Gerstner (2006) refers to as one of the last male domains, are objectified, over-sexualized and marginalized in support roles. Thus, while the prevalence of the female sideline reporter gives the appearance of emerging gender equity in sports broadcast, in actuality, it is a mere façade. The insights of female sideline reporters are generally minimalized to the point of obscurity by male colleagues, while their bodies are served up to the ravenous male audience. In this manner, the representation of the female sideline reporter reinforces and reproduces masculine hegemony, which socializes women to feel biologically inferior to men. These representations of female sideline reporters are similar to the representation of “over-sexualized, objectified” female athletes throughout the twentieth century (Lenskyj, 1986).

Each of these factors work in conjunction with one another to create what Butler (2002) refers to as a preferred reading of the female sideline reporter as a “heterosex” gossip girl. While alternative readings are possible, as Walsh (2005) points out, female sideline reporters are the subject of the male gaze. Dow (2002) also contends that preferred readings are often the most dominant readings because many Americans are passive viewers of content accepting the preferred reading as truth. Thus, a passive viewer accepting the dominant reading would view the female sideline reporter as a sex object with inferior sports knowledge. Again, as Kellnner (2003) notes, a reading of a text provides one reading from one critic’s position and is thus subjective.
Looking at the phenomenon through a critical feminist lens, the representation of the female sideline reporter as a sexy gossip chic is dangerous because it pigeon-holes female journalists into soft news, “gossip” beats. Representations of the female sideline reporter as sexual objects with inferior knowledge of the game make it difficult for women to advance in the sports world. Yet, it also has larger societal implications. Representations of female sideline reporters as sexy gossip chics are as dangerous as historical images of the Asian-American “dragon lady” and the White “Madonna.” Like these historical images of women, the representations of the female sideline reporters objectify women and reinforce hegemonic masculinity. Though women have gained great strides in sport and the media over the last century, the current image of the female sideline reporter serves as a subtle backlash to the women’s movement. While giving the illusion of gender equity in sports media, utilization of female sideline reporters typecast female journalists in trivial, support roles. The image of the ultra-sexy gossip chick dramatizes and reinforces power relations between the sexes by evoking images of blonde cutouts at the beck and call of the more knowledgeable booth announcers and ready to provide inconsequential gossip at a moment’s notice. When examining at the “expanding” role of the female sideline reporter as network representative, it becomes apparent that the real function of the female sideline reporter is not to deliver newsworthy information to at-home viewers but to attract male viewers and ultimately advertising dollars with their “heterosex” physique. In our society, sport has a major impact on a person’s professional success. A healthy knowledge about sports can get one far in the professional world full of sports clichés. Depictions of women as inferior in sports knowledge and ability reinforce masculine hegemony and hinder gender equity in society. As transnational media corporations such as News Corp (who owns FOX in the United States) and Disney (who owns ABC/ESPN in the
United States) emerge in the global society, people have many more choices in terms
programming; yet, the message tends to be more homogenous, which makes stereotypical
depictions of gender all the more alarming. Images of the female sideline reporter reinforce
male-dominated power structures in society.

**Recommendations for Change**

Institutions that promote ideological hegemony are the most dangerous because
ideological notions, in this case about gender, can become common sense and contribute to the
status quo. Thus, sport is perceived as a male domain because boys were historically socialized
to learn male traits such as aggressiveness through sport. Changing the system of masculine
hegemony will not come easily since the men that control large transnational media corporations
have huge stakes in maintaining traditional gender norms. It will happen slowly, one a step at a
time. Women have gained huge strides in sport over the past 50 years and in the process
challenged traditional gender norms. In order to transform stereotypical representations of the
female sideline reporters, networks need to make significant changes in the production of sports
telecasts. First, producers should begin hiring female broadcasters based on their merit as a
sports journalist alone and not based upon their level of attractiveness. Second, the female
sideline reporters should dress in a professional manner that does not over-sexualize or objectify
the female body. Camera operators should avoid camera angles that frame female sideline
reporters in a negative light. In addition, producers should allow female sideline reporters to
expand their roles by providing more in-depth analysis instead of less consequential sideline
gossip. Colleagues in the booth should avoid calling female sideline reporters by nicknames,
which tend to lessen their credibility. Finally, booth colleagues should also attempt to elaborate
on the information provided by the female sideline reporter and properly credit her for providing
In addition, television corporations should consider women for positions as sports experts: play-by-play analysts and color commentators. By following these suggestions, stereotypical representations of the female sideline reporter will be diminished and hegemonic masculinity will be challenged.

**Suggestions for Future Research**

Minimal research has been done on the representation of the female sideline reporter. This study adds to the concept of feminist critical theory, exposes the manner in which female sideline reporters are objectified and marginalized and outlines the societal impact of these images. This study lays the groundwork for future examination of representations of women in journalism through the lenses of feminist critical theory and textual analysis. The researcher specifically examined the representation of female sideline reporters during four select games of the 2005-2006 NCAA Division I-A College Bowl Season utilizing a textual analysis. The study highlighted the reproduction of masculine hegemony through the representation of the female sideline reporter. Other studies examining the representation of female sideline reporters in sports such as basketball and baseball would further expose the reproduction of masculine hegemony. Studies examining the depiction of female sideline reporters in popular magazines such as *Maxim* and *Playboy* would also be important to highlight objectification of female sideline reporters. Other studies utilizing a quantitative approach might access gender equity in sports broadcasting. Any of these studies would be helpful in exposing gender inequity and the reproduction of masculine hegemony. Examining the representation of the female sideline reporter illuminates the subtle manners in which large, male-dominated systems continue to maintain power.
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# APPENDIX A

## 2005-06 BOWL SIDELINE REPORTERS

<table>
<thead>
<tr>
<th>Game</th>
<th>Network/Date/Time</th>
<th>Sideline Reporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans Bowl</td>
<td>ESPN Dec. 20, 8 p.m.</td>
<td>Lisa Salters</td>
</tr>
<tr>
<td>GMAC</td>
<td>ESPN Dec. 21, 8 p.m.</td>
<td>Holly Rowe</td>
</tr>
<tr>
<td>Pioneer PureVision</td>
<td>ESPN Dec. 22, 8 p.m.</td>
<td>Alex Flannigan</td>
</tr>
<tr>
<td>SanDiego County</td>
<td>ESPN 2 Dec. 22, 10:30 p.m.</td>
<td>Dave Ryan</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>ESPN Dec. 23, 8 p.m.</td>
<td>Dr. Jerry Punch</td>
</tr>
<tr>
<td>Sheraton Hawaii</td>
<td>ESPN Dec. 24, 8:30 p.m.</td>
<td>Suzy Schuster</td>
</tr>
<tr>
<td>Motor City</td>
<td>ESPN Dec. 26, 4 p.m.</td>
<td>Rob Stone</td>
</tr>
<tr>
<td>Champs Sports</td>
<td>ESPN Dec. 27, 5 p.m.</td>
<td>Holly Rowe</td>
</tr>
<tr>
<td>Insight</td>
<td>ESPN Dec. 27, 8:30 p.m.</td>
<td>Jack Arute</td>
</tr>
<tr>
<td>MPC Computers</td>
<td>ESPN, Dec. 28</td>
<td>Heather Cox</td>
</tr>
<tr>
<td>MasterCard Alamo</td>
<td>ESPN Dec. 28, 8 p.m.</td>
<td>Erin Andrews</td>
</tr>
<tr>
<td>Emerald Bowl</td>
<td>ESPN Dec. 29, 4:30 p.m.</td>
<td>Pam Ward (play-by-play)/</td>
</tr>
<tr>
<td>Pac.Life Holiday</td>
<td>ESPN Dec. 29, 8 p.m.</td>
<td>Holly Rowe</td>
</tr>
<tr>
<td>Music City</td>
<td>ESPN Dec. 30, noon</td>
<td>Stacy Dales-Shuman</td>
</tr>
<tr>
<td>Sun</td>
<td>CBS Dec. 30, 2 p.m.</td>
<td>Tracy Wolfson</td>
</tr>
<tr>
<td>Independence</td>
<td>ESPN Dec. 30, 3:30 p.m.</td>
<td>Alex Flannigan</td>
</tr>
<tr>
<td>Chick-fil-A Peach</td>
<td>ESPN Dec. 30, 7:30 p.m.</td>
<td>Lynn Swann</td>
</tr>
<tr>
<td>Meineke Car</td>
<td>ESPN2 Dec. 31, 11 a.m.</td>
<td>Heather Mitts</td>
</tr>
<tr>
<td>Liberty</td>
<td>ESPN Dec. 31, 1 p.m.</td>
<td>Dave Ryan</td>
</tr>
<tr>
<td>EV1.net</td>
<td>ESPN2 Dec. 31, 2:30 p.m.</td>
<td>Suzy Schuster</td>
</tr>
<tr>
<td>Cotton</td>
<td>FOX Jan. 2, 11 a.m.</td>
<td>Jeanne Zelasko/Chris Rix</td>
</tr>
<tr>
<td>Outback</td>
<td>ESPN Jan. 2, 11 a.m.</td>
<td>Rob Stone</td>
</tr>
<tr>
<td>Gator</td>
<td>NBC Jan. 2, 12:30 p.m.</td>
<td>Lewis Johnson</td>
</tr>
<tr>
<td>Capital One</td>
<td>ABC Jan. 2, 1 p.m.</td>
<td>Holly Rowe</td>
</tr>
<tr>
<td>Fiesta</td>
<td>ABC Jan. 2, 4:30 p.m.</td>
<td>Jack Arute</td>
</tr>
<tr>
<td>Sugar</td>
<td>ABC Jan. 2, 8:30 p.m.</td>
<td>Lynn Swann</td>
</tr>
<tr>
<td>Orange</td>
<td>ABC Jan. 3, 8 p.m.</td>
<td>Erin Andrews</td>
</tr>
<tr>
<td>Rose</td>
<td>ABC Jan. 4, 8 p.m.</td>
<td>Holly Rowe/Todd Harris</td>
</tr>
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</table>

* Female sideline reporters in italics
## APPENDIX B

### 2005-06 BOWL GAME TV RATINGS

<table>
<thead>
<tr>
<th>BOWL GAME</th>
<th>TEAMS</th>
<th>TV RATING</th>
<th>ATTENDANCE</th>
</tr>
</thead>
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<tr>
<td>Bowl Games</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rose</td>
<td>Southern Cal-Texas</td>
<td>21.7</td>
<td>93,986</td>
</tr>
<tr>
<td>Fiesta</td>
<td>Ohio State-Notre Dame</td>
<td>12.9</td>
<td>76,196</td>
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<tr>
<td>Orange</td>
<td>Penn State-Florida State</td>
<td>12.3</td>
<td>77,773</td>
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<tr>
<td>Sugar</td>
<td>Georgia-West Virginia</td>
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<td>74,458</td>
</tr>
<tr>
<td>Other Bowls</td>
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<td></td>
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<tr>
<td>Alamo</td>
<td>Nebraska-Michigan</td>
<td>5.41</td>
<td>62,016</td>
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<td>Chick-fil-A Peach</td>
<td>Louisiana State-Miami</td>
<td>5.22</td>
<td>65,620</td>
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<td>Capital One</td>
<td>Wisconsin-Auburn</td>
<td>5.18</td>
<td>57,221</td>
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<td>Holiday</td>
<td>Oklahoma-Oregon</td>
<td>5.06</td>
<td>65,416</td>
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<td>Gator</td>
<td>Virginia Tech-Louisville</td>
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<td>63,780</td>
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<td>Cotton</td>
<td>Texas Tech-Alabama</td>
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<td>Insight</td>
<td>Arizona State-Rutgers</td>
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<td>Liberty</td>
<td>Fresno State-Tulsa</td>
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<td>54,894</td>
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<td>Independence</td>
<td>Missouri-South Carolina</td>
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<td>41,332</td>
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<td>Sun</td>
<td>UCLA-Northwestern</td>
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<td>Las Vegas</td>
<td>California-Brigham Young</td>
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<td>Florida-Iowa</td>
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<td>MPC Computers</td>
<td>Boston College-Boise State</td>
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<td>30,493</td>
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<td>Fort Worth</td>
<td>Kansas-Houston</td>
<td>2.28</td>
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<td>Central Florida-Nevada</td>
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<td>Clemson-Colorado</td>
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<td>Memphis-Akron</td>
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<td>Emerald</td>
<td>Utah-Georgia Tech</td>
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<td>Houston</td>
<td>Texas Christian-Iowa State</td>
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<td>Virginia-Minnesota</td>
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<td>GMAC</td>
<td>Toledo-UTEP</td>
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<td>New Orleans</td>
<td>Southern Miss-Arkansas State</td>
<td>1.71</td>
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<tr>
<td>Meineke Car Care</td>
<td>North Carolina State-South Florida</td>
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</tr>
<tr>
<td>Poinsettia</td>
<td>Colorado State-Navy</td>
<td>0.89</td>
<td>36,842</td>
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## APPENDIX C

### FEMALE SIDELINE REPORTER SEGMENT INFORMATION

<table>
<thead>
<tr>
<th>Appearance by Holly Rowe (Rose Bowl; ABC Jan. 4, 8 p.m.)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Appearance</td>
<td>3:13-3:43</td>
</tr>
<tr>
<td>Second Appearance</td>
<td>10:16-11:01</td>
</tr>
<tr>
<td>Third Appearance</td>
<td>1:07:04-1:07:37</td>
</tr>
<tr>
<td>Fourth Appearance</td>
<td>1:24:00-1:24:17</td>
</tr>
<tr>
<td>Fifth Appearance</td>
<td>1:34:36-1:35:06</td>
</tr>
<tr>
<td>Sixth Appearance</td>
<td>2:08:13-2:08:37</td>
</tr>
<tr>
<td>Seventh Appearance</td>
<td>2:33:00-2:33:28</td>
</tr>
<tr>
<td>Eighth Appearance</td>
<td>3:04:36-3:05:19</td>
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</table>

| Total segments                                         | 8 seconds |
| Total length                                           | 250 seconds |
| Average length                                          | 29 seconds |

<table>
<thead>
<tr>
<th>Appearance by Erin Andrews (FedEx Orange Bowl; ABC Jan. 3, 8 p.m.)</th>
<th></th>
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<tbody>
<tr>
<td>First Appearance</td>
<td>3:39-3:56</td>
</tr>
<tr>
<td>Second Appearance</td>
<td>31:50-32:15</td>
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<tr>
<td>Third Appearance</td>
<td>1:14:31-1:14:56</td>
</tr>
<tr>
<td>Fourth Appearance</td>
<td>1:29:22-1:29:55</td>
</tr>
<tr>
<td>Fifth Appearance</td>
<td>1:42:35-1:43:05</td>
</tr>
<tr>
<td>Sixth Appearance</td>
<td>1:46:05-1:46:24</td>
</tr>
<tr>
<td>Seventh Appearance</td>
<td>2:32:42-2:33:15</td>
</tr>
<tr>
<td>Eighth Appearance</td>
<td>3:24:37-3:25:51</td>
</tr>
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</table>

| Total segments | 8 Seconds |
| Total length  | 255 Seconds |
| Average length | 32 Seconds |

<table>
<thead>
<tr>
<th>Appearance by Jeanne Zelasko (AT&amp;T Cotton Bowl FOX Jan. 2, 11 a.m.)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Appearance</td>
<td>7:22-8:10</td>
</tr>
<tr>
<td>Second Appearance</td>
<td>38:00-38:31</td>
</tr>
<tr>
<td>Appearance by Tracy Wolfson (Vitalis Sun Bowl CBS Dec. 30, 2 p.m.)</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>First Appearance</td>
<td>6:51-7:53</td>
</tr>
<tr>
<td>Second Appearance</td>
<td>42:13-42:37</td>
</tr>
<tr>
<td>Third Appearance</td>
<td>54:41-54:56</td>
</tr>
<tr>
<td>Fourth Appearance</td>
<td>1:30:12-1:30:25</td>
</tr>
<tr>
<td>Fifth Appearance</td>
<td>2:10:08-2:10:46</td>
</tr>
<tr>
<td>Sixth Appearance</td>
<td>2:36:37-2:37:21</td>
</tr>
<tr>
<td>Total segments</td>
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<tr>
<td>Total length</td>
<td>186 Seconds</td>
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<tr>
<td>Average length</td>
<td>31 Seconds</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Appearance by Tracy Wolfson (Vitalis Sun Bowl CBS Dec. 30, 2 p.m.)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fourth Appearance</td>
<td>2:08:42-2:09:14</td>
</tr>
<tr>
<td>Sixth Appearance</td>
<td>2:33:35-2:34:40</td>
</tr>
<tr>
<td>Seventh Appearance</td>
<td>3:08:11-3:08:42</td>
</tr>
<tr>
<td>Total segments</td>
<td>8 Seconds</td>
</tr>
<tr>
<td>Total length</td>
<td>429 Seconds</td>
</tr>
<tr>
<td>Average length</td>
<td>54 Seconds</td>
</tr>
</tbody>
</table>
APPENDIX D

TRANSCRIPTS

Game 1: Rose Bowl (Texas vs. USC), January 4, 2006, 8 p.m., ABC

First appearance by Holly Rowe at 3:13 in pre-game:

Unidentified Voice: ABC Sports proudly presents exclusive coverage of the national championship game, it’s the grand finale of the Bowl Championship Series (computerized graphic of football players running, then logos for the Nokia Sugar Bowl, the Tostitos Fiesta Bowl, the FedEx Orange Bowl and the Rose Bowl flash onto the screen before finally the ABC Sports Bowl Championship Series logo flashes on screen).

Keith Jackson: (16 seconds; USC #5 on screen jumping up and down, preparing for the game) The royalty of college football is in assembly at the Rose Bowl 2006 (scan to other USC teammates in warm-ups). Bush, Leinhart, Young and their legions. By consensus the teams ranked 1 and 2 with nary a whisper of dissent. (camera scans crowd at the stadium—mid-range shot from above) The site for this ultimate showdown in college football is one of the famed arenas of sport—the Rose Bowl, where the festival of post-season play was started over 100 years ago in the city of Pasadena, California (close-ups of Texas and USC fans).

Jump to previously shot material:

Matthew McConaughey: (45 seconds) Football is king in Texas, we thrive on it (close up of McConaughey on a farm, his name appears superimposed below). And, after we won the Rose Bowl last year, the entire state knew we were getting back where we expect to be, which is where we are right now (pause) about to win our first national championship in 35 years.
Jump to Will Ferrell: Now, just hold on a second there cowboy (he says with his hands up in a close-up shot with a pool in the background and his name superimposed below him). This may be your first rodeo in a while but for USC fans, it’s our third national title game in three years. Now, I’m not exactly sure what that is percentage-wise; I don’t have the numbers in front of me, but I betcha it’s pretty good. What’s that? 100 percent (speaking to someone of camera). Wow! That is good. Yeah. 100 percent (shrugs). Didn’t know that.

Matthew McConaughey: But, ya know something. For the first time all year, you’re facing a team with a higher scoring average and a defense that’s ranked sixth in the nation to your 39th.

Will Ferrell: (with Hiesman trophy held up to his right ear) What? What did you say? I can’t hear you. I have a Hiesman in my ear (pointing to the trophy).

Matthew McConaughey: It’s a beautiful trophy. Well deserved. Congratulations. But, I don’t think that you’re going to have a chance to be pushing your quarterback over the goal line to win this one.

Will Ferrell: (with a Hiesman trophy held up to each ear) You know what I still can’t hear you Matthew. It seems I have a Hiesman in the other ear, as well. Hey, yo, Reggie/Matt this trophy smells like a waffle (smells trophy to the left).

Matthew McConaughey: (walking in front of a longhorn statue) Yeah. Well, at least our mascot represents our great state.


Mascot: (pumps shield against his chest and shouts): Yeah!! Trojans!!

Will Ferrell: What’s up man? (pause) All right, so now what?

Matthew McConaughey: Let’s settle it on the field (holds up “hook ‘em horns” sign)
Will Ferrell: Yes, the field. The way extremely fit, unemployed students seeking a higher education often do. It’s USC.

Matthew McConaughey: It’s Texas.

Will Ferrell: The Rose Bowl, man. The winner gets a big batch of roses and a glass football; who doesn’t want that (holding roses)? Yeah! Come on; I’m going to go streaking in Disneyland.

Todd Harris: (close-up on the male sideline reporter along the USC sideline; dressed in a black pin-stripe suite with a plain grey tie.) With two national titles and one Hiesman trophy already on his mantle, Matt Leinhart was expected to be the first pick in the 2005 NFL Draft; until he said “no thanks.” He turned down millions to extend his college experience, and tonight’s game is the reason why. But, six inches of rain fell at the Rose Bowl two days ago, and the integrity of the playing surface was in question. Well, six helicopter drying sessions and a little help from Mother Nature later, has the grounds crew telling me that this may be the best playing surface in the history of the Rose Bowl. And, Matt Leinhart is hoping to turn it into his own personal field of dreams. Now, for more on Texas, let’s check in with Holly Rowe

Holly Rowe: (close-up on Rowe on Texas sideline; short blonde hair, blue eyes, wearing a low-cut brown leather jacket, costume jewelry, necklace and earrings, heavily made-up in pink tints; 3:13) Well, last year this was a field of dreams for Vince Young. He was dazzling as his team won the Rose Bowl. They promised the crowd then that they would be back, and they are. Because of his vibe, Mack Brown says it’s the “Vince Vibe,” he keeps his team loose and excited. Even just before in warm-ups, he’s out there dancing, singing, having fun (cut to Young on the field jumping up in front of his coach and teammate) But, don’t make a mistake, he is one of the most fierce competitors with an 19-0 winning streak and Mack Brown says he’s the most
competitive player that he’s ever coached (cut back to Rowe). He might look loose but he’s ready to play (ends 3:43; she points to the ground).

Pan to Texas getting ready to take the field.

Keith Jackson: The University of Texas Longhorns head into the Rose Bowl (superimposed below Texas Longhorn logo with 3-time National Champions; Last Title: 1970 below). From the state’s capital city of Austin, the Longhorns since 1893 have won 799 football games, only Michigan and Notre Dame have won more among Division I schools. 12-0 Head coach is Mack Brown. Eighth season for him. The record 82 and 19. (pan to the crowd; pan to USC ready to enter the field) Now the Southern California Trojans. Defending National Champions They’re 12-0; a 34-game win streak; looking for their twelfth all overall national title (superimposed below USC Trojans below 2-Time defending National Champions). Pete Carroll finishing his fifth season as head coach. Record going into the game 54-9. There are two national Hiesman trophy winners in the back field. These two teams one-two. You bet. (pan to players coming onto the field and crowd; then pan to Texas player holding up a “Hook ‘em horns” sign)

Commercial Break: 4:45

Keith Jackson: Now, let’s enjoy LeAnn Rimes and our National Anthem. (shot of the field from the stands; pans to Rimes as she sings anthem; pans to crowd and USC and Texas players at 5:11; pan to Leinhart; pans to a shot of troops in Kirkuk, Iraq). Anthem ends 6:30.

Next appearance of Holly Rowe 10:16 in pregame:

Dan Foutz: (8:11) Well, you know, Keith, I see so many similarities between these two teams. (camera pans crowd). I don’t see how this game can not be a great one (close up on Matt Leinhart). There are just too many great leaders on this field; there are just too many great
players and there are too many great coaches (close up of Texas team captains heading to
midfield)

*Keith Jackson:* Well, are the defensive guys getting a little tired of all this hype about the
offense? They could take over.

*Dan Foutz:* I doubt it this is an awfully good offensive game. (close up of both coaches on their
respective sidelines) 50 points per game; for both of them over 500 yards of offense.

*Keith Jackson:* All right. Now, we’re going to join referee David Whitwell, Big-10 official, for
the toss of the coin before we begin this BCS title game (close up of Texas and USC team
captains shaking hands at mid-field. Camera pans from the sky to the crowd within the stadium).

*David Whitwell:* Gentlemen. Allow me to introduce our honored guests joining me for the coin
toss. It’s my pleasure to introduce the tournament of Roses chairperson (crowd cheering so loud
that you can’t understand her name) Now, it is with great pleasure that I introduce grand marshal
Justice Sandra Day O’Connor and her husband John O’Connor. (again crowd cheering so hard
that you can not understand Whitwell; it appears that he’s explaining the toss to the two sets of
team captains). Justice O’Connor (as he hands her the coin, her name is superimposed below her;
she takes the coin and flips it). Texas has won the toss.

*Unidentified Texas player:* We will defer to the second half (camera pans to Texas fans cheering
in the crowd, specifically a long-haired brunette with a face-painting of a Texas longhorn.)

*David Whitwell:* Texas will defer to the second half (camera pans to the Texas team captains).
Which goal will you defend (speaking to the USC team captains)? Face that direction. (camera
pans to the USC team captains facing the direction of their goal). Texas will receive at the north
end. (camera pans to USC coach).

*Keith Jackson:* Holly Rowe.
**Holly Rowe:** (close up of Rowe and Brown; Brown has his arm around Rowe and his ear close to her mouth, listening to the question; 10:16 in pregame) We’re here with Coach Mack Brown. Coach, what is the biggest barrier that Texas must overcome tonight to beat USC?

Mack Brown (name superimposed below him; says “8th season at Texas (82-19 record); corner of Holly’s face still in the frame): Holly, I think the biggest thing is to just keep playing. They have such a good football team; they have such good players. They are going to make their plays, but we have to keep playing whether we’re up by 21 or down by 21.

**Holly Rowe:** (Rowe still in the left corner of the frame; with focus on Brown) What do you expect tonight. The defense has been overlooked, but what do you expect from your defensive players?

*Brown:* I think they’ll go out there and play their hearts out (close up of Texas #10 kneeling in the endzone).

**Holly Rowe:** All right let’s go to the USC sideline with Todd Harris who’s there with Pete Carroll (11:01).

*Todd Harris:* (close up of Harris and Carroll; Carroll leans in for the question then steps back to answer. Harris out of the frame with microphone extended; superimposed below, Pete Carroll’s name says, “5th season at USC (54-9 record)) Thanks Holly. Pete, what is the thought that you wanted your players to leave the locker room with just minutes ago?

*Pete Carroll:* I just told them to play the game that we are capable of playing; just do things like we do. Play and have a lot of fun doing it.

*Todd Harris:* (still out of the frame) After so much time off, are your guys still ready to defend the crown?
Pete Carroll: Absolutely, they are ready to go. They are so ready to go. They have been ready to go for a long time; with this type of atmosphere, I don’t know how you could ask for more. This is just extremely great opportunity and we’re really looking forward to it.

Todd Harris: Thanks, we’ll talk to you at halftime.

(camera pans to USC warming up)

Keith Jackson: And, the famous old arena is packed. I mean packed. Just getting here today was a helluva challenge. The sky is clear; the beauty of the sunset; the color of the game—the orange of Texas and the varying colors that have come to the stadium; Texas on one end and California on the other side. It tells you that there are a lot of Texans here tonight (view of the stadium from the blimp) It’ll definitely be a game of speed versus speed.

Dan Foutz: That’ll definitely be a key for both of these defenses tonight, Keith. Defending against the extraordinary talent on offense. Don’t be surprised if you don’t see the Trojans come out with a three-man (camera pans to a USC male fan with a strange wig). Offensive line, one linebacker. They want to get past those seven fast defensive backs on the field.

Keith Jackson: Texas will be in the white and the Trojans are the home team. Reggie Bush coming out. He will be in the return position because Texas won the toss, and the Longhorns chose to kick-off (12:17).

Todd Harris at 36:05-36:35

Todd Harris at 44.35-44:52 talks about Bush taping his shoes on.

Next appearance of Holly Rowe at 1:07:06 (6:40 in second quarter):

Dan Foutz: (1:04:06) Well, he caught it. I don’t think he had his feet in bounds though, Keith. The pylon knocked over. They are going to have to take another look at this one. They are
having a conference down there. You can see the officials getting together. (mid-range shot of referees conferring at the goal line.)

*Keith Jackson:* Great play by Griffith.

*Dan Foutz:* Oh. They are saying it’s an incomplete pass. Let’s take a look at it. Smith is open for a short time, and there comes Griffith. That’s an interception, folks (as replay airs on screen). Yep, he had that right foot down. So those guys are going to have to get that replay a look and give Texas the ball. (as replay shows again). Yeah, his foot is in the endzone. He knocks the pylon over with his other foot.

*David Whitwell:* (close-up at midfield) The play is under review.

*Dan Foutz:* Incredible catch by Griffith. Recognizing Smith was open down the sideline for a potential touchdown, he comes away with his third pick of the year. (camera shows Texas team members waiting on field).

*Keith Jackson:* Now, where do they get the ball?

*Dan Foutz:* Put it on the 20. Went out in the endzone. Watch that right foot, right on the goal line (as replay shows again).

*Keith Jackson:* I thought he was a little short of it, but he’s not.

*Dan Foutz:* Ironically, that’s where the ball was when they threw that pass.

*Keith Jackson:* A little longer it’s six (as replay shows again).

*Dan Foutz:* Great reaction. But, that’s again the speed of the secondary of Texas. The leading tackler for the Longhorns, at the weak safety spot, Michael Griffith, with a huge play. Remember both of these teams average fifty points per game, over 500 yards of total offense a game (mid-range shot of Leinhart waiting on the decision). And, the defenses are in control tonight.
David Whitwell: (close-up at midfield) After review, there’s indisputable video evidence that the pass was intercepted with a foot in the endzone. The touchback (camera pans to Texas team cheering). First down Texas.

Keith Jackson: And, you have six minutes, and fifty seconds to play in the first half. And the Texas Longhorns turn away the Trojans.

Keith Jackson: Pretty, huh? (camera shot from the blimp). And a Happy New Year to all (camera shot from the stadium up at the blimp). We’re in the six minutes and fifty seconds to go in the first half with USC leading Texas by a score of 7 to 3. Matt Leinhart has just been picked off for the first time in 83 attempts. Great play by Griffith for the Longhorns. That was just his second interception of the year and it saved probably a touchdown. Horns will run it. When he gets up he’s going to have about seven yards. Here’s Holly Rowe.

Holly Rowe: (1:07:04; 6:40 in second quarter) Guys after that last field goal on the Texas sideline (camera pans to a close-up of Mack Brown; superimposed on the bottom of the screen with ABC sports logo “Reporting: Holly Rowe”), the offense had their heads hanging. They were actually dejected at not being able to punch it into the endzone. Mack Brown, sensing the loss of their enthusiasm, came over and said, “Look, I want your heads up. This is no time for the weak. We are going to go out and start moving the ball.” (1:07:37)

Keith Jackson: On second down and three, Young throws to the sideline. He was caught out at the 42. Moving chains. First down Texas. Linus with a good catch.

Dan Foutz: I guarantee one guy didn’t have his head down and that’s that guy right there (speaking of Texas quarterback Vince Young). Going with a no-huddle now to speed up the tempo. And this is exactly the type of play and the style of play that Vince Young thrives in; as if he’s not already thriving tonight.
Keith Jackson: Keeps it. Sets to throw. Gets it off in a hurry. Just a quick tuck and the ball is caught on the 45 and the reception by Ben Thomas the tight end will get the Horns close to a first down.

Earlier we asked the AFLAC Trivia Question. Who are the 3 players to win 2 Rose Bowl Player of the Game awards (question is superimposed on the screen). The answer is Bob Schloredt, Charles White and Ron Dayne (answer superimposed on screen beneath the question: Bob Schloredt, Washington 1960-1, Charles White, USC 1979-80, Ron Dayne, Wisconsin 1999-2000). Young pitches it outside on an option and it works with Sylan Young being knocked out of bounds after he crosses midfield. They’ll put the ball on the Southern California 46.

Dan Foutz: Second time that they have run an option tonight. This one successful because of the pitch. The first time, Vince took it himself. This time he gives it to Sylvan. And, they get a first down (as replay shows). Again, no huddle, fast tempo; this keeps SC from substituting and getting all those defensive backs on the field.

Keith Jackson: This possession started back on the 20-yard line. Young fast goes to the outside, goes to the tight end Thomas again. And, Thomas goes out on a hard hit by Darnell Bing. That’s two big men colliding.

Dan Foutz: The other thing about this no-huddle offense, SC is substituting. They have two true-freshmen at middle linebacker in the game, so you have inexperience at the linebacker spot and Young is just picking them apart right now. (1:09:30)

Next appearance by Holly Rowe at 1:24; late in second quarter

Keith Jackson: Boy, it looked like he had possession of it (replay of pass play).

Dan Foutz: It was really close; he’s down; that’s an interception, yes sir, Keith. Ball can not cause…ground can not cause that ball to come loose like that.
Keith Jackson: Yep, it looks like he had possession of that. But, anyway, here’s the first down picked up as Reggie Bush gets it. Reggie Bush now is going to have to do something extraordinary to get his strength up.

Dan Foutz: Let’s go back no to this phantom call here. (replay of the last play). Kelson high with the ball possession there.

Keith Jackson: I think he really did have it. It looks like it. (chuckling)

Dan Foutz: Was he trying to lateral? It looks like it (chuckling)

Keith Jackson: Leinhart Doesn’t have anyone to throw it to. So, he’s just going to take of and get what he can get. And, he’ll pick up to about the 46 or 47 yard line. There was nothing for him in the secondary. Steve Smith and Reggie was across the way and well covered too.

Dan Foutz: He got off to his usual good start to tonight’s game (superimposed on screen Leinhart’s stats) but he since then with one interception and just one completion for six yards. That was a head’s up play though not to force a ball down the sidelines. He’s got a lot of time left. And, three timeouts for the Trojans.

Keith Jackson: 2:02 left to go in the half. And here Darrin Harris is down again.

Dan Foutz: That looks like a cramp Keith. When they straighten those legs out and try to bend the toes, they try to straighten that muscle out (camera showing long-range shot of Harris being assisted by trainers and a Texas fan putting his hands on his head in exasperation)

Keith Jackson: Here’s Holly (1:24).

Holly Rowe: Well guys, this is the second Texas starter to have to come out of the game because of cramps. Roderick Killibrew also out with cramps right now (camera pans to trainers helping injured player off the field; superimposed on the bottom of the screen with ABC Sports logo “Reporting: Holly Rowe” ) They are immediately taking these players to the sideline and getting
Gatorade in them. For whatever reason, guys, cramping seems to be a pick problem for Texas right now (1:24:17)

*Keith Jackson:* (speaking to Foutz) You know something about that too, don’t ya?

*Dan Foutz:* Yes, I do.

*Keith Jackson:* Killibrew is back in. It worked didn’t it. (both laugh) Texas is leading 16 to 7 with a 9 point explosion in this second quarter. And Leinhart gives to Bush. And, Bush is reaching across mid-field. And, he won’t get. He’s at least two yards short of his first down. Blockey the tackle and here’s Todd.

*Todd Harris:* Well, as Holly reported Texas down two starters and it seems that Steve Zarskezi, the co-offensive coordinator, has seized upon that. He’s encouraging Matt Leinhart to speed up his game; speed up his play and Texas the only way that they are being able to fool Matt Leinhart tonight is that they are being able to do a good job at showing there defense late. And, he wants Matt to try to pull his trigger earlier to try to keep Texas out of alignment.

*Keith Jackson:* Well, he’s got plenty of time. Pass complete on the forty yard line to Dwayne Jarrett. And that’ll be the first down. A minute, 18 as the clock starts on the completed pass for the officials to move the chains.

*Dan Foutz:* That was the best pass protection that Matt Leinhart has had all night. He could really step into that throw and zing it in there to Jarrett.

*Keith Jackson:* It may have been the best pass thrown all night.

*Dan Foutz:* Yep. Those kind of go hand in hand.

*Keith Jackson:* They do, don’t they? All three receivers out there for SC with 1:04 to play. If they could get something on the board before going into halftime, they would feel better about themselves. Leinhart’s in trouble and takes off with a lot of room. He’s finally brought down at
about the 25. Aaron Ross, Terrell Brown track him down and the ball is on the 25 yard line and
another first down for USC, trailing Texas by 9 with 49 seconds left to play in the half. And,
timeout is called by Southern California.

Dan Foutz: This is a huge hit here by Aaron Ross. Brown has him from behind and Ross comes
in with his shoulder. Clean hit right there. And, SC calls a timeout right there to give Leinhart a
chance to clear the cobwebs (close up of Leinhart on the sideline).

Keith Jackson: Again, legs being stretched on the Texas side. As several people out with cramps.
But, Matt Leinhart gets wacked here (1:26:48).

Dan Foutz: Well, he’s got Brown on his shoulder so he can’t get down as far as he wanted to.
It’s just a real solid, good hit by Ross. Did not lead with the helmet and got the same effects
though, as Leinhart was shaken up a bit.

Keith Jackson: Things are looking up for SC as they have got 49 seconds to play and 25 yards to
cover if they want a touchdown. Leinhart again throws inside to Bush. And, Reggie goes out of
bounds at roughly the 13 yard line. And, there’s a Texas helmet back up the field. That’s
Ruppell’s helmet.

Dan Foutz: Well, he came out a little bit late and never could get his chinstrap buckled. In fact,
he was trying to button it while he was rushing the passer. For Leinhart, that’s a big hit. That’s
very reminiscent of the hit he took against Arizona State. And knocked him silly for awhile.

Keith Jackson: Spread ‘em out; backfield is empty. 40 seconds to play in the first half. Pressures
on this side. Leinhart sacked back at the 21 by Okam.

Dan Foutz: Not a bad time to log your first sack of the season. Okam, the sophomore, working
against Ryan Kahilil, No. 67. Coverage sack from the secondary and Okam got the quarterback.
**Keith Jackson:** It is second down and 17 for UCS. The ball is down at the Texas 20 yard line. You’ve got 32 seconds to play and the Trojans have one timeout remaining. Texas with a burst in the late going of the first half. Just score 16 unanswered points to take the 16-7 lead. 1, 2, 3, 4, 5, 6 of them up there. Leinhart steps away, falls down. Nobody to throw the ball to (1:29:30).

**Dan Foutz:** It’s almost like on this drive every time, Leinhart has gone back to pass it’s been a straight drop back; they haven’t rolled him out. They haven’t gone with those 3-step drops, which they normally do when they are getting pressure. But right now this defensive line getting in there. There’s Okam for a time, he’s going to stay with him, make him step back as SC calls their last timeout.

**Keith Jackson:** Well, are they within reach of Danelo?

**Dan Foutz:** Well, I don’t know Keith because Danelo’s longest is only 36 yards. He’s been good inside that. He’s only missed one out of 11.

**Keith Jackson:** This would be about 43. Todd.

**Todd Harris:** Well, Pete is really not happy. He just did not want to burn that last time out, hoping to get at the very least in better field goal position for Danelo. But, now burning that one, they almost have to go for it, or do something quickly enough so that they can get him out there with only eight seconds left, Keith.

**Keith Jackson:** Well, it would have to be quick. And, with this amount of yardage to pick up for the first down. This is almost unusual to see SC in this position. You see a lot of guys, looking around, staring at the clock at each other, looking, searching for answers and not finding many. Texas has won 19 games, when you talk about win streaks to the Trojans 34. But, here comes Danelo into the ball game. He’s going to give it a go. And, it’ll be about 43.

**Dan Foutz:** Mack making sure that he has 11 out there.
Keith Jackson: Texas can block it. They have some long, tall folks. And, here you think it’s going to be low when he kicks it from this distance, but he got it off. And, he made it. He knocks in a 43 yarder with two seconds to play in the first half. It’s a 16 to 10 ball game. (1:31:30)

Dan Foutz: He had a real important field goal with not too much time to play against Fresno State. Not quite as long but that lead now just six points. That field goal was huge. I see Robinson trying to get up high. He’s there designated field goal blocker. He blocked one this year but not that one as Danelo got it high and far.

Keith Jackson: Not only three points, it helps your dignity (both chuckle). Because they have been hammered the past 10 minutes.

Dan Foutz: And, remember, Texas won the toss and deferred to the second half. So that means that they’ll get the ball to start the second half. They have three timeouts, but I don’t think that they can do much in 2 seconds, but I would never count out No. 10.

Keith Jackson: I won’t be surprised if Vince Young takes this football game on his back in the second half. I think he’s been a little quieter. He’s been terrific. The numbers are great, but he can do more.

Dan Foutz: And, he’s willing to do more. No question.

Keith Jackson: Well, here’s the kickoff. He knocks it along the ground and it’s recepted by receiver on his knees and there could be no return.

Dan Foutz: But, because he got it on his knees, it only ate off one second and we’ll have to have one more play. Well, knees have been key. Vince Young’s knee down, no call, Texas touchdown and now at the end of the half, we’ll have one more knee perhaps from Young. Well, that’s Drew Kelso going off.
Keith Jackson: I really thought that Matt Leinhart might have taken a wallopc about mid-way through that second quarter. It threw him off balance. Then he got another one later in the quarter. And, it looks to me like they are just going to take a knee and go into the clubhouse. And that’s exactly what they are going to do. So at half-time, it is Texas 16 and USC 10. (1:34)

Dan Foutz: It’s time for our Nokia player comparison; take a look at the two quarterbacks. As you can see Vince Young, only two incompletions in that first half. Matt Leinhart struggling at the plate.

Keith Jackson: Here’s Todd.

Todd Harris: Pete, what are you going to tell your team at halftime (close up of the pair; no arms around each other; then camera focuses on just Carroll)?

Pete Carroll: Well, we gave up a couple of key opportunities. We just have to do a better job of that. We don’t normally do those types of things. I don’t know why we didn’t get the ball back right there. That’s the first thing we have to do. They had a little momentum going with that no-huddle thing, so maybe we’ll try to slow that down.

Todd Harris: Your quarterback Matt Leinhart, how is he?

Pete Carroll: He’s okay. He got rocked a little bit but he’s all right.

Todd Harris: We’ll see you in the second half. Holly.

Holly Rowe: (1:34:36; at halftime) I’m here with Mack Brown. (close-up of the pair; Brown has his arm around Rowe) Coach, at that mid-way point in the first half, your team seemed to pick up some momentum. What happened to get that momentum?

Mack Brown (name superimposed below; close-up of Brown only): Oh, Holly, it’s a close ball game between two great football teams. And, I think we were just trying a little too hard. We were just stunk the first part of it. What a ball game
**Holly Rowe:** What…

*Mack Brown:* Should be a great second half.

**Holly Rowe:** What stunk?

*Mack Brown:* Well, we fumbled the ball two times and then we laid it on the ground another time when we were going in to score and we had an opportunity or two on defense that we didn’t make but it’s a great football team and we have to protect the ball better in the second half.

**Holly Rowe:** All right, coach thanks.

*Mack Brown:* Thank you. (1:35:06)

No two minutes after because of half-time.

*Next appearance of Holly Rowe at 2:08:13 early in fourth quarter:*

**Keith Jackson:** (2:06:03) We’ve got fifteen minutes left. 24, 23 Southern California leading Texas now with a field goal try of 31-yards trying to un-tied it on four down and four (close up of David Pano). David Pano. He’s 1 for 1 on field goals but missed on extra point. (pause in commentary, crowd cheers). Missed that one.

**Dan Foutz:** He’s missed both of them from the right side. Well, Joe Paterno and Bobby Bowden can sympathize with that one. They saw that all night long last night (as replay shows the miss again). But another miss by David Pano and the Trojans continue to lead. (commercial break)

**Todd Harris:** Keith, a lot of great ladies are here today included are grand marshal Sandra Day O’Connor, Keith.

**Keith Jackson:** Thank you, Todd. (pause) And the Trojans back on the attack here. That ball goes quick to the outside. They’ve had a lot of success with that play and Dwayne Jarrett of course comes out quickly. And, he’s a big guy and if you, of course, don’t do your work on him he can get loose.
Dan Foutz: And, what they did that time, Keith, they didn’t have any help out there, so there was not an extra defensive back to come up and tackle Jarrett until he got a number of yards there. So, SC making the adjustment on that quick pitch to the outside.

Keith Jackson: It’ll be second down and two. It picked up eight yards and this is the final quarter folks. 24, 23 after the field goal miss from 31 yards. The pitch to Matt Ford and he’s got into a little trouble there as two Longhorns take him down. Michael Huff was the first one to get there. Holly Rowe (2:08:13).

Holly Rowe: Guys, for some reason the Texas defense continues to struggle with cramps (as mid-range shot of USC offense on screen) Seven guys have been treated over here on the sideline (superimposed along the bottom of the screen with ABC Sports logo, “Reporting: Holly Rowe”) They’ve got ice bags running up and down their legs and they also have IVs at halftime. At least, four players. There co-defensive coordinator, Dwayne Keenan said to his defense before his team hit the field, “Guys, I know you’re tired. I know you’re struggling through the cramps but you have to find a way to get some energy. We can’t get into a track meet.” (2:08:37)

Keith Jackson: Thank you, third down. And, Pete Carroll coming down the sideline calling a timeout. Something wrong and he saw it and spends a timeout. They have one remaining. (Go to commercial)

Keith Jackson: Here we go. On third down and long for Southern California. Third down and six and a one point ball game. The crowds on both sides have a lot of get up and go. Now, let’s see if they can get it together. Bush remains quiet. He goes to the top of the screen as a wide receiver. They’ve emptied the back field of five wide outs. Matt Leinhart, drops back. Quick pass. Pass is caught by Dwayne Jarrett. So Jarrett becomes the money man for Matt Leinhart and you can call it first down. Southern California at the 36.
Dan Foutz: Just jumps right inside of Aaron Ross there. Timing absolutely perfect between these to roommates. The ball thrown low, right to the body of Jarrett. Because Leinhart knew that Ross was coming quickly.

Keith Jackson: He’s pretty good isn’t he?

Dan Foutz: They’re all good. I don’t see a dog out there. I mean the quarterback as always looking for gold.

Keith Jackson: Dumped off to Dominique Byrd. And Byrd has stepped up here in the second half with another catch. And that’ll move the ball to the 43 close the 44.

Dan Foutz: And another great tackle by Michael Huff. He gets right to the shoulder pads. One hand brings him down to the ground. That’s why he won the Thorpe Trophy as the best defensive back in the nation (2:10:24).

2:11:20-51: Todd Harris with an anecdote about Lietui.

Interestingly 2 Texas offensive injuries (one involving injured ribs, another twisted ankle) in the fourth quarter and nothing from Rowe.

Next Appearance of Rowe at 2:33 mid-way through the fourth quarter:

Dan Foutz: Over his career, Matt Leinhart has thrown this ball high to either Mike Williams or Dwayne Jarrett. Both of them 6’5”. You could see the collision there. As Jarrett stretches out, breaks the plane, and scores for SC.

Keith Jackson: It’s 37, 26 waiting for the extra point (commercial break).

Keith Jackson: Well, Michael Griffin was walking around; still dazed after that collision as they tried to defend against Dwayne Jarrett. And this is Terrell Brown who is coming to the sideline and he’s needing some help. He took the brunt. I thought the full weight of Jarrett went into
Griffin but apparently not. And, here’s another look at it (as replay shows again). 27 is Griffin and 5 right there is Terell Brown.

*Dan Foutz*: And, Brown they are putting a splint on his right arm. Dangerous game.

*Keith Jackson*: Yep.

*Dan Foutz*: Especially when you are playing as hard as players on both sides of this field are tonight. Mario Danelo, now, has come onto the field and he will try the extra point. Making it 38-26, a twelve point lead for Southern California with 6:42 left to play in the ball game. Snap was a little high, but the kick is away and good. So, a 12 point lead at 6:42; that SC win streak is still alive and looking pretty good right now; next, it’s on the SC defense.

*Holly Rowe*: (2:33) USC leads Texas (as game score is superimposed on the screen 1 USC: 38; 2 Texas: 26; camera close-up is of trainers taking T. Brown of the field). 38-26 with 6:42 to go in the game. Guys, bad news for Texas. A defensive back was just taken to the locker room. Terrell Brown. They immediately immobilized his arm. They are not saying for sure because they want to have x-rays, but, guys, it appears that his arm is broken. He was immediately taken inside, and it really dejected the sideline here. The defensive players are sitting here devastated (camera pans to dejected looking Texas fans in the crowd) with their heads down. It seems like the air just went out of this sideline when that injury occurred (2:33: 28).

*Keith Jackson*: Well, if you thought about it would. Brown leaves the game with 10 tackles, so that’s a lot. Let’s see what the USC defense can do with Vince Young. They have a twelve point lead but that is nowhere near the neighborhood of safety.

*Dan Foutz*: Well, he has had success bringing his team from behind, but this is USC. This is the two-time defending national champion with one the greatest defensive coordinators/coaches of all time, Pete Carroll.
Keith Jackson: From the 31 yard line. Toss to the sideline. Pass is complete. It’s Limus Swene making the catch. That stops your clock. Or that should have stopped the clock it went out of bounds.

Dan Foutz: He went out of bounds trying to go forward. Lot of trouble with the clock tonight, still going, 6:15.

Keith Jackson: That caught by Crosby. He caught it on his knees. He was the open and Vince Young put it right on his numbers.

Dan Foutz: The dilemma here is do you put pressure on Vince Young by adding the blitz and risk him breaking the pocket and making a run or do you sit back in the zone hoping to take time off the clock.

Keith Jackson: I think that they have to go after him; somewhere between him and the goal line (2:35:18).

Next appearance of Holly Rowe at 3:04:36 (fourth quarter):

Dan Foutz (3:00): What that did is it gives Leinhart a lot of opportunities here. The problem for SC is that Mario Danelo does not have a real big leg. But, Troy Van Blarkum does. He made a 42 yarder earlier in the game. And, he’s getting loose on the sideline right now.

Keith Jackson: the ball is on the Texas 43. They have now timeouts to work with. Eight seconds is not very long. Leinhart runs away from the pressure and now he has to throw it and throws it high and out of bounds. And, the game is over. Texas has defeated Southern California 41 to 38. To win the national championship of college football. This is win number 800 for the University of Texas Longhorns.

Dan Foutz: And a classic. It lived up to all the hype and build up. Incredible effort by all these young men.
Keith Jackson: Vince Young has stepped beyond compare. He’s somewhere by himself.

Dan Foutz: I tell you Pete nobody has every had a game like that and all his teammates had faith in him. Knew that he could do it this is Vince Young’s team.

Keith Jackson: There are the two coaches. Great respect they have for each other. Pete Carroll has done some remarkable things since he came back to college coaching. He ran off 31 wins.

And, here is Todd Harris.

Todd Harris: (3:03:14) Well, Pete, you knew that eventually this would have to come to an end, what happened tonight (camera close up on Carroll and Harris).

Pete Carroll: We just didn’t win it when we had to. We had plenty of chances. And, Vince Young just ran all over the place; he’s an incredible football player and he made the difference (camera pans to the celebration on the field and to the crowd). It was amazing that he ran it in on the last play. It’s a fantastic job by Texas. We really thought we had a shot to win this game and thought we should have won it but we didn’t (camera pans back to the close-up of Harris and Carroll). It was there night so hat’s off to Mack. He has a great football team. You know it’s been wonderful what we’ve been doing; it’s too bad it has to end. I think someone had to get it and they deserve it.

Todd Harris: There at the end, you took that final timeout; do you wish that you would have had that win they scored?

Pete Carroll: Yeah, they were going for two right there but our defense didn’t get it done.

Todd Harris: Thanks, Pete. He’s a class act, Pete. Let’s send it over to Holly. (3:04:36)

Holly Rowe: Yes, I’m here with Matt Leinhart. Matt, just tell us a little bit about what went through your mind on that last drive with Vince? (camera pans into Rowe and other reporters
around Leinhart; Leinhart’s back is to the screen and Rowe is looking up at him with her arm on his arm; Rowe is blocked by Leinhart on the screen as she puts the microphone in his face).

*Matt Leinhart:* Uh, he just stepped up. We couldn’t tackle him. He’s a great player, and he showed why he’s one of the best players in college football.

*Holly Rowe:* Tell us a little bit about what it’s like to go out like this after you came back.

*Matt Leinhart:* (camera switches angles; close up of Leinhart’s face) Uh. It’s tough but we’ll move on, and it’s a great win, uh, and hard-fought loss I guess but you know whatever (Leinhart’s stats for the day are superimposed at the bottom of the screen). I think that we are a great team but they just made the plays and we didn’t have them.

*Holly Rowe:* Great career, Vince, thanks. (3:05:19)

*Keith Jackson:* Well, after this he’s reflected on his many victories, hasn’t he. And, to this we leave hearing the sounds of Texas glory.

(End of disc).

**Game 2: Fed-Ex Orange Bowl (Penn State vs. Florida State), January 3, 2006, 8 p.m., ABC**

*First Appearance of Erin Andrews at 3:39 (pre-game):*

*Mike Tirico:* Good evening everyone, I’m Mike Tirico and welcome to Miami. It’s the penultimate game of this college football season but the ultimate coaching match-up. 712 wins between the two guys and we’ve never seen the likes of that. You know since the match-up came out they’ve said this isn’t about us; this isn’t about Joe and Bobby. But, you know for one of the rare times in their lives; their coaching fell on deaf ears. All the build up has been about the legendary match-up. I sat down with the two guys yesterday and asked them why at age 76 and 79 are you two still going strong?

(ABC Sports logo flashes and cut to interview footage in studio)
(close-up of Joe Paterno and Bobby Bowden with BCS logos in the background, names and team logos appear superimposed at the bottom of the screen below each man; both men appear in dark suits. Bowden wears a patriotic tie while Paterno wears a traditional circa 1970s tie, 1:20 seconds)

**Joe Paterno:** Well, you know, I like it; I mean I don’t see any reason to get out of it. To me, the worst thing that man ever did was invent the calendar.

**Bobby Bowden:** laughs

**Joe Paterno:** You wouldn’t know how old you are until all the sudden somebody told you. I mean I’m 79; Bobby’s 77 or 76. I know I like what I’m doing; why would I want to get out of that?

(Cut to a close up of Mike Tirico nodding)

(Cut back to Bobby Bowden and Joe Paterno)

**Bobby Bowden:** I don’t care how old you get; if your health is good it don’t make no difference. You know and that is true; that’s good advice to any of you younger guys. If you have good health who cares how old you are?

(Cut to Mike Tirico nodding)

**Bobby Bowden:** I would rather do this than retire. So if the health stays good; if I can win enough darn games to keep from getting fired—you ever seen a 76-year-old fired guy. Bobby Bowden and Joe Paterno laugh.

**Bobby Bowden:** I still think it can happen.

(cut back to the pre-game at Mike Tirico in the booth; 2:05 seconds)
Mike Tirico (chuckling): That was the best ten minutes of my career; I did a lot of listening. Make no mistake; they are old; they love being against each other, but they both want to win really bad.

Cut to commercial break

(cut to 50-yard line; BCS Fed-Ex Orange Bowl logo with team names, rankings, stadium name and location flashes along bottom of the screen, 2:15 seconds) Let’s go to the captains meeting at mid-field for the coin toss of the 2006 Fed-Ex Orange Bowl. (cut to Florida State entering the field from the tunnel, team name, 2005 ACC champions, record and logo superimposed at the bottom of the screen) Both teams ready to enter Dolphin Stadium here in Miami. Bobby Bowden and the ‘Noles coming out not like individuals coming out with individual demonstrative displays, but in unison walking out onto the field as one; something that they did against Virginia Tech. Senior starters coming out in front; Bowden in the mix. And, then the rest of the ‘Noles follow behind.

(2:50 seconds, pause in commentary; still Florida State entering field; can hear cheering fans and school band playing in the background)

(2:56 seconds)

Mike Tirico: ACC Champions for the twelfth time in fourteen years. Eighth appearance in the Orange Bowl (cut to Bowden putting on headset at midfield)

(Cut to Ohio State entering the field with Penn State, title, record and logo superimposed at the bottom of the screen, 3:06 seconds)

Mike Tirico: First Bowl game in three years; first BCS game in nine years; first Orange Bowl in 20 years; the Champions of the Big Ten—Penn State. (cut to fans cheering in stadium, can hear school band in the background)
(Cut to players running onto the sideline; cut to Paterno jogging onto the field)

Mike Tirico: Joe Paterno against Bobby Bowden, the two legends (cut to outside shot of the stadium) We go down to our sideline reporter Erin Andrews standing by with Coach Bowden. EA (3:39 seconds)

Erin Andrews: (cut to close-up of Andrews and Bowden; Erin Andrews name is superimposed with ABC logo onto the bottom of the screen; stands to the right of the screen; screams into the ear of Bowden; doesn’t look at the screen) All right coach, well, you gave your team such an inspirational speech before they went and won the ACC Championship. What did you tell them before they took the field tonight? (3:49 seconds)

Bobby Bowden: (close-up on Bowden, who is looking at Andrews) Well, I told them that they have to play with the same intensity and we have to execute. I think a big key in this ball game is you can’t turn the ball over.

Erin Andrews: (close-up of Bowden) All right, coach, thanks. Mike.

Mike Tirico: Thank you Erin. (cut to Florida State players on the sideline, 3:56 seconds) Up until this point it has been about Bobby and Joe. But, now it’s about the kids. Now it’s about the players; now it’s the way these guys want it.(cut to Florida State fans chanting) There coaching is a factor and we’ll take you over their more that 80 years combined of coaching over the next three and a half hours. Settle in for two pretty good football teams as well. (cut to long-range shot of the field) The coin toss won by Penn State. Nittany Lions defer the option until the second half. So Florida State will receive. (cut to fans)

Kirk Herbstreit: (4:27 seconds, cut to Paterno pacing the sideline; a statistic about Paterno’s career flashes up, superimposed on the bottom of the screen. Joe Paterno: 40th year as Head Coach; Career record: 353-117-3, 2nd most wins in Div. 1-A history, 4:40 sec) A couple of things
early in this game, Mike, to keep an eye on. We just heard Bobby Bowden touch on one of the big things for Florida State and that is not turning the football over, which is something that hurt them when you look at their four losses this year. That was something that hurt them. You have got to be able to protect the ball with a young quarterback against Joe Paterno and one of the best defenses in college football. The other thing is Bobby Bowden’s team has to start fast tonight, Mike. That’s what they were able to do against Virginia Tech. Not only does it give you an opportunity early but it gives you a belief as an underdog that you can compete against this Penn State team and beat ‘em. (cut to Bowden on the other sideline, wiping his brow with a handkerchief; Bowden’s career information flashes on the bottom of the screen; **Bobby Bowden:** 30th year as Head Coach; All-time record: 359-106-4, Most wins in Division 1-A history, 5:01 seconds)

**Mike Tirico:** The pre-game pageantry has left the traditional cloud of smoke in the arena.

(Laughs; cut to Penn State band) Warm day; the temperature hit the 80s in South Florida and as we said only appropriate that it’s in the mid-70s right before kick-off tonight (5:23 seconds).

**Mike Tirico:** (Coaching Comparison chart flashes onto the screen, superimposed above a long-range crowd shot. Coaching Comparison: Paterno: 40 years, 353 wins, National Championships 2; Bowl Wins 20; Bowden: 40 years, 359 wins, 2 National Championships, Bowl Wins 19) Here are the numbers on the two you see their years, their victories. Paterno set the all-time win mark in 2001, Bowden going past him almost two years to the day of that. Both have been national champions twice and if Bobby wins here tonight they’ll be tied for the most bowl wins at 20. (cut to Paterno on the sideline; cut briefly to the kicker; 5:41 seconds)

**Mike Tirico:** Penn State has a freshman kicker Kevin Kelly set to boot it away for Penn State. (cut to Bowden on the sideline) Great setting here 50 miles north of the Orange Bowl stadium.
(cut to outside shot of stadium) Dolphin stadium as it is now known, open 18 years, Home of the Dolphins, the Marlins, three Super Bowls and now the best coaching match-up in the history of college football.

(Cut to game action; 6:09 seconds).

Next appearance by Erin Andrews at 31:50 (1st quarter):

Mike Tirico: (29:50) And pressure from Dan Connor. Weatherford looking to run; a marker down behind the play, as he gets popped by the whole line backing corp. from Linebacker U.

Kirk Herbstreit: Connor, Shaw and Polanski.

Mike Tirico: Another flag against Florida State. They’ll decline it and it’ll be fourth down (pause).

Kirk Herbstreit: The problem obviously for Florida State is going to be pass protection, especially on third down. There offensive line now called twice for holding, both declined on third down. That time Henderson was trying to go up against one of the best pass rushers in all of Ali on the outside. He actually does a good job of getting there but as he continues on the quarterback takes off. He grabs a hold of the jersey and gets called for holding. And, that after Weatherford had already escaped from the pocket.

Mike Tirico: Florida State in early trouble. Only 7 to nothing but it doesn’t feel like they are in it right now. Good kick by Hall; 53 yards. Rowles comes back from the 7. Three flags are down on the play as he’s taken down at the 24 by Roger Williams the back-up safety (lull in commentary) Jerry McGin and crew have been quite busy here in the first 11 and a half minutes.

Official: Illegal block in the back during the return, Penn State #46. Half the distance to the goal, first down.
Kirk Herbstreit: Mike, this Florida State defense with their offense still trying to find something has to take advantage of the field position and try to put some pressure now on Michael Robinson and this Penn State offense.

Mike Tirico: Great drive by Austin Scott the running back. Let’s go down to Erin Andrews with Tony Hunt the starting back (31:50).

Erin Andrews: Thanks, Mike (mid-range shot of Andrews with sideline in the background; ABC Sports logo and name superimposed below). No official word from Penn State sideline on what’s happening with Tony Hunt, but from what we can see (camera focus moves to the bench behind Andrews) they actually took his shoe off of his left foot. They took the cleat off and re-taped the ankle. But, as you can see, he’s sitting down on the bench right now, completely away from the team. He’s most visibly upset. He’s spoken to the head trainers a couple of times trying to warm up a bit but he won’t be out there right now guys. (32:15)

Mike Tirico: Thank you, Erin. Let’s see he has no helmet. It’s always a sign that he’s not going in. He just picked it up. From the floor, it’s back to Scott. Austin Scott emerging here tonight. The ball came out but was it after he came down? The line judge came in; let’s see what’s called. They say he was down. Ground caused it, that settles it. First down gain of a dozen.

Kirk Herbstreit: Mike, I’m really impressed right now with this Penn State offensive line, taking the game over and Galin Hall gets through right through the teeth. The speed of the Florida State defense. It’s much harder to bounce the ball to the outside then challenge the speed of Florida State. You have to have success going right up the middle and when you have an offensive line that’s as aggressive as Penn State, you start to take command of the play calling and that’s just what Penn State’s doing.
Mike Tirico: Season high just in the last 9 plays, six of them by Austin Scott. Tries to get the deep ball to Norwood. Overthrown and intercepted by Tony Carter, parks at midfield. Noles needed to make a play and they intercept the senior quarterback.

Kirk Herbstreit: We just talked about the Florida State defense. When they needed to make a play with the ball pushed so far back in Penn State territory they gave up a big run and first and 10 Michael Robinson takes his shot comes of a pass-play option and makes his shot. It’s just a throw; you know you’re going to try to make it. You’re going to out throw the defender; unfortunately, the defender Tony Carter has tremendous speed and can stay with Norwood position himself perfectly and come up with a big turnover for the ‘Noles (34:03).

Next appearance by Erin Andrews at 1:14:31 (second quarter)

Mike Tirico: (1:12:31) Lorenzo Booker has the speed to take it all the way to the end zone. Boy, this game has turned around in a hurry. Off the punt return. You see how Florida State’s defense effects the offense of Florida State. Lorenzo Booker, Kirk, was one of those guys that was sick about what was going on. He was hanging in there talking about the legacy of Florida State football who 12 out of the last 14 years in a row have had 10 wins per season. Warrick Dunn the great Florida State running back getting gin contact with Booker telling them what they need to do to get through the stretch where they lost 3 games in a row. The best comeback in Florida State history, recent Florida State history. Touchback, over at the 20. And, you see how things have flipped. 100 yards for Florida State in this quarter including the big touchdown by Booker.

Kirk Herbstreit: Watch this block by Fagin, Mike. Nice block, Dakota does his job and look at that just enough to slow down Dan Conner. Just a step away from the great speed of Booker. He’s hustling. He’s giving it everything that he has but, he’s a step short from Lorenzo Booker. But, it started with the block from Cody Fagin on Dan Connor.
Mike Tirico: 1st and 10 Penn State from the 20. FSU by six. Can Robinson respond? To Charlie Norwood. He makes a man miss. To the 41 yards line. Gain of 21. And, let’s go back to the Lorenzo Booker touchdown. Erin has more on the man that just scored (1:14:31).

Erin Andrews: (mid-range shot of Andrews with Booker on bench in the background; ABC sports logo and name superimposed on the bottom f the screen. Well, Mike, we sat down with Lorenzo Booker this week and he told us a great story that before that ACC Championship game he got a call from his pal Warrick Dunn and Warrick said, “hey, I’m sitting here right now with Michael Vick, D’Angelo Hall and they are giving me a lot of grief about the Hokeys winning; you better win this one for us man.” (camera pans to a close up of Booker from behind the bench) Also another comment on Lorenzo Booker. He’s done a terrific job of helping out Drew Weatherford. Got him out of the house after all that with Clemson and helped him clear his mind. Mike (1:14:56).

Mike Tirico: What a difference maker he’s been on this team. A leader as a junior. Robinson. Throws to Smoko, his tight end. The corner Tony Carter.

Kirk Herbstreit: EA just touched on something that I think is important to talk about briefly about Florida State. This is a tight-knit Florida State group (close up again of Booker on the bench) I would say that the last few years you’ve had fragments. You’ve had a Florida State team that has been uncommitted because of a lack of leadership. I think that Drew Weatherford coming in, you see a team now that is closer and a team that went through a lot of hardship and fought back through that adversity.

Mike Tirico: they didn’t have the same kind of leaders on both sides of the ball.

Kirk Herbstreit: No. they did not, but they do this year.
Mike Tirico: Second and 9 from the Florida State 42. stopped on the 48 yard line. A minute and a half remaining. Here in this first half, you see how Penn State got off to that great eighth play, 85 yard drive. That was their second drive of the game, then you look at the five after the pick and the punting problems here. (a stat with Penn State’s last six possessions is superimposed along the bottom of the screen) The ten-play, 33 series of yards and this doesn’t look good for a touchdown.

Kirk Herbstreit: That’s on Brandon Snow the fullback. Joe doesn’t know what’s going on here.

(1:16: 30)

Next appearance by Erin Andrews at 1:29:22 (halftime):

Mike Tirico: (1:27) It’s been a first half where Penn State has not been able to move the ball offensively. They have been forced to punt the ball five different times here in the first half. And, there’s the correct timeout story. If they can stop Florida State on third down and force them to punt they have a chance for a return, a punt run or perhaps a big play. Torino down to the five and that stops it with 22 seconds. The one thing about getting out to the five is that Florida State will have room for the full punt snap when they kick it away.

Kirk Herbstreit: Well, we’ve arrived at 13 to 7 Florida State on top; Penn State score 7 in the first quarter. Florida State responding with 13 in the second. One of the big plays so far this long throw was intercepted by Florida State’s Tony Carter and after another good job of the defense of Florida State, the record-setting punt return by Willie Reid, takes it into the endzone 87-yards. Then, after holding Penn State, 3 and out, the little swing to Lorenzo Carter for 57 yards and 13 points in 80 seconds.

Mike Tirico: The only bad part of the time for Florida State was Gary S… missing an extra point which hadn’t happened in 121 consecutive PATs for FSU. Penn State brings 10 to the line; able
to get the punt away but good field position as Lowery at the 40. So, without a timeout, 17 seconds left to try to work it down to get a field goal. Kelly’s longest this year was 47 yards. A first down picked up could give them a chance at 30.

*Kirk Herbstreit*: this is where with a young group of receivers it’s nice to have a fifth year senior quarterback. He’s making his last year as his first year as a starting quarterback but still he’s been there. Don’t forget this is a team that faced Northwestern early in the year and had to come up with some points before the half and had to come up with some point at the end of the game and Michael Robinson was there to make the big plays.

*Mike Tirico*: It would be remiss to call this a two-minute drive but on two minute drives this year they were six out of 7. Robinson with the near pick as he threw but it is caught by Norwood, who gets out of bounds at the 35. So, from here a field goal is 45 yards. And, you have 12 seconds left and a chance to get even closer.

*Kirk Herbstreit*: A little bit of a gamble on that play by Florida State, trying to come up with an interception and it cost ‘em. Penn State comes up with a big conversion.

*Mike Tirico*: Robinson goes endzone for Gilmer. Did he catch it? Yes. Touchdown, Penn State. And, what a job using your timeouts to keep it close and tie the game. (pause, crowd cheers) Told you they were good in the two minute drill.

*Kirk Herbstreit*: Mike, one of the casualties when you bring pressure and play one-on-one match-ups is it’s your man against the receiver and you’ve gotta be able to go up and bat the ball away and that time Carter didn’t even see the ball.

*Mike Tirico*: Play under review. They are checking to make sure that Gilmer came down with it. Everything looked good with the live eye.
Kirk Herbstreit: The ball is up in the air. No. 15 doesn’t see the ball until it’s too late. What a great adjustment. Great body control there by Gilmer. But, Mike, as a corner when you are out there on an island. What a great play. Florida State defense over the years they have always had great cornerbacks with speed rush.

Official: After the review, there is indisputable video evidence, that the call on the field is correct. Touchdown.

Mike Tirico: It’s been a good couple of days for the Big East. West Virginia winning in the Nokia Sugar Bowl last night over Georgia and this officiating crew that’s used video replay the right way, very quickly, very efficiently. And, they have done a terrific job administrating this game tonight. How about Gilmer, he’s come on for 3 touchdowns including a big one there. Kevin Kelly knocks through his extra point. And, Penn State takes the 14, 13 lead.

Kirk Herbstreit: I was really impressed with Gilmer’s effort and the way that he was able to adjust there; he knew all along. He was seeing the football and knew that he had to hang up there in the air and get back to the football. And, because Carter didn’t locate that ball ‘til the last second. Nice job there using his body and getting into position and making the big play. It’s not only the touchdown to give Penn State the lead; what a different attitude you go into the locker room with now, compared to giving up 13 unanswered points.

Mike Tirico: When you’re a quarterback that’s got to be a good feeling when you can look up and see this.

Kirk Herbstreit: well, Michael threw the ball in the air and even though he got knocked down, I think he felt pretty good about the chance of Gilmer getting that play.

Mike Tirico: And, we talked about all the young receivers he took under his wing this year, welcoming them and teaching them the offense. An offense that he ran at receiver. But two guys
who were on campus already have become very big wide receiver stories, Deon Butler, who caught 36 balls a freshman record and Gilmer who just caught that one. He didn’t play high school football, defender, special teamer. They make two great receivers here tonight. No. 4 returns it to end the first half. He’s got room but the Nittany Lions are over there to send him to the sidelines. Out of bounds at the forty, as we come to the end of a very entertaining first 30 minutes here at the FedEx Orange Bowl. Erin Andrews with Bobby Bowden (1:29:22).

**Erin Andrews:** All right coach. Penn State takes the momentum back there at the end, what does that do to the mental state of your team heading back into the locker room(close up of Andrews walking from the field with Bowden; name superimposed below with ABC Sports logo).

**Bobby Bowden:** Well, I’ll tell you that I’m very happy to go in only one point down; I was afraid that we would let it get away from us, and so we’re one point down, which doesn’t mean a darn thing at this point. We just gotta go out and play a game with no errors.

**Erin Andrews:** And, that’s whatcha told me before. Thanks coach. Mike, back up to you (1:29:55)

**Mike Tirico:** Thank you, Erin. Penn State will get the ball first to start the third quarter. Penn State had more yardage during the first half; Florida State had the punt returns. They are as feisty as ever. Joe Paterno is at halftime yelling at the officials. At the half, Penn State by one (1:30:09).

No two minutes after because of halftime.

**Next Appearance of Andrews at 1:42:35 (third quarter):**

**Mike Tirico:** (1:40:35) But, Snow’s the guy. The middle linebacker broke his foot. He moved back over to right tackle and is clearing the way for Tony Hunts 1,000 yard season. So, the starting running back is out for Penn State. Second and nine for Penn State. Rodney Klingon will
go down. He is stopped by that Florida State front three. Brinkley, he missed the end of a regular season with an injury. Back with a vengeance he in the bowl game.

*Kirk Herbstreit:* The zone replay that you see. You’ll see it a lot tomorrow with Texas. Keep your eye right here on number 11. That’s the main read for Robinson. It’s almost a triple option. He almost should have pulled the ball out when Bostwick came down on Kennanow. As a quarterback you are taught to pull that out and take it around the edge and try to pick some yardage up. That time a poor read by Michael Robinson.

*Mike Tirico:* Lot of third and longs tonight. Third and 11. Two good defenses. Robinson’s throw is caught but Justin King is not going to get the first down. Tony Carter and Pat Watkins force the latest three and out (lull in commentary). Bobby Bowden has always had great punt returners over the years. Deon Sanders, Warren Zolosky. Those are some of the guys that come to mind. Willie Reid set the single season punt return record last year, breaking Deon’s record and he’s closing in on breaking that record again this year. He’s already taken a punt back for a touchdown tonight. Capanos kick. Reid has a bunch of room to run but Penn State covers it well as it comes down at midfield. Nick Yolton with the tackle. Erin Andrews. These coaches met in the 1990, Blockbuster Bowl in this stadium (1:42:35).

*Erin Andrews:* (close up of Andrews with field in the background) Yeah, we’re talking about Joe Pa fired up right now. If you think that he’s angry now, you should have seen him back in 1990 when (clip from the 1990 pre-game comes up to the screen) in the Blockbuster Bowl.

Bobby Bowden said Joe Paterno was so angry he thought he was going to slap him not because of the game but because of Renegade, the Florida State mascot, that horse. Florida State’s mascot perturbed him; the reason why, Joe Paterno hates when live animals roam the sidelines. The story is back in the days when they went up against Army, (split-screen close-up of Bowden and
Paterno on the sideline) they had a mule and needless to say Joe Paterno stepped in a few things so he didn’t want that to happen this time.

Mike Tirico: Uh, oh. (chuckles)

Erin Andrews: Renegade not here tonight guys.1:43:05.

Mike Tirico: Renegade not here tonight. That was the first thing that Joe wanted to know when he saw Bobby. Mat Henshaw, the tight end. Whose dad is a coach in the National Football League, George Henshaw. With a gain of six on the Drew Heneford pass. Well, we have seen Joe animated (clip of Paterno telling media to get out of here) Renegade tonight (close-up of Paterno’s face, and clips from the night). He’s had that scowl pretty much the whole night.

Kirk Herbstreit (looking at Paterno hit a ref on the shoulder) There it is. He’s a competitor. He wants to win this game.

Mike Tirico: He keeps these guys going. We said it earlier, they are in love with touching kids’ lives that’s why at 76 and 79 Bobby and Joe are still going. Six yard gain to the tight end. Fake, given to the tight end. Fake pass give the run to Hooker who skirts over and is shown the sideline by Dan Connor, sophomore linebacker who was suspended at the start of the season. Over the summer, he made some prank phone calls to a former assistant coach. He’s a former Parade High School All-American. He started the Ohio State game and the last half of the season.

Kirk Herbstreit: Tom Brown, the defensive coordinator, feels that Conner could be the next Paul Palaski. This time stays home. Remember the speed of Hooker what he can do but that time Dan Connor stays at home and is there able to avoid a big block from Dakota Fagin and get there and make the play (1:44:30).

Next appearance by Andrews at 1:46:05 (third quarter):
Mike Tirico: Third down. Weatherford. Flush. looking for Hali. Chased him into the arms of the tackle. So the pursuit by Hali, the clean-up by the tackles and Florida State one of nine on third downs tonight.

Kirk Herbstreit: Very tough call here for Florida State. Trying to go with an out and up. And, when you have a safety sitting back here in Hurrell and when you have a corner to the left and Smidas waiting for things. It makes it very tough to try to wait for a give and go on that sideline when you have a corner and safety there and there is no one to throw the football to. That’s a coverage sack for Penn State.

Mike Tirico: Hall trying to pin them inside the 15 yard line again. This one gets a very nice second bounce and it will be down on the 13. A very effective 33 yard kick for the senior Chris Hall.

Kirk Herbstreit: Well as Bobby said. Well, here more from our sit down with these two legends who as we said all they care about is knocking the other one off in this one point Fed-Ex Orange Bowl (commercial break).

Mike Tirico: Both starting linebackers out for Penn State. Michael Robinson, the senior quarterback, takes over from the 13. Pass dropped. Perfect throw; Justin King didn’t bring it in.

Erin, what about the fullback Brandon Snow? (1:46:05)

Erin Andrews: (mid-range shot of Snow hobbling off on the sideline) They’re not giving us any information. But, he did in fact walk off the field. It looked like he was dealing with that left ankle. Paterno did come over when he was at the bench. They didn’t even take him to the locker room. So, he walking around; we don’t know if it’s sprained or whatever. But, the trainer was looking at that left ankle. We’ll give you more information, when we find out Mike (1:46:24).
Mike Tirico: Okay, Erin. Thank you. During the first series of the game, that guy Tony Hunt went down with a leg injury.

Kirk Herbstreit: Starting tailback, starting fullback down. That puts more pressure on this spread offense and more pressure on the quarterback Michael Robinson to dig themselves out of a hole. Six of the last seven possessions have been very bad for Penn State.

Mike Tirico: Robinson with nothing open tries to take off. Eludes two tackles, gets to the 20. You see Florida State Sam McGrew sliding in trying to avoid a late hit flag that Paterno’s asking for but will not get. We’ll have third and oh about 3 and a half coming up.

Kirk Herbstreit: Such a close game, Mike. He wants the late hit call. Joe Paterno frustrated but when you have such a close game, Mike, the obvious thing is turnovers and field position and special teams and in this football game, for most of the time in the second half has been deep in Penn State territory and when you have Willie Reid returning punts for Florida State you’re flirting with fire. It’s up to Penn State to try to execute and pick up some first downs and get the ball out of this deep hole.

Mike Tirico: Third and three from the shot gun Mike Robinson. Looking for room to run, it’s not there. Buster Davis comes up and smacks him in the mouth. Robinson, who’s rushing is such a key difference maker, on this offense for Penn State with 8 carries and 12 yards on the night.

Kirk Herbstreit: Mike, Florida State is doing a great job with containing the athletic ability of Mike Robinson. McGrew the middle linebacker coming from the outside forces the cornerback to cut back inside and so he has to go back to the inside. Count all the red jerseys, there are 1, 2, 3, 4 very tough for Michael Robinson to deal with the speed of that penetrating Florida State defense (1:48:13).

Next appearance of Andrews at 2:32:42 (fourth quarter):
Mike Tirico: Back here in Miami the All-American linebacker Paul Poslunski coming off the field putting no weight on that right leg. He has holding that right knee as soon as he went down. And, we’re looking at him over on the Penn State side. Certainly check him out. Junior year. Predicted to go to the NFL. Likely first round draft pick. Back to the play. From Weatherford. His pass is caught in bounds, Willie Reid on the 25 yard line and a gain of 13. Florida State keeps this drive alive and Florida State has a player that was shaken up on the far sideline. Chris Davis is hurt.

Kirk Herbstreit: What a throw here, Mike, by Drew Weatherford. Knows right away, man under, something that Penn State has not shown a lot all year. Man under. A safety against Willie Reid that is a match-up that Drew Weatherford will want every single time.

Mike Tirico: We’re looking at the the heart and soul of this Penn State defense. Called by Paul Hann, the best linebacker at Penn State is taken off on a cart with the injury. Chris Davis was helped off the field for Florida State. There checking that catch by Willie Reid to make sure it was in bounds. It was a catch, so it is a first down. That’s Shaun Sinclair, true freshman who made his debut against Ohio State. He has come into that linebacker spot where Paul Poslunski was. Injured two snaps ago. Remember this Florida State drive started back at their own 5. Looking towards six minutes left. In field goal range, down 3. Leon Washington the senior for the edge. Flag down as he’s down at the 21. That’s more than likely to come back.

Kirk Herbstreit: Hold there by Hali. It’s become an interesting match-up on this drive. Mike, you talked about this drive starting on their own five. There first five drives in this half have all been three and outs and now they are working on there eighth play.

Erin Andrews: (Close-up of Andrews on the sideline) Mike, Penn State obviously is given us no information on Paul Poslunski. But, we do have our very own Dr. Jerry Punch here, who is working as a sideline reporter for ESPNRadio. He’s also a trauma specialist, and we talked to Dr. Jerry Punch. What he observed, he said normally when it looks like a ligament tear they will bring the player over and do some tests (replay of Poslunski getting injured and driven off the field on a cart). Well obviously, they didn’t do that; they put him right on the cart and took him into the locker room. Dr. Punch did say that he’s wondering about a knee hyper-extension, and sometimes when that happens, there is also a leg fracture. (mid-range shot of Penn State No. 45 getting set for next play). So he’s assuming that they are taking him back for x-rays, guys (2:33:15).

Mike Tirico: And, an NFL facility Erin so the X-rays are as good as he gets. Thank you. Thank you Dr. Punch. From the 35, Weatherford has Washington, the running back. Hali is chasing the defensive line. Lay-up from Donnie Johnson the nickel back. Triple that yardage, it’s second down. You got to start thinking there are not many possessions left in this game; we are approaching 5 minutes fourth quarter.

Kirk Herbstreit: Every yard at this point counts, Mike. Of course, you need a touchdown. Bobby Bowden is going to keep trying to attack and get that. But, just to get into field goal range, to give themselves a chance to tie the ball game here and get into the football game. You can not continue to have the penalties and the little things push you back. (pause)

Mike Tirico: Florida State has had 11 flags tonight, three others declined. 2nd and 15, Penn State brings an extra body; Weatherford the freshman is hit, as he was hit he threw and it’s incomplete. Rice and all these guys along the defensive front from Penn State took home hardware from the Big-10. Rice is second team in the conference. Paxson and Hali are first-team in the league.
Kirk Herbstreit: Great call on this play by Tom Bradley. They have been getting a lot of pressure with four and that time you saw those two defensive ends get in but that time you also saw an additional linebacker. One of the few blitzes that we’ve seen here in the second half because they haven’t had to. Nice change-up there by Tom Bradley (2:34:42).

Next appearance of Andrews at 3:24:37 (post game):

Mike Tirico: (3:20:43). How about the full back leading the way there. Injured Florida State player. It looks like Roger Bunkley is cramping as other players have tonight. And, it’s not anything more serious than that. Well, we have a second to remind you that producer Mike Perno, second producer Bob Tonsgordy and producer Bob Goodrich and directed by Mike Schlabb. Vig our technical director, our associate producer is Jonathon Livobich. Names too quick to understand. Our privilege to be with that team. 1st and 10. Handoff Austin Scott. To the 12. Scott has carried 26 times tonight and another Florida State player is down, as the kicker Kelly comes back on the field here. That is Andre Fruellen shaken up. His defense has been on the field 87 snaps. I forgot to tell you that Scott has carried 26 times tonight for Penn State. He carried 44 times all year.

Kirk Herbstreit: Mike Kelly looks anxious. He’s got the look and he’s ready to try to put it through here. I bet Michael Robinson was probably telling coach, let’s take it down to the extra point. It’s only second down, let’s keep on moving it down closer.

Mike Tirico: So the freshman Kelly, who’s missed two, one from this distance. 29 yards and a Jason Daniels hold to win this historic coaching match-up in triple overtime. And, Penn State winner of the 2006 FedEx Orange Bowl. And the season of restoration ends with exhilaration and devastation. (long pause in commentary as crowd cheers and coaches meet at midfield).
Quite a moment. Quite a picture. Quite a story of individual redemption. In Michael Robinson, as Penn State wins 26 to 23. Erin Andrews is down there with Joe (3:24:37).

**Erin Andrews:** (close-up of Andrews and Paterno; Paterno with arm around her; leans in to listen to the question; in the background other reporters huddle around) Well, coach, what would it mean to you going into triple overtime with your good buddy standing graciously right here (speaking off Bobby Bowden, Paterno pats Bowden on the back). It’s so much past my bedtime, Bobby.

**Erin Andrews:** (Andrews leans in to ask Bobby a question) Bobby, you’ve been through situations like this before with your kickers, what do you say to Gary.

_Bobby Bowden:_ Uh, well, he did the best he could do. Kickers are going to miss. (Paterno nods his head in agreement) And, uh, sometimes you miss at the wrong time. Joe had the same problem there for a while. Both of us were having the same problem.

**Erin Andrews:** I asked Joe right before you came over, what does it mean to be in a game like this, going into triple overtime against your good pal like Joe?

_Bobby Bowden:_ No animosity. (Andrews smiles; Andrews on the left of the frame, Paterno in the middle and Bowden on the right of the close-up) No animosity. I mean that. There might be some in the stands.

_Joe Paterno:_ I think that both of the teams played so hard. You can’t blame one player.

Bowden: I thought we played as good as we could have. I think we played a good ball game (the sound fades; technical difficulty).

**Erin Andrews:** Seeing how much you both went through with this game, nerves being shot, any of you thinking twice about that retiring statement?

Close-up of both coaches. Both laugh.
Andrews: All right guys, back up to you. We’re having fun down here (3:25:51).

Mike Tirico: (laughing) Oh, Erin, thank you. With the class and joy that they’ve brought to this game. How about Bobby Bowden coming over to join Joe Paterno.

Kirk Herbstreit: What a way to see both teams play hard, but Mike I’m going to remember this effort from Florida State. But Penn State ending there season after getting it started back in September. What a dream ride it’s been for Coach Joe Paterno and the Nittany Lion nation.

Tirico: Joe Paterno moves one win closer to Bobby Bowden. 359 to 384. It took nearly five hours ‘til one in the morning as several missed field goals. Two by Kevin Kelly. That one wasn’t exactly comfy, but it is good. He puts it through and ends one of the longest, one of the most exciting, one of the most memorable and clearly one of the most historic match-ups in the bowl championship series history. Joe Paterno’s team just outlasts Bobby Bowden. And for just a second there, Bowden thinks that maybe we’ll get a fourth overtime, but no Kelly made it and Gary Cismesia, who had two long field goals and the extra point that he missed with a private moment. Kevin Kelly kicks the game winning field goal and Penn State beats Florida State 26, 23. (3:27:14)

Game 3: AT&T Cotton Bowl (Alabama vs. Texas Tech), January 2, 2006, 11 a.m., FOX

First appearance of Jeanne Zelasko at 7:22 (pre-game):

Commercial break.

Jose Gutierrez: Happy New Year and on behalf of the men and women of AT&T, welcome to a great American tradition: the Cotton Bowl on FOX. Enjoy the game.

Thom Brennanman: A pleasure today to be joined by a pair on the sideline, and we go down now to Jeanne Zelasko. Hi Jeanne (7:22)

Jeanne Zelasko: (close up of Zelasko; her name and the AT&T Cotton Bowl logo superimposed below; Zelasko wearing a low-cut pink pea coat and large gold hoop earrings, Zelasko has straight blondish-brown hair and heavily made-up in pink tinted makeup) Thank you, sir. A belated Happy New Year to you. Very soon Coach Mike Leach will reach into his back pocket and uncrumple his play list (Zelasko acts out this sentence by pulling into her pocket and bringing out a white sheet of paper). What is to unfold on the field is sure to raise a few eyebrows. The very best offense in the college football free world, consists of about 20 plays with some variations. (camera pans to a mid-range shot of Leach) Forget conventional wisdom about running down the clock; there drives last over about two minutes. A lot of people say that their offense looks more like a crowd fleeing a fire. (close-up of Zelasko) Coach told me this morning, “Fire that’s good. We need the sense of urgency.” Mike Leach, this surfing, ex-lawyer football coach is ready to ride this Tide, Chris Rix, who by the way out of college eligibility is joining us on the ‘Bama sideline today all the way from Florida State. Take it Chris, welcome (8:10)

Chris Rix: (close-up of Rix and Coach Mike Shula; name and AT&T Cotton Bowl logo superimposed below) Thanks, Jeanne. Coach you’ve talked so much about this senior class, how much they mean to you and what they’ve been through here with their careers at Alabama. Tell me how much does this game mean to you and these seniors.
Mike Shula (With name and his season record as head coach “9-2 overall and 6-2 SEC”superimposed with AT&T Cotton Bowl logo): Well, we want to end up on a great note for these guys. They’ve been extremely loyal (close-up of Shula), maybe even more so than any other class in the history of Alabama. For what they’ve come through, um, they’ve showed us great leadership all year long. We’re going to play hard for them and we were going to need them to come through for us one more time. Thank you very much. Thom, back up to you.

_Thom Brennanman:_ Chris, thank you very much. A pleasure to have you with us this January 2 from Dallas, Texas, Mike Leach in his 6th year has lead the Red Raiders to 48 wins, which ties the most over a six-year run in Texas Tech school history. And, they will get the football against the Crimson Tide. They are underway at the AT&T Cotton Bowl. This is Danny Angola at the one-yard-line. And, hammered down at the 12-yard line. Jimmy Johns along with Matt Miller, the first two to the tackle. So, here comes Texas Tech, led by fifth-year senior quarterback, his first year as a starter; he sat and watched for four years. And look at his numbers in his first year as the signal caller.

_Terry Donahue:_ Thom, one of the keys today will be whether or not Texas Tech can protect Cody Hodges. That Alabama defense will give him a lot of looks and really try to put some heat on him and disrupt him. (9:38)

Next appearance of Jeanne Zelasko at 38 (5:22 1st quarter):

_Thom Brennanman:_ The drive for the Red Raiders begins from their own 14. Looking for Hicks, great coverage by Anthony Madison, the senior out of Thomasville, Alabama making his 37 consecutive start today.
Terry Donahue: One of the things Texas Tech likes to do, Cody Hodges likes to throw the ball deep and put a lot of air under the ball and let his receivers go up and get it, but Anthony Madison, No. 9, that time in great position on defense. He almost made an interception.

Thom Brennanman: Madison in high school was recruited as a quarterback, running back, a wide receiver and a db. Great athlete. Hodges throws high, looking for Robert Johnson. Texas Tech located in Lubbock, Texas. Student enrollment of 29, 000, began football in 1925 and has a good history of football. 100 wins over .500, 29 bowl appearances and they have routed opponents in their last three bowl appearances including highly rated Cal last year in the Holiday Bowl, that was no contest.

Terry Donahue: Mike Leach has a special system that he puts in for bowl practices. He believes in it and the players believe in it and they prepare well.

Thom Brennanman: Player down at 10, and the open receiver is Kelanimand he catches it on the 35-yard line. Let’s send it down stairs to Jeanne Zelasko (38:10).

Jeanne Zelasko: (superimposed below “Voice of Jeanne Zelasko”; mid-range shot of Leach on the sideline) Well, gentleman, what we have to remember about Texas Tech’s offense they may look a bit stymied but good counselor Coach Leach loves a challenge and the first half always about how the defense reacts to what they see. We have saw Leach rally the whole team and say, “Look we are this close.” And a big thumbs up from quarterback Hodges going up the field on this series, saying “we are okay.” (38:31)

Thom Brennanman: Well, Mike Leach a very interesting character. We’ll get into him more as the day rolls on. A lot of people look at him, they him talk and they think he’s a funny guy and a little on the goofy side. He’s a smart guy with one heck of a running back in Cory Henderson, running all the way to the 40 yard line. A gain of 15 by Henderson.
**Terry Donahue:** Texas Tech likes real wide splits in their offensive line that creates air and it creates running lanes and sure enough they spread out the Alabama defense here. Execute a little shovel pass to Henderson and he takes it inside for a real positive gain. The more they can split the Alabama defense out; the harder it is for the Alabama defense. The more the defense is going to try to penetrate those splits.

**Thom Brennanman:** First down, after the big gain and it’s batted into the air and incomplete. It looks like Dominic Lee got a hand on it. With a pair of catches now for Henderson; he becomes only the fourth player and bare in mind that he’s the only running back among the group to have 300 or more receptions in college football history.

**Terry Donahue:** It’s unbelievable really. I mean, you are looking at a guy who goes to the NFL and beats Marshall Faulk. A great runner, a great receiver. He’s got that kind of versatility. I mean I remember Marshall Faulk at San Diego State and this guy was just as impressive at this stage (40:11)

**Chris Rix:** 1:00:47-1:01:19

**Chris Rix:** 1:10:10-1:10:54

**Next appearance of Zelasko 1:26:57 (4:50 in second quarter):**

**Thom Brennanman:** (1:25:00): Pressure coming again. Hodges steps up. Escapes a tackle and slides out to the 40 yard line. He dupes Jeffrey Dupes (lull in commentary).

**Terry Donahue:** When a defense is playing man-to-man coverage that one man that is not accounted for is the quarterback. Alabama was playing man-to-man coverage, everybody ran off so there is all kinds of air for Cody Hodges to pull the ball down and make positive yardage. This guy has very, very good timing with when to get out of that pocket.
Thom Brennanman: 19-yard gain by Hodges, who is the leading ground gainer today 62-yards rushing on just 7 attempts. Exchange bobbed by Amadola. Able to pick it back up and lost a couple of yards.

Terry Donahue: Thom, it’ll be interesting to watch this game unfold. But, we make well go back and look at that last completion from Hodges to Falani from the 1-inch line that got them that space and room to operate their offense, that may well have been the play of this game and may turn out to be the most important play of this game before it’s all over. I thought for sure that Alabama had a real chance to get a safety on Tech down there.

Thom Brennanman: Rogers being chased and pushing him out of bounds at the 43 yard line is Terrence Jones and for more on that Texas offense we’ll go downstairs to Jeanne Zelasko.

Jeanne Zelasko: (1:26:56; superimposed below “Voice of Jeanne Zelasko”; mid-range shot of Mike Leach and then pans back to the action on the field and a crowd shot) I think on this Tech sideline, they feel like they escaped that last mis-handoff on the goaline. Obviously, communication on the line, you saw the quarterback to get over and move. Guys, you’ve been touching on it all game. ‘Bama been giving them such different looks they are making adjustments up to the final moments. Hand signals. The quarterback has to keep looking over to the sidelines to see what adjustments I need to make. (1:27:17).

Thom Brennanman: What Joe Kines talked about with us yesterday. His entire defensive unit looks to the sideline to see what they want to call on defense. No one calls it; they don’t huddle up.

Terry Donahue: No. They just kinda get it from him and then get it communicated to their teammates.
Thom Brennanman: 3 and 7 on third down is Tech. Hodges nearly lost the ball. Still on his feet and out to the 45-yard-line but that’ll bring up forth down. Tremendous pressure. By Keith Saunders among others.

Terry Donahue: Cody Hodges has not been pressured like this all season long. Even against the Oklahoma States and the Texas’ of the world. He’s not been under this kind of duress. And, one of these things is that a quarterback begins to loose his timing and his rhythm a little bit. One thing about Hodges is that he’s so active in the pocket. He reminds me a little of Jeff Garcia in the pocket with that precise timing of when to get out and when to bail.

Thom Brennanman: Under pressure indeed. Cody Hodges today against this No. 2-ranked defensive unit in the country. No. 1, you’re wondering? Virginia Tech. Pretty nice job right there by Alex Reyes. They’ll spot it at the 15 yard line. 3:31 to play until half time and the Red Raiders slowed down by the Crimson Tide so far. (1:28:48; commercial break).

Chris Rix: 1:33-1:33:35

Chris Rix: 1:46:45-1:47:36 (half-time)

Next appearance of Zelasko at 2:08:42 (halftime):

Thom Brennanman: (commercial break; college band playing without commentary 2:06:43-2:07:47) All the great spirit, color and sounds of college football from AT&T Cotton Bowl. Thom Brennanman back alongside the coach Terry Donahue. And, coach we came in talking for the better part of a month about the Tech offense and the Alabama defense, how could you not be so impressed by the effort by Alabama.

Terry Donahue: Well, they’ve done a great job disguising their defenses really making Cody Hodges work to get passes down the field. They have flushed him, rushed him. They’ve done everything they could. If Alabama plays the kind of defense that they did in the first half in the
second half, it’s going to be hard for Texas Tech to their normal pace and rhythm that they have had.

*Thom Brennanman:* And, it should be noted that Texas Tech’s defense, which came in in the top 30 in all of college football, no. 8 against the pass, they’ve done really well, allowing just one long touchdown. Standing by with Mike Leach along the Texas sidelines, our Jeanne Zelasko (2:08:42).

*Jeanne Zelasko:* (superimposed below “Jeanne Zelasko”; mid-range shot of Texas Tech player running along the sideline) Coach Leach, Alabama defense may be even better than advertised. What kind of adjustments do you make to come out strong with good offensive work in the second half (2:08:51; close up of Leach and Jeanne Zelasko: Zelasko’s profile in the right side of frame)

*Mike Leach:* Well, they are advertised plenty good. The thing is we just got beat on field position. We moved the ball fine we just get pinned back. We just have to play together better this half.

*Jeanne Zelasko:* Thank you coach. Leading rusher, of course, the quarterback. The last time that happened Cody Hodges leading rusher (mid-range shot of Leach walking back over to his team on the sideline), Oklahoma State. And, guys we know, Coach Kines told us that they thoroughly digested that tape. (2:09:14)

*Thom Brennanman:* Jeanne, great to have you here with us today and we’re closing in on the end of the beginning of the second half. Alabama very late in getting out of the tunnel. Let’s look at some halftime statistics. We’re talking about a team in Texas Tech that averages over 510 yards of total offense per game. You see 220, so like Coach Leak said, they are moving the ball, they just aren’t able to make that one more or two more plays to get into the endzone.
**Terry Donahue**: Well, I don’t think they have really had the rhythm that they normally have had. I think that when you just watch them, I really believe that Cody Hodges’ rhythm has been upset by the Alabama defense and I think they are used to more success than they are currently having. And, I think that if they can get their offensive line to protect Hodges a little bit better than they did in the first half that they will play better in this half. And sure enough, if you’re Alabama, you have to go in there at half time and say look guys, we’ve held this team that was averaging over 42 points, over 500 yards, we’ve got them with 3 points. We just have to keep bringing the heat on them and if we do, we can win this game.

**Thom Brennanman**: We talked about Texas Tech offensively. A number of times they have been in games like this, not necessarily held to 7, but you go back to that Texas A&M game and there have been a number of examples through the Mike Leach years where they have been slowed down in the first half and then they just take off in the second half. They are very good at making halftime adjustments.

**Terry Donahue**: No question. Mike Leach is a really strong game day coach (2:10:42)

**Next appearance of Jeanne Zelasko at 2:24:07 (9:27 in 3rd quarter):**

**Thom Brennanman**: (commercial break; 2:22:37) We saw Terry Donahue do this time and time at UCLA during his twenty years. Really give it to his troops. (chuckles)

**Terry Donahue**: Hey, listen you’ve got to call those guys together and really rally ‘em up and particularly when you are in a tough game like this. Texas Tech is not used to this, they are really not. I mean this is not what they really anticipated coming into this game, so you have get to get guys psychologically to get out of whatever funk that they are in.

**Thom Brennanman**: Well, you were doing that to our TV crew last night to get prepared for this game.
Terry Donahue: Yeah

Thom Brennanman: First and 10 Alabama. Darby, nowhere to go. Wrapped up by Ken Scott along with Dawson, no gain.

Terry Donahue: Great first down play by the Tech defense. Any time that they can win that battle and keep Alabama under 4 yards, they are going to disrupt Alabama’s game plan and force Alabama to get out of what they really want to do, which is run, run, play action, run, run, play action. When you have ‘em 2nd and 10, it makes it a little bit different. You have to go to a different style offense.

Thom Brennanman: If you haven’t guessed our Cotton Bowl is sponsored by AT&T today. And, this a look at our AT&T skyview camera. Jerard Darby and he’s tripped up by Randal Cherry after a gain of three. Let’s send it downstairs to Jeanne Zelasko (2:24:07).

Jeanne Zelasko: (superimposed at the bottom of the screen “Jeanne Zelasko” beside AT&T Cotton Bowl logo; mid-range shot of action on the field) Well, Leach’s powwow there might have been longer than the meeting he had with the assistant coaches at halftime. He was in there under three minutes. Tech PR was making there way down in the elevator; the defensive coaches were already heading back up. The thought process is that they had confidence in their defense, ironically. They were happy with how they were playing. Short meetings for the coaches; long meetings on the sidelines. (2:24:27)

Terry Donahue: I think if you’re Tech you’ve only given up 7 points, you have to be pretty happy with your defense, and, uh, but they have got to make sure that they can come out of this thing without giving up 7 points. A field goal is one thing, a touchdown is something else.
*Thom Brennanman:* Lee stepped up and Croyle in trouble. Had it batted down, but a flag on the field right were Croyle threw the pass. So, it would be a very long field goal try if this is where the Tide drive stalls. But, we’ll wait on this call from Terry Laden our field referee today.

*Official:* Offsides, defense. That penalty is declined. Holding No. 28 defense, 10 yard penalty, by rule, automatic first down.

*Thom Brennanman:* That’s Marcus Bunten, who has not gotten a lot of playing time. Redshirt freshman out of Taylor High School in Taylor, Texas. And, what a huge penalty that turned out to be. You talk about a critical call. Again, if you’re Tech you haven’t given up a lot of yards. You’re thinking now, psychologically, hey we’re going to give them a field goal but we’re going to keep them out of the endzone and keep them from getting seven points.

*Terry Donahue:* But boy you give them a legitimate chance at 3 now. I mean that would have been a 43, 45 yard field goal and now it’s first down. But, they’ve already had one blocked and one right so

*Thom Brennanman:* Not much running room for Tim Castil. Maybe a yard. Flesher again there to meet him; we’ll call it a pick up of two. (2:26:28; third quarter).

*Next appearance of Jeanne Zelasko at 2:33:35 (6:45 in third quarter; commercial break before; no transition):*

*Thom Brennanman:* 10, 3 Alabama in front. Texas getting the football. Let’s go downstairs to Jeanne Zelasko 2:33:35.

*Jeanne Zelasko:* (close-up of Zelasko and Jose Gutierrez in front of AT&T lanyard) This is the eighth Cotton Bowl that FOX Sports has had the privilege of being part of. It’s a great event due in large part to the sponsors and people like Jose Gutierrez from AT&T (Zelasko looking at
camera; superimposed below Zelasko’s name and AT&T Cotton Bowl logo). Great week in Dallas congratulations and congratulations on the new AT&T.

Gutierrez: (close-up of Gutierrez) Thank you Jeanne and thanks for the FOX network for a job well done. The AT&T Cotton Bowl is such a great tradition; this year is a little extra special for us at AT&T. We are introducing and thrilled to bring to the world a new AT&T, a company that is going to bring communications and entertainment and I would like to invite everyone to try our company. You are going to love our products and so thanks again Jeanne and FOX. And, to all the viewers who are watching, Happy 2006.

Jeanne Zelasko: (close-up of Zelasko) Happy New Year to you, as well, Jose (2:34:40).

Thom Brennanman: And, again we are so elated to have our contract extended to present the Cotton Bowl and the BCS, beginning next year the Fiesta, the Orange, and the Sugar Bowls for four years. And, of course, next year an additional game to the BCS, the national championship game. And, that was overthrown on first down.

Terry Donahue: And, you know Thom, two, FOX has done such a great job with professional football. When they get into college football extensively with the BCS that’s going to take it to a whole new standard. And, I think it’s really exciting for college fans who love the way FOX presents games. And they’ll do a great job with it.

Thom Brennanman: So Tech getting a football after the Crimson Tide chewed up better than 8 minutes on their first drive in this second half. And, Texas Tech which averages over 400 passing yards a game, the most in college football, the second most overall yards per game with over 500, held to just 3 points. Hodges having to put it on his hip and he has first down yardage out to the 35-yard line and he is by-far the leading rusher of the game for Texas Tech that run right there gives him 12 carries for 80 yards rushing.
Terry Donahue: And again certainly Texas Tech did not come into this game anticipating that Cody Hodges would have 80 yards rushing; they had hoped that Henderson would have 120 yards rushing and that Cody Hodges would not be scrambling all day long and flushed out of the pocket like he has. That last play, Alabama just did a good job with coverage, and he couldn’t find anyone open. So he had to run the football and he turned it into positive gain.

Thom Brennanman: Only three rushed and Hodges still is flushed out of the pocket. Nowhere to run, and let’s send it down the sideline with Chris Rix. (2:36:36)

Rix: 2:52:05 Great stuff, Chris.

Next appearance of Jeanne Zelasko at 3:08:11 (9:34 in fourth quarter):

Thom Brennanman (3:06:15): It took all that time to figure out that they needed to bring out the chains and they are short by inches. All right decision time for Mike Shula, you only up 7, but if you give the ball to Tech you give it to them at their own 40, if you don’t make it.

Terry Donahue: You come into Cotton Bowl, Thom, you’re playing in front of a national audience. You’re 9-2, Cotton Bowl win puts you right back on the map, if you’re Alabama. I think you go for it. I think he’ll go.

Thom Brennanman: Well you called it. Castil and McClain in the eye formation. And Castil has the first down.

Terry Donahue: That’s why Mike Shula gets all that money to be the head coach. You have to make those hard decisions. But, you know I think he felt very comfortable with that offensive line. Those guys have done a really good job up front today. They have been able to rush the ball against this Tech defense so I think they have a good percent shot at making it. You also tell you’re team that if you can’t make a foot, a half yard, you don’t deserve to win the Cotton Bowl. So that’s what’s in your mind when you make that type of decision.
Thom Brennanman: Fresh set of downs, the clock running under 9 minutes in Dallas. Again in the eye formation, this is Kenneth Darby, breaks into the outside, cuts it back into the inside and wow a shot delivered by Sylvester Brinkley and for more on Cody Hodges, here’s Jeanne Zelasko.

Jeanne Zelasko: Coach, you’re talking about percentages (superimposed below “Voice of Jeanne Zelasko” beside the AT&T Cotton Bowl logo; mid-range shot of Hodges on the bench with trainers looking at his knee). I wonder what the percentages are that we will see Cody Hodges back out here today. I guess it depends on who you talk to. Hodges obviously having some problems with that right knee (superimposed below Hodges stats for the day: “367.5 passing yards/season: today 187). Doing all kinds of tests to it. We saw him try to work it out, try to take the ball under center, try to take the ball in shot gun. And he’s obviously having problems, he can’t even put pressure on that right leg, guys, but teammates coming over to him and reminding him, hey get out here; this is it. He sat on the bench patiently watching for years, waiting for his start, he wants to go out with a bang. I guess we’ll wait and see. Graham Harold though warming up. 3:08:42.

Thom Brennanman: Our first down line presented by AT&T. And that didn’t fool anybody. Buster Session who had to leave a little ago, has just come back in and made a big play.

Terry Donahue: Texas Tech comes on a blitz. It’s not usual for Tech to blitz. They really don’t like to bring a lot of pressure either out of their linebackers or their secondary. But on this particular play Session really gets penetration and disturbs this Alabama offense.

Thom Brennanman: Well, this is a stop that Texas Tech has to have. If you move the chains right now, you keep the clock moving and knock on the door in field goal range and you can put them
away. Castil will be denied the first down so it’ll bring up fourth down and the 31. You’re out of
field goal range here. You’re not going to try it; so do you go again if you’re Mike Shula?

_Terry Donahue_: I think you probably do, particularly if. Unless you feel if that you can kick the
ball out of bounds inside the 10 yard line and make ‘em go 90 yards for a touchdown. But, I
think you do. I think Alabama will go for this.

_Thom Brennanman_: So typical of Alabama. The way that this team won all year. They had wins
over Ole Miss, Tennessee and Mississippi State where they scored one offensive touchdown.
They went 15 quarters without scoring an offensive touchdown and they won the games.

_Terry Donahue_: And, they are winning here with one offensive touchdown so sure enough.

(3:10:35).

_Next appearance of Jeanne Zelasko at 3:46:38 (post-game):_

_Thom Brennanman_: (3:45:06) Tide roll, they chant. Those that have made the trek from
Tuscaloosa. And another look at this field goal. Look at this thing: going sideways. (chuckle)

_Terry Donahue_: I’m not sure I can watch it again. My hearts pounding. Now, I remember why I
got out of coaching. This is hard on coaches, both the winning and losing coach. Look at Mike
Shula. He’s going to relish this win. He’s gonna talk about it for years to come; he’s going to
build his Alabama program around this Cotton Bowl win.

_Thom Brennanman_: Well look at that thing. That looked like off the tee and duck hook. That’s
what it was. It was through those uprights and that’s all that matters.

_Terry Donahue_: Well, they say that football is a game of inches and that one was a game of
inches that game.

_Thom Brennanman_: The Alabama Crimson Tide, football’s most dominant college through the
years, the most bowl appearances with 53 appearances, and of course another 10-win year,
another NCAA record with 28 of those. But, Coach, we mention Texas Tech. There defense was sensational; there offense was clearly hurt by the defense of Alabama. Let’s send it downstairs for the trophy presentation to Jeanne Zelasko (3:46:35).

Jeanne Zelasko: (mid-range shot of Alabama players in huddle; close up from left to right Jose Guitierrez, Gayle Harold, Jeanne Zelasko and Mike Shula surrounded by Alabama players and coaches; Zelasko in different outfit. Wearing a low-cut rounded white shirt with a black suite-type jacket and slacks; however the suit looks more trendy. Also wearing a necklace) And, the 70th Cotton Bowl certainly one we will always remember and I think a few people here might look back on this fondly as well. Let’s get to the hardware shall we? Jose Gutierrez from AT&T do you want to start the roll or should I say Tide?

Jose Gutierrez: (close-up of Gutierrez) Thank you Jeanne. First of all let me congratulate Texas Tech and Alabama and all the fans for a great day, great game. Coach Shula, you and your program are classy on and off the field. Congratulations on a great victory. And, now for the award presentation, it’s a pleasure to introduce the chairman of the Cotton Bowl, Mr. Gayle Harold.

Jeanne Zelasko: Our friend Gayle.

Gayle Harold: (close-up of Harold and Zelasko) Okay, thank you Jose. Coach, what can we say. You played a great game, your defense stood up as you knew that they would and you’ve brought a real wonderful experience to the Cotton Bowl. On behalf of the AT&T Cotton Bowl Classic, it’s my pleasure to give to you the 2006 Fields-Stoval Cotton Bowl Trophy. Congratulations (they shake hands).
Jeanne Zelasko: (close up of Shula with players behind; shakes head as listening) You might need some help with this. Coach, first let’s first talk about the defense putting the Bam in ‘Bama. I think we heard so much about it but to see it on the field. Can you speak about them?

Mike Shula: Oh, for sure. First of all I would like to thank our fans out here who came out and supported us. We got the best fans in the country (cameras pan to fans in stadium; then back to Shula). Our players know it. This award goes to our football team, our seniors, Coach Moore, Dr. Whit the whole support system has been wonderful since I got here (camera pans to mid-range shot of field and players in huddle). The way our defense played today is the way we played all year. And, even though we gave up the one touchdown at the end, you can’t say enough. You know, we had heard through the media, all about the high powered offense.

Jeanne Zelasko: You looked at me, like you were blaming me (laughs, but ignores the comments).

Mike Shula: (close-up on Shula) And, they were really, really good, but I think the one thing that the media may have forgotten was the guys on our defensive football team and our senior leadership.

Jeanne Zelasko: Let’s talk about your seniors because I know that they are so near and dear to you. And, really as you look around these are faces that you are not going to see in a few months. Comments about the seniors.

Mike Shula: (close-up on Shula) We’re gonna miss these guys. And, they’ve been through a lot. When we first got here I was the third head coach that they had seen in one year as sophomores. They stuck with it through thick and thin. Stuck with it through our first year; they had some injuries last year. They deserve this; they deserve this success. 10 wins. What a great year.
Jeanne Zelasko: And just briefly, can you speak to Cody Hodges in defeat and just the heart to come out there and probably some ligament damage in that knee (Shula nods head).

Mike Shula: What a great competitor and our guys I saw them afterwords. And, we talked about him coming into the game. What a true warrior, um, he’s very productive. We have a lot of respect for him and he’s got a real good future. And, our hats go off to Texas Tech and their fans and there whole program.

Jeanne Zelasko: That’s what college football is all about. ‘Bama back. Enjoy the victory, thank you, guys (3:49:39; mid-range shot of the huddle at midfield).

Thom Brennanman: Jeanne, thank you very much. Only the second time in the history 70 of these in Dallas, that the game has been decided on a final play. You go back to that unbelievable 1979 game of Joe Montana and the Fighting Irish beating Houston by one. Coach Donahue, it’s been a ball.

Terry Donahue: Thank you Thom. Happy New Year man it’s been great fun.

Thom Brennanman: Happy New Year to you, as well. Our Cotton Bowl Classic produced by Jeff Gail and directed by Rich Russo. Our associate producer Larry Lancaster. Our associate director Eric Linginheimer. Our thanks to broadcast associates Kevin Dresser and Brian Bettermeir. And our technical director from Tuscon, AZ. Joe Stevens…For Terry Donahue, Chris Rix, Jeanne Zelasko and our entire crew, this is Thom Brennanman saying so long from Dallas. Alabama on a game-winning field goal by Jamie Christensen 13, 10 winners over Tech. This has been a presentation of FOX Sports, your broadcaster for the Cotton Bowl, Fiesta Bowl, Orange Bowl, Sugar Bowl and National Championship game. We’ll see you next January, here on FOX. (3:50:59).
Game 4: Vitalis Sun Bowl (UCLA vs. Northwestern), December 30, 2005, 2 p.m., CBS

First appearance of Tracy Wolfson at 6:51 (pregame):

(Commercial Break) Verne Lundquist: 6:35) Welcome back to the 2005 Vitalis Sun Bowl, Northwestern, UCLA. The Bruins posted a 9 and 2 mark, a marvelous record but in the midst of achieving that goal they had to deal with personal tragedy. Five members of that team lost family members of their family throughout the season, among them running back Maurice Drew. For more, here’s Tracy Wolfson.

Tracy Wolfson: (6:51; close up of Wolfson with field in the background; she has long, straight brunette hair, heavily made-up. Wearing a very low-cut white camisole with a black suit jacket. Cleavage is exposed; superimposed below her name Tracy Wolfson) Thanks, Verne. Well, Maurice Drew, we’re going to see a lot of him today but as you’ll notice on the back of his Jersey it says Jones-Drew (close up of Drew’s jersey and him warming up). That’s to honor his grandfather Maurice Jones who died earlier this season of a heart attack during their game against Rice. And, Jones has said he was my life and this is a tribute to him (7:15).

Maurice Drew: (go to previously recorded interview with Drew) He was there for every game, every practice anything, every play, gymnastics, ballet, everything (superimposed below: Maurice Drew: running back, UCLA). Whatever you call it. As much as he didn’t like ballet, he was there because I was in it. So, you know when you have a person that dedicates their live for you, you know, it just takes a lot. It shows you how much they care and just makes you wanna be, uh, respectful to a lot of people. The person that you see here today is him. I was molded around him.

Tracy Wolfson: (close up of Wolfson, with field in background) It was obviously tough for Drew to get over the loss, as it was for all of the players who lost loved ones. But, they all said
that it not only made them closer but stronger as a team. Guys, back to you. (close up of players warming up; 7:53).

Verne Lundquist: All right thank you Tracy. Maurice Jones was 69 years of age when he passed away of a heart attack during the second half of the UCLA, Rice game earlier this year. Maurice Drew and his teammates on the field, they will take on Rice when we return (8:12) Commercial Break

Next appearance of Wolfson at 42:13 (5:00 in the first quarter):

(Commercial break; 41:56) Verne Lundquist: On the kick-off a moment ago, Maurice Drew hit by Malcom Arrington and apparently injured on that play. Understand that he is on the sideline. Tracy what can you tell us.

Tracy Wolfson (42:13; superimposed below mug shot of Wolfson “voice of Tracy Wolfson”):
Well, Verne, a concerned look on Karl Dorrell’s face after that play. He came over and said look at Drew. They were looking at his left elbow (mid-range shot shows Drew on the sideline being pushed back by the trainer then being taken on a golf cart to the locker room. stats for Maurice Drew superimposed below: “21: Maurice Drew: 4, 592 All-Purpose Yards, UCLA Record”). Word is that they are going to take him in for some x-rays. Actually, as you can see, they are taking him in right now. Drew on the other hand was trying to get back into the game and trainers had to hold him back. Any more information I get I’ll bring it to you (42:37).

Verne Lundquist: Okay, thank you. That would be a significant loss to state the obvious here. And, the return this time by Rogby Van No. 3 and Van he’s dumped at the 15 yard line. So, it has been all Northwestern in the first quarter. 12 points in 51 seconds. And the Bruins have apparently lost Maurice Drew.
Todd Blackledge: You talked about the turnovers and interceptions for Northwestern. That’s their 28th turnover that they have forced this year defensively. Last year only 15 turnover scores in 12 games so, uh, an outstanding year in forcing turnovers. Of course, the leader in the nation in that category, USC, they’ve forced 37 turnovers this season.

Verne Lundquist: Chris Marque is the running back now in place of Maurice Drew. Marque gets it right side, big opening, down to the 25 yard line. Nice play

Todd Blackledge: Remember Greg Colby, defensive coordinator of Northwestern, told us when we met with him yesterday that he thinks that this guy Marque is just as talented of a runner as Maurice Drew. Of course, Drew is an all-purpose guy as a punt returner and wide receiver at times. But, they are very impressed with the young sophomore Chris Marque.

Verne Lundquist: Marque out of Lulie, Louisiana. One of the quintet of players effected by Katrina. There home is the state of Louisiana. There’s Marque. As a matter of fact, there are two players on this Northwestern roster out of Lulie, Louisiana. And, Marque, one of them gets out to the 30 yard line. 4:53 to go first quarter of play. All Northwester so far. And Drew Olson 2 of 6 and he’s thrown two to the opposition. Karl Dorrell, third year at his alma mater, he graduated from UCLA in 1986 over the course of his career as a wide receiver caught a total of 108 passes. Here’s the play action. Olson wants a bunch. That one tipped and incomplete, second down (44:44).

Next appearance by Wolfson at 54:41 (2:00 in the first quarter):

(52:41) Verne Lundquist: Kalil Bell, Michael Petri in the backfield now. Cowen in motion.

Handed off to Bell, Bell down to the 20 yard line. And, again Maurice Drew in the locker room, Traci informing us that, uh, they are going to take x-rays of what appeared to be an elbow injury sustained on a kick-off return. We’ll get you updated information as soon as we can. Two
minutes to go first quarter, 2nd down and four. Chris Marque the running back now, the running
back from Lulie, Louisiana. Hit, dropped at the 18 yard line by Tim McGargle, No. 41.
McGargle is coached by an All-American defensive player of the year, Pat Fitzgerald, who was
one of the stars of that 1995 team that went to the Rose Bowl. People around the program, Todd,
say he plays very much like Pat Fitzgerald did.

Todd Blackledge: Well, Tim told us that Pat kind of took him under his wing because he had
played more offense in high school and when he got here they put him at linebacker and
Fitzgerald kind of molded him in his own image. Not quite as loud as Fitzgerald but plays the
same way.

Verne Lundquist: (chuckles) No he is not. Third down, Pat Fitzgerald defensive player of the
year for two years 1995 and 1996. Sadly for him he broke a leg in that next to last game in the
magical 1995 season and did not get to play in the Rose Bowl. And, he went back to coach at his
alma mater.

Todd Blackledge:Played with passion, coaches with passion

Verne Lundquist: And let’s go down to Tracy (54:41).

Tracy Wolfson: Verne, talk about the respect that Pat Fitzgerald has for McGargle
(superimposed below mug shot of Wolfson “voice of Tracy Wolfson; mid-range shot of
Fitzgerald on the sideline, camera pans to the action on the field). Well, he said, ‘what you see is
what you get with him. He’s a football player and he’s irreplaceable. People are going to ask
next year, how do you replace him; how do you fill those shoes? And, I’m going to tell them you
can’t. (54:56)

Verne Lundquist: Okay, Tracy, thank you. On the carry by Marque, there was a fumble and it fell
right into the arms of Joe Cohen; they actually picked up additional yardage on the play.
Well that would have devastating for UCLA to turn the ball over again after they have a nice drive going. They converted on fourth down. They are playing without Maurice Drew and running the ball with some success. Very fortunate that Cohen was able to fall on that football. And, so first and goal with 30 seconds to go in the first quarter of the Sun Bowl in El Paso. Kalil Bell in the backfield. Right side, touchdown.

*Todd Blackledge:* And they’ve really found something running to that right side, now. I, I. They have definitely found something running to that left side of the Northwestern defense, right side for the offense. But, excellent drive and a much needed touchdown for UCLA

*Verne Lundquist:* Second touchdown of the season for the true freshman from SanAnn Solo, California. Kalil Bell and Jimmy Rodstein is on now to try the extra point. A walk-on from Los Angeles. Again Justin Metlock, a team infraction and suspended from the game. So, Bell gets the touchdown, Rodstein gets the extra point and UCLA has something to cheer about at the end of the first quarter. Bell for six, UCLA has 7 (56:40)

*Next appearance of Wolfson at 1:30:12 (2nd quarter):*

*Verne Lundquist* (1:28:12): We are back in the Sun Bowl. The first game was played in 1935. Played annually since then. This the 38th consecutive season that it has been telecast by CBS. 22, 14 first down and 10 after the time out. And, Chris Marque on for the injured Maurice Drew. Big hole, wow, keep going. Finally tackled within the 20.

*Todd Blackledge:* Well, UCLA has just made a great adjustment after the start that Drew Olson had with the 3 interceptions. They said, you know what let’s run the football, even without Maurice Drew, let’s run. And, they’ve been running most effectively to the right side that’s where they’ve been getting their big play. Watch Marque do a nice job of reading the blocks here; it’s a little stretch play but it always has the cut back potential, which he does, they have
been averaging 8 yards a carry here in the ball game and this one much more than 8. And this
Chris Marque doing a great job of running the football for this UCLA team.

*Verne Lundquist:* 6 carries for 113 yards. Here’s the handoff for Kalil Bell, he’s down near the
10. 22, 14 and if you joined us late. Drew Olson intercepted only three times all year, has been
picked off three times in this game, all in the first quarter, two of them returned for touchdowns.
Only having fallen behind 22 to nothing and having lost Maurice Drew to a shoulder injury on a
kickoff injury on a kickoff return. And he looks like he might be ready to come back in

*Todd Blackledge:* That’s Chris Marque.

*Verne Lundquist:* I beg your pardon.

*Todd Blackledge:* Marque doing a stellar job of stepping in for him. And Kalil has done a nice
job of giving Marque a break.

*Verne Lundquist:* Down to the 7.

*Todd Blackledge:* Drew Olson you mentioned 3 of 11 in throwing the football. They are pretty
much doing it all from the ground right now. But he did get the one big touchdown to Moua to
get UCLA’s second points on the board.

*Verne Lundquist:* Marque down on the sideline. And, let’s get an update from on Maurice Drew
from Tracy. (1:30:12)

*Tracy Wolfson:* Verne you’re right (superimposed below mug shot of Wolfson “voice of Tracy
Wolfson; camera stays with action on the field). He is getting ready to come back in. X-rays
were taken; they were negative. He has a mild separation of the left shoulder but as you saw
earlier, they can’t keep him out of this one, so they’ve padded him up and they’re going to try to
get him back into the game (1:30:25)
Todd Blackledge: I mean the question is though do you want to take Marquee out of the game as good as he’s doing. And here’s another touchdown by Kalil Bell. So the running game is what’s getting it done now for UCLA, running right at this Northwestern defense.

Verne Lundquist: They will go for two and try and tie it up.

Todd Blackledge: This is just good physical football. Two new starters on the UCLA offensive line. But, Shannon Toboga is their key guy up there, the guard, and he’s leading the way in the endzone for that play.

Verne Lundquist: Down by 22, did we say something at the beginning of this game about defensively challenged.

Todd Blackledge: Yes we did.

Verne Lundquist: Northwestern, dead last among Division I teams. 117th defensively. UCLA 111th defensively. This one could go into the 80s. I said tip inadvertently at the beginning. This might be a basketball score before we’re done. For two and the tie. Olson, got it.

Todd Blackledge: That’s Mercedes. Hasn’t caught one today but he caught a big one right there. Big target along the backline of the endzone. Throw it where he can catch it and no one else and Drew Olson, whose only completed 3 passes today before that makes a big one. Back across his body, high so that only his guy can catch it along the back. And Olson and Lewis connect.

Verne Lundquist: Northwestern gets 22 in a row. UCLA then comes back to get 22. We’re notched (1:32:13).

Next appearance of Wolfson at 2:10:08 (end of second quarter):

Verne Lundquist: He’s really hurt

Todd Blackledge: That was a late hit no question.

Verne Lundquist: Almost willing himself up. Bruce Davis No. 44.
Verne Lundquist: Meanwhile, the pass was caught but time has expired on the clock.

Todd Blackledge: Well, that’s interesting with a penalty on the play. 45 yard pass, Ross Lang caught it.

Official: Roughing the passer defense, penalty enforced at the end of the run. First Down and one untimed down.

Verne Lundquist: Right exactly. How about that?

Todd Blackledge: Well, never giving up there on the play. Staying with it the last play of the half, throwing it up there. There’s the late hit.

Verne Lundquist: It was Justin Hickman #17 not Davis. And, so the 45 yard pass.

Todd Blackledge: They are going to go for it. They don’t trust the kicking right now they trust Brett Basney a lot more than they do Joe House. As long as Basney feels okay after that late hit, I don’t blame them.

Verne Lundquist: And Howells has missed two extra points and had a field goal blocked. So, Basney looks like he’s okay, one untimed down. First and goal. The ball on the four. Tirell Sutton his the running back. Here’s Brett Basney the senior.

Todd Blackledge: It looks like he’s checking to a new play.

Verne Lundquist: 4 men wide and two on either side. UCLA shows blitz and they’re coming. Basney lobs it they have a man open and he bobbles it and almost picked off in the endzone. Shaun Herbert the intended receiver, Michael Morris the nickel back knocked it loose.

Todd Blackledge: What an exciting first half of football.

Verne Lundquist: 642 yards of total offense in the first half. Here’s Tracy with Randi Walker.

Tracy Wolfson: (close up of Wolfson and Walker throughout; Wolfson looks at Walker as she asks her question; very close to him; superimposed below: “Randi Walker: 1st Coach in School
history to take Northwestern to 3 Bowl games”) Coach you guys had 22 point lead to start the half, what happened?

Randi Walker: Well, we knew that this was a good football team that has a lot of character and would battle back. We knew it was going to be a 60 minute football game. And, I think it’s on. We gotta play well in the second half not make mistakes that take us out of field goal position. And, we’re going to be all right. I think we’ll be in a shoot out and have some fun with it.

Tracy Wolfson: Basney took some big hits there is he okay.

Randi Walker: I hope. They need to protect the guy now. I’m not making any statements though. But, those are a group that’s making a statement by what they do on defense.

Tracy Wolfson: Thanks a lot, good luck. (2:10:46)

Verne Lundquist: Here’s the last play of the second half. Ever so close on either side of the bowl. Back with Diamond Rio after messages and a word from your local station, I think (2:11:01; commercial break).

Next appearance of Wolfson at 2:36:37 (Halftime):

Verne Lundquist: (2:36) Welcome back. Half time 29, 22 as we get set for the start of the third quarter. UCLA with 29 unanswered points and the check of the halftime stats Todd presented by Brute.

Todd Blackledge: Well, that total yards you see 317 for Northwestern and 325 for UCLA. Both offenses got into a groove. UCLA did it running the football primarily in the second quarter. Northwestern a little more balanced with their passing game. But, still a lot more football to be played that’s for sure.

Verne Lundquist: Now, let’s go down to Tracy, who is with Karl Dorrell(2:36:37).
Tracy Wolfson: (close-up of the pair; Wolfson looking up at the coach) Coach, you were down 22 points to start the game. What was the key to getting back in this one.

Karl Dorrell: Well, we just needed to focus on doing one play that’s a great executed play at a time. As soon as we got a series together and scored, I think that everything started falling into place for us. But, yeah, that wasn’t a great start with being down 22 to nothing (Wolfson nods).

Tracy Wolfson: They call them the Cardiac Cats so they can come back. What was the message to the team in the locker room.

Karl Dorrell: Well we have come back before, you’re right. But, we don’t want to do those types of things on a daily basis or even in a game like this when you’re playing against a great crowd and opponent like Northwestern. So we need to come out in the second half and just finish and play with more consistency early and that’s all our plan is right now.

Tracy Wolfson: Thanks a lot, good luck. Verne, back to you (2:37:21).

Verne Lundquist: Thank you Tracy. Karl Dorrell his team down 22 to nothing. This thing may not end until 8:30 (chuckle).

Todd Blackledge: I know. It’s going to last a long time. But, you know the thing is Northwestern had some mistakes in the first half with there kicking game. I don’t think it’ll come down to those points because I think that they will have some opportunities to make some other points. But, right now, we get to see what Northwestern talked about in the locker room. They come out to start this second half with the ball on offense. And a very important drive, I think, for Brett Basney and the Northwestern offense. We talked about the kicking game for Northwestern and they left five points out there because they missed extra points on a couple of touchdowns. Just some poor kicking by Joe Howell and then they had a kick blocked. So that’s five points
potential that could be added to this score. Again, I don’t think that this game is going to end 29, 22 but still, you don’t like to leave those points out there.

*Verne Lundquist:* And, the kickoff to the third quarter goes through the endzone, it will be a touchback. And Northwestern will go on offense, trailing by 7. Northwestern and UCLA. They have almost reached there average number of points in the first half. They are both in the plus 30 range. 29, 22. First down and 10 and Brett Basney, a senior from Arlington Heights a suburb outside of Chicago, comes out on the field. Shaun Herbert in motion. Tirell Sutton a running back and he is caught and blocked on the first play by Brigham Harwell, No. 93.

*Todd Blackledge:* When you see the quickness of this UCLA defensive front they are not very big and not as big as this Northwestern offensive line. They have lost a couple of key guys early in the year in their defensive front so it’s kind of an undersized unit but they do have athleticism.

*Verne Lundquist:* Second down and 15. Basney. 6’2” 215. (2:39:17)

No usage of sideline reporter in the second half; post game interviews.