

# SUPER BOWL XLV ON FOX

## BROADCAST GUIDE

**NFL ON FOX**

**FOX NFL SUNDAY**



**SUNDAY, FEBRUARY 6, 2011**



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# MEDIA INFORMATION

This broadcast guide has been prepared by the FOX Sports Communications Department to assist you with your coverage of Super Bowl XLV on FOX and is accurate as of January 26.

The FOX Sports Communications staff is available to assist you with further information, photographs and interview requests. **We have two offices on-site in North Texas. The first is located on the 2<sup>nd</sup> floor in section Pearl 5 of the Sheraton Hotel (400 Olive Street, Dallas, TX 75201) and the other is on the FOX TV compound at Cowboys Stadium.**

On Super Bowl Sunday, we are reachable via office or cell at the FOX TV compound office at Cowboys Stadium from 9:00 AM CT – to the game's conclusion.

## DALLAS MEDIA EVENT

FOX Sports hosts a press event on Media Day **Tuesday, February 1** at Cowboys Stadium (Miller Lite Field Club North). All pregame, game announcers and key executive and production personnel are available for interviews beginning at 1:00 PM Central Time, immediately following team sessions.

### FOX SPORTS SUPER BOWL XLV COMMUNICATIONS HEADQUARTERS

MEDIA CENTER – SHERATON DALLAS – 400 OLIVE STREET  
PEARL 5 – 2<sup>nd</sup> Floor

GAMEDAY COMMUNICATIONS – COWBOYS STADIUM  
(Phone) 310-969-9368

### COMMUNICATIONS STAFF

|                   |                                             |                        |
|-------------------|---------------------------------------------|------------------------|
| * Lou D'Ermilio   | SVP, Communications, FOX Sports Media Group | (cell: 917/601-6898)   |
| * Dan Bell        | VP, Communications, FOX Sports              | (cell: 310/497-7613)   |
| * Ileana Peña     | Director, Communications, FOX Sports        | (cell: 917/655-9792)   |
| * Eddie Motl      | Publicist, FOX Sports                       | (cell: 845/313-5802)   |
| * Liliana Rosales | Sr. Coordinator, Research & Media Relations | (cell: 818/205-5789)   |
| Joshua Hargett    | Media Relations Assistant                   | (office: 212/556-2471) |

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[joshua.hargett@fox.com](mailto:joshua.hargett@fox.com)

\* On-site staff available on cells and email before, during and after standard business hours

## SUPER BOWL XLV ON FOX CONFERENCE CALL SCHEDULE

CALL IN NUMBER: **913-312-6680**

REPLAY INFORMATION LISTED AFTER EACH CALL

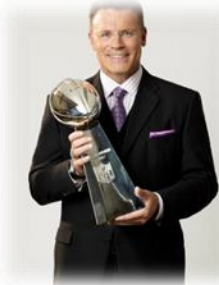
**Thursday, January 27 at 1:00 PM ET** – FOX SUPER BOWL SUNDAY co-host Terry Bradshaw, analysts Howie Long, Michael Strahan, Jimmy Johnson, FOX Sports Media Group Chairman David Hill and coordinating producer Scott Ackerson answer questions about the Super Bowl XLV pregame show and examine the matchups. **Replay number: 719-457-0820 Passcode: 5184512**

- Requests for co-host Curt Menefee and NFL Insider Jay Glazer should be made through a FOX Sports Communications representative.

**Tuesday, February 1 at 4:00 PM ET** – SUPER BOWL XLV ON FOX broadcasters Joe Buck, Troy Aikman, NFL rules analyst Mike Pereira and FOX Sports President Eric Shanks look ahead to Super Bowl XLV and the network's coverage of its sixth Super Bowl. **Replay: 719-457-0820 Passcode: 7827834**

- Requests for reporters Pam Oliver and Chris Myers should be made through a FOX Sports Communications representative.





Super Bowl XLV photography is  
now available on

[www.foxflash.com](http://www.foxflash.com)

including new images of

Terry Bradshaw

Howie Long

Curt Menefee

Jimmy Johnson

Michael Strahan

Joe Buck

Troy Aikman

Pam Oliver

Chris Myers

Jay Glazer

Frank Caliendo

Mike Pereira

plus FOX Sports logos and the  
Super Bowl XLV camera chart.

Log on with your username and  
password and click on the  
FOX Sports logo.

Please contact  
Ileana Peña at [ileana.pena@fox.com](mailto:ileana.pena@fox.com)  
if you have any questions or problems  
obtaining the images.



# **SUPER BOWL XLV on FOX PRODUCTION STAFF**

## **EXECUTIVE PRODUCERS**

David Hill, Ed Goren & Eric Shanks

## **SENIOR PRODUCER**

Bill Brown

## **PREGAME/POSTGAME PRODUCER**

Scott Ackerson

## **GAME PRODUCER**

Richie Ziyontz

## **EVP PRODUCTION & PROGRAMMING**

George Greenberg

## **PREGAME/POSTGAME DIRECTOR**

Bob Levy

## **GAME DIRECTOR**

Rich Russo

## **PREGAME PRODUCTION STAFF**

|                  |                               |
|------------------|-------------------------------|
| Stephanie Medina | Associate Director            |
| George Greenberg | Supervising Producer          |
| Bill Richards    | Red Carpet Producer           |
| Judy Hoang       | Red Carpet Associate Producer |
| Mike Frank       | Red Carpet Director           |
| David Blatt      | Feature Producer              |
| PT Navarro       | Feature Producer              |
| Don Bui          | Feature Producer              |
| Jen Pransky      | Feature Producer              |
| Michael Hughes   | Feature Producer              |
| Chris Pizzi      | Associate Producer            |
| Sabrina Lakhani  | Associate Producer            |
| Erika Leon       | Broadcast Associate           |
| Joe Williams     | Broadcast Associate           |
| Dan Masi         | Broadcast Associate           |
| Jonah Meyer      | Broadcast Associate           |
| Julie Weinstein  | Production Administration     |
| Laura Marcus     | Talent Relations              |
| Carol Mitch      | Talent Relations              |
| Lindsey Disher   | Production Assistant          |
| Paul Marmaro     | Production Assistant          |
| Chase Webber     | Production Assistant          |
| Joe Wheeler      | Production Assistant          |
| Jordan Wolff     | Production Assistant          |
| Gilbert Zepeda   | Production Assistant          |
| Jim Brusca       | Writer                        |
| John Czarnecki   | Editorial Consultant          |
| Mike Berger      | Editorial Consultant          |

## **GAMEDAY OPERATIONS/STAFF**

|                 |                             |
|-----------------|-----------------------------|
| Gary Hartley    | Sr. VP Graphic Design       |
| Jack Simmons    | Sr. VP Ops & Production     |
| Jacob Ullman    | Exec Director of Production |
| Janis Delson    | VP Programming              |
| Anita Bartlett  | Production Coordinator      |
| Maureen Daley   | Production Coordinator      |
| Daisy Reynoso   | Production Coordinator      |
| Heather Carroll | Production Coordinator      |

## **GAME PRODUCTION STAFF**

|                  |                      |
|------------------|----------------------|
| Greg Scoppettone | Associate Director   |
| Derek Manning    | Associate Director   |
| Jake Jolivet     | Associate Director   |
| Pete Macheska    | Replay Producer      |
| Rich Gross       | Broadcast Associate  |
| Bently Elliott   | Broadcast Associate  |
| Eric Mandia      | Broadcast Associate  |
| Chuck McDonald   | Sideline Producer    |
| Mitch McIntire   | Sideline Producer    |
| Steve Horn       | Editorial Consultant |
| Dave Schwalbe    | Talent Spotter       |
| Ed Sfida         | Talent Stats         |
| Barry Strumpf    | Graphic Stats        |
| Mike Steavpack   | Graphics             |
| Willie Holmes    | Production Support   |

## **TECHNICAL STAFF**

|                     |                       |
|---------------------|-----------------------|
| Jerry Steinberg     | Sr. VP Operations     |
| Mike Davies         | VP Operations         |
| Joe Stevens         | Technical Producer    |
| Marvin Kale         | Technical Producer    |
| Matt Benedict       | Technical Producer    |
| Sid Drexler         | Technical Producer    |
| Danny Rotante       | Technical Producer    |
| Lynn Gambatessa     | Sr. Director          |
| Francisco Contreras | Director of Field Ops |
| Steven Grigley      | Manager               |
| Jay Bennett         | Coordinator           |
| Suzanne Turner      | Production Manager    |
| Lynn Mignani        | Production Manager    |
| Lindsey Grant       | Coordinator of Prod   |

# **SUPER BOWL SUNDAY BROADCAST SCHEDULE**

**FEBRUARY 6**

## **ROAD TO THE SUPER BOWL**

**12:00 – 1:00 PM ET**

Produced by Emmy Award-winning NFL Films, ROAD TO THE SUPER BOWL captures the most dramatic moments of the 2010 NFL season, from the opening kick-off in the Louisiana Superdome Week 1 through the AFC and NFC Championship Games. The best audio from over 100 players and coaches wired for sound makes this a memorable look back at an unforgettable season.

## **INSIDE THE RINGS WITH TROY AIKMAN**

**1:00 – 2:00 PM ET**

NFL on FOX lead game analyst Troy Aikman sits down with some of the most exciting players in recent Super Bowl history for this one-hour special. The Hall of Famer and three-time Super Bowl-winning quarterback talks openly with Super Bowl XLIV MVP Drew Brees, Super Bowl XXXIV MVP Kurt Warner and Super Bowl XL winner Jerome Bettis about their memories and the important people and events that led them to their championship moments. Aikman's NFL on FOX broadcast partner Joe Buck joins the candid and entertaining discussion.

## **FOX NFL SUPER BOWL SUNDAY PREGAME SHOW**

**2:00 PM – 6:00 PM ET**

Everything is bigger in Texas, the FOX NFL SUPER BOWL SUNDAY pregame show is no exception.

FOX Sports kicks-off its special super-sized pregame show from a custom-built set outside Cowboys Stadium in Arlington, TX, home of Super Bowl XLV. Co-hosts Terry Bradshaw and Curt Menefee, analysts Howie Long, Michael Strahan and Jimmy Johnson, reporters Pam Oliver and Chris Myers, comedic prognosticator Frank Caliendo, NFL Insider Jay Glazer and NFL rules analyst Mike Pereira cover everything right up to kick-off of the biggest championship in sports.

Throughout the afternoon, FOX SUPER BOWL SUNDAY offers analytical breakdowns of each team's offense, defense and special teams, player/coach features, statistical tidbits, historical perspective, keys to the game, late breaking injury news and more as only FOX Sports' expert analysts and reporters can deliver.

Since the biggest sports event of the year attracts the brightest stars of movies, music, sports and television, FOX Sports has the perfect game plan to cover the whole experience. FOX NFL SUNDAY's Michael Strahan and Access Hollywood's Maria Menounos man the Super Bowl XLV red carpet and catch up with stars as they arrive for the big game. Strahan and Menounos also introduce the special musical acts appearing on the FOX SUPER BOWL SUNDAY pregame show including country music superstar Keith Urban and multi-platinum band Maroon 5.

As kick-off gets closer and the fans and atmosphere heat up inside Cowboys Stadium, the pregame show moves inside the spectacular facility, broadcasting from another specially constructed set located on the end-zone field level.

Also on tap during the FOX SUPER BOWL SUNDAY pregame, the President of the United States enters Bill O'Reilly's "No Spin Zone" when the Fox News' host interviews Barack Obama live. The host of "The O'Reilly Factor" last interviewed Obama during his 2008 presidential campaign.

In what has now become a FOX Sports Super Bowl tradition, the network presents an updated adaptation of the Declaration of Independence shortly before kickoff. FOX Sports first introduced a reading of the Declaration of Independence during the pregame show that preceded Super Bowl XXXVI in 2002, the first Super Bowl following the terrorist attacks of Sept. 11, 2001. Since then, it has become an anticipated tradition. This is the fourth time FOX Sports is presenting the Declaration of Independence on Super Bowl Sunday, and this is the third version, but only this effort and the first were completely original productions.

The piece begins with an introduction and perspective from retired Army General Colin Powell and NFL Commissioner Roger Goodell who were filmed at The Rotunda for the Charters of Freedom at The National Archives in Washington, D.C., home of the Declaration of Independence.

The reading features current and former NFL greats reading excerpts from the document, and the participants were chosen for their extraordinary service to team and country. Every NFL personality was filmed with either US military personnel or community minded people who represent the diversity that makes America great. The list of participating players past and present includes: New Orleans Saints quarterback Drew Brees; Green Bay Packers wide receiver Donald Driver and cornerback Charles Woodson; Washington Redskins quarterback Donovan McNabb and former head coach Joe Gibbs; Hall of Famer Anthony Munoz; Super Bowl XV MVP quarterback Jim Plunkett; Hall of Fame wide receiver Jerry Rice and future Hall of Famer Tim Brown; Pittsburgh Steelers wide receiver Hines Ward; Dallas Cowboys linebacker DeMarcus Ware; Hall of Famer Art Donovan, who served in the Marines during World War II as an anti-aircraft gunner and saw action in the Caroline Islands, Leyte Gulf, Iwo Jima, Okinawa and Luzon.

The piece is set to a new original score titled "Declaration Anthem" composed by Steve Dancz of Placement Music, while the trumpet player on the composition is Charles Arnold, former US Navy fleet musician.

Additional detail is available upon request.

## **SUPER BOWL XLV**

### **6:00 – conclusion/kick-off approximately 6:29 PM ET**

Live from Cowboys Stadium, Arlington, TX. Joe Buck calls play-by-play with Troy Aikman providing analysis. Pam Oliver and Chris Myers serve as game reporters. Halftime performance by The Black Eyed Peas.

## **SUPER BOWL XLV POSTGAME SHOW**

### **Approximately 10:00 – 10:30 PM ET**

Live from Cowboys Stadium in Arlington, TX. Co-hosts Bradshaw and Menefee are joined by analysts Long, Strahan and Johnson with reports from Oliver and Myers to recap and review Super Bowl XLV. Bradshaw hosts the Vince Lombardi Trophy presentation to the winner from a mid-field stage.



# glee



*MORE PHOTOS AVAILABLE OF GLEE'S SUPER BOWL EPSIODE ON  
[WWW.FOXFLASH.COM](http://WWW.FOXFLASH.COM)*

**Approximately 10:30 – 11:30 PM ET**

This February, GLEE tackles Michael Jackson's "Thriller" in a special episode airing after SUPER BOWL XLV.

In its sophomore season, GLEE is a biting musical comedy that has quickly become a pop-culture phenomenon. This season's No. 1 entertainment series among teens and a top 3 series among Adults 18-49 and 18-34 boasts critical acclaim, one Platinum and two Gold albums, two Grammy Award nominations, more than 16 million song downloads, the record for the most titles on the Billboard Hot 100 by a non-solo act (beating out The Beatles), 19 Emmy and 11 Golden Globe nominations – earning it the distinction of being the most-nominated series of the year – and four Emmy Awards.

The glee club's fearless leader is WILL SCHUESTER (Matthew Morrison), a talented young teacher with hip-hop skills and a heart of gold. New Directions' aspiring stars include RACHEL (Lea Michele), a pitch-perfect singer with an unfaltering determination to be popular; FINN (Cory Monteith), the heartbreakingly cool quarterback who struggles with his personal life; KURT (Chris Colfer), the baby-faced soprano with a fierce eye for fashion; MERCEDES (Amber Riley), a powerhouse vocalist whose diva attitude rivals the greats; ARTIE (Kevin McHale), a physically disabled performer with killer vocals and a dream to dance; and TINA (Jenna Ushkowitz), a goth chick with a soft side. There's also arrogant and cocky crooner PUCK (Mark Salling); ice-cold queen-bee-turned-teen-mom QUINN (Dianna Agron); and the dynamic dimwitted cheerleading duo of BRITTANY (Heather Morris) and SANTANA (Naya Rivera). With his heart in the right place, Will is determined to help the kids take Nationals, but at every turn he must battle with his nemesis, SUE SYLVESTER (Jane Lynch), the conniving cheerleading coach; and his evil ex-wife, TERRI (Jessalyn Gilsig).





## **EQUIPMENT**

For its coverage of Super Bowl XLV, FOX Sports' pregame show uses two mobile production units while the game crew employs four. The crews share three graphics trucks, one transmission unit, two edit suites and four electric generators. The following production equipment is also available:

- ◆ 20 manned cameras
- ◆ Cable Cam
- ◆ 4 Super Slow Mo cameras shooting at 180 frames per second
- ◆ 2 FOX "X-MO" cameras shooting at 500 frames per second
- ◆ 8 Robotic cameras
- ◆ 7 stationary unmanned cameras
- ◆ 8 pregame cameras
- ◆ 18 digital replay machines
- ◆ Approximately 50 miles of audio, fiber audio and video cable

## **CREW**

A staff of approximately 300 production, technical and support personnel who are expected to consume approximately 1500 gallons of water, 250 gallons of coffee, 600 gallons of soft drinks and 5400 meals during Super Bowl week.

## **FOX WIDESCREEN**

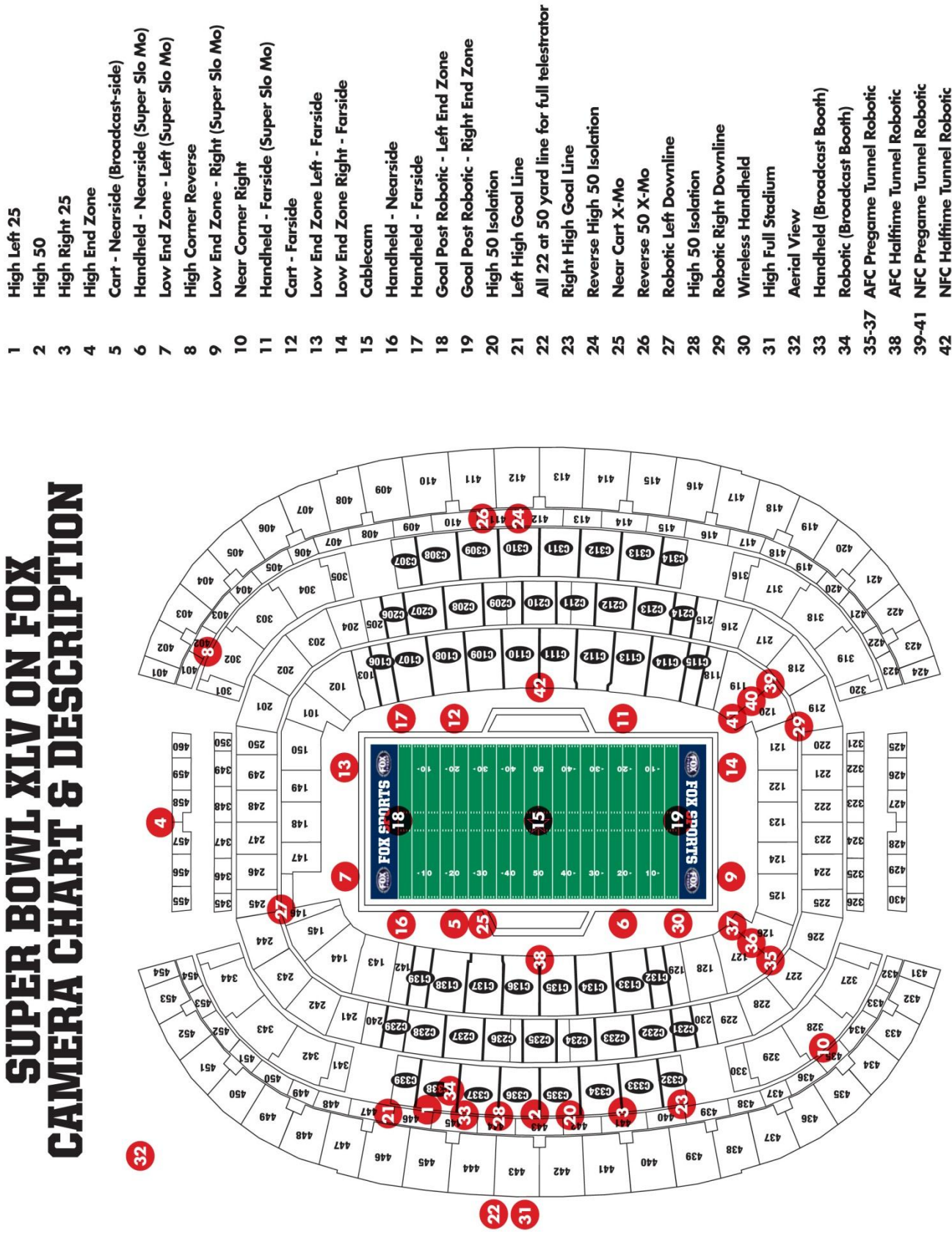
Last summer, beginning with the FOX SATURDAY BASEBALL GAME OF THE WEEK, followed by NFL preseason games, FOX Sports began formatting its video images for all viewers in the 16:9 aspect ratio, or widescreen format, rather than the older, more square, 4:3 aspect ratio. The decision to fully produce in widescreen is predicated on the fact that approximately 2/3 of homes are watching FOX Sports on newer, widescreen televisions. Older, 4:3 analog TVs have been unavailable to consumers for several years. FOX Sports is the only US sports broadcaster to produce its game coverage in this innovative format.

Producing and presenting in 16:9 or widescreen allows directors, who in the past have had to confine their framing to essential action at mid-screen, to present an additional 33% of what 16:9 cameras are shooting to HD viewers. HD viewers now see graphics that in the past had to be centered so as not to be cut-off on older televisions, pushed out to the edges of the screen. The result is that viewers with HD televisions now get a true HD experience.

Analog viewers with older 4:3 sets are also now seeing the widescreen image, the same image as the HD viewer, through a letterbox process that places small black bars at the top and bottom of their screen. Traditional production would offer the analog viewer an image with 25% less area than the image seen by an HD viewer. Now, they get to see the same broader image as the HD viewer. FOX Sports is the only television sports producer employing this cutting edge production approach and technology, call AFD, which has necessitated working very closely with its cable, satellite and telco distributors over the last year so that analog viewers get the best picture possible.

For a practical explanation of FOX Sports' widescreen production, log on to [www.foxsports.com/widescreen](http://www.foxsports.com/widescreen)

# SUPER BOWL XLV ON FOX CAMERA CHART & DESCRIPTION





facebook



my



## FOX SPORTS GIVE FANS AN ALL-ACCESS PASS TO SUPER BOWL EXTRAVANGANZA

Super Bowl XLV is the first FOX Sports is broadcasting since it began using social media platforms to better connect with fans. The minute FOX's Super Bowl crew arrives in North Texas all Twitter, Facebook and MySpace users have backstage access to meetings, photos, production trucks, events broadcasters attend and game day activities. FOX Sports engages viewers more deeply than ever before with a behind-the-scenes look at what it takes to broadcast the biggest game in sports.

**Follow us on Twitter: [@NFLONFOX](#)**

**Become a fan on Facebook:  
[www.facebook.com/foxsports](http://www.facebook.com/foxsports)**

**Visit us on MySpace:  
[www.myspace.com/foxsports](http://www.myspace.com/foxsports)**

### SUPER BOWL XLV ON FOX BROADCASTERS WITH TWITTER ACCOUNTS

@Jay\_Glazer

@Troy\_Aikman

@MichaelStrahan





## **AT SUPER BOWL XLV**

FOX Sports Media Group (FSMG) represents News Corporation's wide array of multi-platform US-based sports assets. Under the direction of Chairman & CEO David Hill FSMG is capable of reaching more than 100 million viewers in a single weekend.

**FSMG is comprised of:**

**FOX Sports, the sports television arm of the FOX Broadcasting Company  
Fox's 19 regional sports networks, affiliated regional web sites & FSN national programming**

**SPEED, SPEED2 & SPEEDTV.com**

**FOX Soccer Channel, FOX Soccer Plus & FOXSoccer.tv**

**FUEL TV**

**FOX College Sports**

**FOX Sports Interactive Media: FOXSports.com on MSN, whatifsports.com, yardbarker.com & scout.com**

**FOX's joint-venture businesses: FOX Deportes, Big Ten Network & STATS, LLC**

**Licensing agreements: FOX Sports Radio Network, FOX Sports Skybox restaurants & FOX Sports Grills**



**FOXSPORTS.COM** on **msn**

FOXSports.com on MSN drives readers through the most comprehensive and entertaining road to Super Bowl XLV from hard analysis via a live Super Bowl roundtable discussion to coverage of the hottest and most exclusive parties in the week leading up to America's greatest sporting event.

#### **INSIDE THE GAME:**

- **Live Super Bowl Roundtable Discussion:** FOXSports.com's leading writers dig deep to dissect all aspects of the Super Bowl XLV matchup. National columnists Jason Whitlock and Mark Kriegel debate the hot-button issues with former Super Bowl participants like Daryl Johnston and Brian Billick. The entire roundtable discussion is live-streamed on Thursday, Feb. 3 on FOXSports.com from the Gaylord Texan Hotel.
- **Media Day Coverage:** Behind the scenes at the madness that is Super Bowl Media Day. FOXSports.com talks to the biggest names from both teams and cover all the major storylines heading into Super Bowl Sunday. Also, NFL insiders Jay Glazer and Adam Schein offer their unique perspective on the day's events.
- **Interviews at Radio Row:** FOXSports.com's Laura Okmin catches up with all the biggest names from the world of sports and entertainment all week as they make their rounds at Radio Row in Dallas. Past guests include Troy Aikman, Jerry Rice, Joe Montana, Floyd Mayweather and Adam Sandler.
- **Glazer's "Pre Party":** NFL on FOX insider and FOXSports.com senior NFL writer Jay Glazer chats with current NFL players about this year's matchup providing viewers with a unique perspective from the game's greatest players. Video clips are available on FOXSports.com throughout the week.
- **"On the Mark" Super Bowl edition:** National columnist Mark Kriegel gives his intriguing and unique Super Bowl XLV takes.
- **Rules & Injuries:** Former head of NFL officiating and current NFL on FOX rules analyst Mike Pereira talks with two officials who have worked the Super Bowl and breaks down what their typical week is like leading up to the big game. Meanwhile, Dr. Mark Adickes is on hand to discuss if there are injuries to any key players.

## **OUTSIDE THE GAME:**

- **Celebrity Interviews/Party Coverage:** FOXSports.com hits the red carpet to bring behind-the-scenes coverage of the wild party scene in North Texas. Athletes and celebrities alike offer up their Super Bowl predictions while soaking in the atmosphere around the biggest sports event of the year.
- **Around Town:** FOXSports.com has the Dallas-Fort Worth area covered with special features on the host city, including major tourist attractions, Ft. Worth Rodeo, NFL charity events and man-on-the-street interviews to gather the fan perspective leading up to Super Bowl XLV.
- **“Inside Look at Cowboys Stadium”:** FOXSports.com will get an exclusive tour of the \$1.3 billion Cowboys Stadium in Arlington, Texas – home of Super Bowl XLV. The four-part series highlights the world’s largest HD television screen and other innovative features that make Cowboys Stadium one of the most unique sports venues in the world.
- **Earning Her Stripes:** FOXSports.com contributor Bill Reiter tells the story of Cat Conti’s dream to become the NFL’s first female referee. Reiter takes readers through Conti’s incredible journey, a battle she’s still fighting to turn into reality.

## **Additional Video Coverage:**

**Lunch With Benefits:** FOXSports.com’s daily dose of sports and entertainment boosts its on-site Super Bowl coverage with the continuation of NFL-focused Lunch With Benefits programming:

- The After Party with Jay Glazer
- Coach Speak with Brian Billick
- Cosmic Schein with Adam Schein
- Cubed (portions/segments)

## **Other Features/Interviews:**

Additional Super Bowl coverage including athlete-driven promotional events, NFL Hall of Fame coverage, Rick Horrow’s business insider perspective, Lombardi Trophy feature, and a chat with official Super Bowl XLV artist Charles Fazzino are presented throughout the week leading up to the big game.

**\*For the latest breaking Super Bowl stories, news and features from our website please log on to [www.FOXSports.com](http://www.FOXSports.com)**



## BROADCAST SCHEDULE

The FOX Sports Radio Network is a division of Premiere Radio Networks in partnership with FOX Sports. With studios also in New York, Washington, D.C., Miami, Tampa, Phoenix, Seattle, and San Antonio, the FOX Sports Radio Network can be heard on nearly 400 stations, as well as FOXSports.com on MSN and XM Channel 142

### **Weekday Programs: Monday, Jan. 31 – Friday, Feb. 4**

|                                           |                                                                                                                                                         |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1:00 – 6:00 AM ET/10:00 PM – 3:00 AM PT   | J.T. "The Brick" with Tomm Looney (Live from Las Vegas)                                                                                                 |
| 6:00 – 9:00 AM ET/3:00 – 6:00 AM PT       | Zakk & Jack (Live from Dallas Radio Row- Feb 1- 4)                                                                                                      |
| 9:00 AM -12:00 PM ET/6:00 AM – 9:00 AM PT | Dan Patrick (Live from DIRECTV Beach Bowl in Victory Park- Jan 31 - Feb 4)                                                                              |
| 12:00 – 3:00 PM ET/9:00 AM – 12:00 PM PT  | Zakk & Jack Re-Loaded                                                                                                                                   |
| 3:00 – 7:00 PM ET/12:00 – 4:00 PM PT      | Loose Cannons with Pat O'Brien, Steve Hartman, and Vic "The Brick" Jacobs (Live from Dallas Radio Row - Feb 1 - 4)                                      |
| 7:00 – 10:00 PM ET/4:00 – 7:00 PM PT      | Petros & Money (Live from Los Angeles)                                                                                                                  |
| 10:00 PM – 1:00 AM ET/7:00 – 10:00 PM PT  | "Into the Night" with Tony Bruno (Live from Dallas Radio Row- Feb 1 - 2; Live from EA Sports Party in Dallas- Feb 3; Live from Dallas Radio Row- Feb 4) |

### **Saturday, February 5**

ALL SHOWS LIVE FROM FSR IN LOS ANGELES UNLESS NOTED

|                                          |                                                               |
|------------------------------------------|---------------------------------------------------------------|
| 1:00 – 6:00 AM ET/10:00 PM – 3:00 AM PT  | Ben Maller                                                    |
| 6:00 -7:00 AM ET/3:00 AM - 4:00 AM PT    | Replay of Ben Maller                                          |
| 7:00 – 9:00 AM ET/4:00 – 6:00 AM PT      | Stox 'n Jocks with Jon Najarian, Pete Najarian, and Guy Adami |
| 9:00 AM -12:00 PM ET/6:00 – 9:00 AM PT   | The Mike North Show                                           |
| 12:00 – 4:00 PM ET/9:00 AM – 1:00 PM PT  | Anthony Gargano & Lincoln Kennedy                             |
| 4:00 – 7:00 PM ET/1:00 PM – 4:00 PM PT   | Zakk & Jack (Live from Dallas Radio Row)                      |
| 7:00 PM – 10:00 ET/4:00 – 7:00 PM PT     | Jim Bowden & Mike Lamb                                        |
| 10:00 PM – 1:00 AM ET/7:00 – 10:00 PM PT | Chris Myers Interviews                                        |

\*PLEASE NOTE BROADCASTER AND TIMES ARE SUBJECT TO CHANGE\*

\* RADIO ROW – LOCATED AT MEDIA CENTER AT SHERATON DALLAS\*



## **FOXSPORTS SOUTHWEST.COM™**

Every night during Super Bowl week, FOX Sports Southwest, FOX's owned and operated regional sports network that reaches over nine million television homes in Texas, Oklahoma, Arkansas, Louisiana and parts of New Mexico, provides nightly updates on the latest Super Bowl news from around North Texas with correspondents all over the area.

FOX Sports Southwest's Super Bowl Week programming includes:

**Century in the Making: Live** (*nightly after FOX Sports Southwest's Dallas Mavericks or Dallas Stars postgame shows*) – Recap of the day's Super Bowl activities, including the latest news from the Green Bay Packers and the Pittsburgh Steelers camps, highlights from press conferences held during the day, and a review of the numerous Super Bowl events happening around town. FOX Sports Southwest announcers John Rhadigan, Dana Larson, Emily Jones and Ric Renner file reports.

**A Century in the Making: The Greatest Football Moments in North Texas History** (*Wednesday, Feb. 2, 11:00 a.m.; Thursday, Feb. 3 noon; Friday, Feb. 4, 5:00 p.m.; Saturday, Feb. 5, midnight*) – The one-hour show counts down the top 100 moments as voted on by fans in the North Texas Super Bowl XLV Host Committee promotion. Larson hosts the program from the Texas Sports Hall of Fame in Waco where many of the featured memories are preserved by memorabilia and special exhibits. The program highlights the rich tradition of Texas high school football in the Dallas-Fort Worth Metroplex, the powerhouse collegiate programs through the years at SMU and TCU, the prestigious Cotton Bowl, and the famous America's team title tagged on the Dallas Cowboys.

**Dorsett Super Bowl Roundtable** (*Saturday, Feb. 5, 11:00 a.m.; Sunday, Feb. 6, 7:00 a.m.*) – Former Dallas Cowboys Hall of Famer Tony Dorsett and his son, former NFL player Anthony Dorsett, visit with players from both teams and break down the game. Father and son also take viewers on a behind-the-scenes tour of their contrasting Super Bowl Week, from Tony's appearances at conservative NFL events to Anthony's nighttime stops on the Super Bowl party scene. Tony Dorsett also shares memories from his only Super Bowl victory in 1978 when the Cowboys beat Denver in Super Bowl XII, and pays tribute to the Tom Landry Legacy of the 1970s Cowboys who won two Super Bowls, and the Cowboys' dynasty of the '90s when the team returned to Super Bowl glory.

**The Dan Patrick Show Live from Victory Park** (*Monday, Jan. 31-Friday, Feb. 4, 8:00-11:00 a.m.*) – Dan Patrick's nationally syndicated weekday radio program simulcast on FOX Sports Southwest hits the road and broadcast live from Victory Park in Dallas during Super Bowl week. Among the guests Patrick has scheduled during his stay in the Metroplex are former Dallas Cowboys Troy Aikman, Emmitt Smith, Daryl Johnston and ex-coach Jimmy Johnson; Dallas Mavericks owner Mark Cuban; former University of Texas and current Cleveland Browns quarterback Colt McCoy; former University of Oklahoma and current St. Louis Rams quarterback Sam Bradford; four-time Super Bowl champion quarterback Joe Montana; and actor/comedian Adam Sandler.

**Final Score: Big Game Preview** (*Thursday, Feb. 3, 5:00 and 9:30 p.m.; Friday, Feb. 4, 6:00 and 11:00 p.m.*) – A special edition of FSN's Final Score national sports news show, will offer a comprehensive preview of the Steelers-Packers matchup. The 30-minute program is hosted by Greg Wolf with FOX Sports' Laura Okmin and FOX Sports Southwest reporters providing interviews, the latest information on both teams, and game predictions. Former Dallas Cowboys star Drew Pearson also gives a guided tour of Cowboys Stadium.

**Celebrity Beach Bowl** (Saturday, Feb. 5, 10:00 p.m.) – A-list celebrities and NFL players compete in a no-holds-barred flag football game on a custom-made stadium, complete with a sand-filled football field constructed in Victory Park. The fourth-annual DirectTV Celebrity Beach Bowl plays in two, 20-minute halves. Dan Patrick, entertainment reporter Nancy O'Dell and sideline reporter Tony Siragusa call the action. A concert featuring Maroon 5 follows the game.

In addition to the programs scheduled on FOX Sports Southwest, daily stories and exclusive video from Super Bowl week also will be posted on [FOXSports.Southwest.com](http://FOXSports.Southwest.com) throughout the week.

**FOX Sports Southwest's  
"Century in the Making: Super Bowl Week" Program Schedule  
(All Times Central)**

**Monday, January 31:**

8:00 AM. The Dan Patrick Show - Live from Victory Park (Scheduled guests: Mark Cuban, Rich Eisen)  
10:30 PM Century in the Making: Live

**Tuesday, February 1:**

8:00 AM The Dan Patrick Show - Live from Victory Park (Scheduled guests: Daryl Johnston)  
10:30 PM Century in the Making: Live

**Wednesday, February 2:**

8:00 AM The Dan Patrick Show - Live from Victory Park (Scheduled guests: Sam Bradford, Phil Simms, Emmitt Smith, Jimmy Johnson, Marshall Faulk, Colt McCoy, Troy Aikman)  
11:00 AM A Century in the Making: The Greatest Football Moments in North Texas History  
9:30 PM Century in the Making: Live

**Thursday, February 3:**

8:00 AM The Dan Patrick Show - Live from Victory Park (Scheduled guests: Jerome Bettis, Michael Strahan, Joe Montana, Brooklyn Decker)  
12:00 PM A Century in the Making: The Greatest Football Moments in North Texas History  
5:00 PM Final Score: Big Game Preview  
9:00 PM Century in the Making: Live  
9:30 PM Final Score: Big Game Preview

**Friday, February 4:**

8:00 AM The Dan Patrick Show - Live from Victory Park (Scheduled guests: Tony Dungy, Adam Sandler, Nick Swordson)  
5:00 PM A Century in the Making: The Greatest Football Moments in North Texas History  
10:00 PM Century in the Making: Live  
11:00 PM Final Score: Big Game Preview

**Saturday, February 5:**

11:00 AM Dorsett Super Bowl Roundtable  
9:00 PM Century in the Making: Live  
10:00 p.m. Celebrity Beach Bowl  
Midnight A Century in the Making: The Greatest Football Moments in North Texas History

**Sunday, February 6:**

7:00 a.m. Dorsett Super Bowl Roundtable

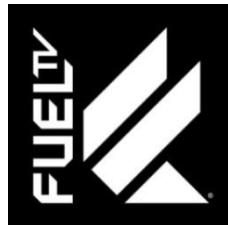
Look for daily Super Bowl stories posted on [FOXSportsSouthwest.com](http://FOXSportsSouthwest.com) throughout the week from FOX Sports Southwest correspondents Keith Whitmire and Steve Hunt.



## **“THE GAME BEFORE THE GAME” CHELSEA & LIVERPOOL BATTLE ON SUPER BOWL SUNDAY**

With Curt, Terry, Howie, Michael and Jimmy heading to Dallas for coverage of Super Bowl XLV on FOX, the “other football pregame” decided to take over their regular home. The morning of Sunday, Feb. 6, FOX Soccer brings viewers nearly five hours of live Barclays Premier League coverage from the FOX NFL SUNDAY Los Angeles studio set.

Beginning at 10:00 AM ET, an hour-long pre-match show featuring a boisterous studio audience includes Super Bowl reports from Cowboys Stadium. FOX Soccer then presents “The Game Before the Game” – a showdown between English soccer heavyweights Chelsea and Liverpool at London’s Stamford Bridge.



## **THE DAILY HABIT CUBED**

FUEL TV’s *The Daily Habit*, the cable network’s first original daily series, airs weeknights at 9:30 PM ET and brings your favorite adrenaline-fueled athletes and charismatic entertainers together on one stage to discuss everything from web clips to “dude stuff” to “trends that need to end.” *The Daily Habit* crew is in North Texas to shoot segments surrounding this year’s Super Bowl coverage from a variety of events, Media Day and a behind-the-scenes of FOX’s Super Bowl television production.

FUEL TV’s *Cubed* airing Friday’s at 12:00 AM local is heading to Cowboys stadium for a special Super Bowl show. Originally created as part of FOXSports.com’s “Lunch With Benefits” series, *Cubed* brings their talented cast of characters including cleaning lady Nikki Benz to shoot segments on how incredible the HD screen is at Cowboys stadium, a Super Bowl edition of ‘Slice of Pizzi’ and cast member Michelle heads to Media Day. *Cubed* creates a Super Bowl commercial of its own, while Bernie and his guitar invade the West End in Dallas.

## SUPER BOWL AUDIENCE FACTS

- The Super Bowl has posted a rating above 40.0 for twenty straight years. The last Super Bowl to post a rating below a 40.0 was Super Bowl XXIV, 1/28/90 when San Francisco routed Denver, 55-10. The only other Super Bowls to post sub-40.0 ratings were Super Bowls II-V (the combined rating for Super Bowl I on CBS and NBC was 41.1). Twenty-four of the top-50 most-watched programs all-time are Super Bowls (see list provided).
- The top-rated Super Bowl ever is Super Bowl XVI, 1/24/82 (49.1), when San Francisco beat Cincinnati, 26-21.
- The last five Super Bowls averaged over 97 million viewers at any given moment.
- Super Bowl XLIV a year ago posted a 45.0 HH rating, with a 68 share. The average audience of 106.476 million viewers eclipsed the final episode of M\*A\*S\*H\* to become the most-watched TV show ever. It was the third straight Super Bowl to set a record for average audience. Total viewership for last year's Super Bowl, persons 2+ watching all or part of the game, was 153.4 million.
- Last year's game was the highest-rated Super Bowl since 1996 (46.0 for SB XXX featuring Dallas & Pittsburgh). It was also the highest rated program of the year in the following categories: Households (45.0); Men age 18-34 (37.6); Men 18-49 (42.1); Men 25-54 (44.6); Adults 18-34 (35.5); Adults 18-49 (38.6); Adults 25-54 (40.5).
- Median age of Super Bowl viewers: 43.
- The Super Bowl audience is 56% male; 44% female. The breakdown for an average regular season NFL game is 66% male; 34% female.
- The Super Bowl retains 100% of its audience during commercials. Prime time programs retain approximately 96%.
- The notion that Super Bowl ratings decline in the fourth quarter is a myth. Average ratings for the last 19 Super Bowls (1992-2010) increased each quarter: 1st quarter - 40.6; 2<sup>nd</sup> quarter - 42.4; 3<sup>rd</sup> quarter - 43.3; 4<sup>th</sup> quarter - 44.0.
- This year's broadcast of Super Bowl XLV is being seen live and on videotape in more than 230 countries, foreign locations, military installations and venues. FOX's five previous Super Bowl presentations generated the following total audience figures:

| <b>YEAR</b> | <b>SUPER BOWL</b>    | <b>AVG. AUD.*</b> | <b>TOTAL AUD.*</b> | <b>RATING/SHARE</b> |
|-------------|----------------------|-------------------|--------------------|---------------------|
| 1997        | XXXI (GB vs. NE)     | 87.9              | 128.9              | 43.3/65             |
| 1999        | XXXIII (DEN vs. ATL) | 83.7              | 127.5              | 40.2/61             |
| 2002        | XXXVI (NE vs. STL)   | 86.8              | 131.7              | 40.4/61             |
| 2005        | XXXIX (NE vs. PHL)   | 86.1              | 133.8              | 41.1/62             |
| 2008        | XLII (NYG vs. NE)    | 97.4              | 148.3              | 43.1/65             |

\*in millions



# SUPER BOWL RATINGS HISTORY

| Super Bowl | Season | Date         | Network | Rating | Share | *Cost Per 30<br>Second Spot | Avg. Number<br>of Homes (000) | Avg. Number of<br>Persons 2+ (000) | NFC Champion  | AFC Champion |
|------------|--------|--------------|---------|--------|-------|-----------------------------|-------------------------------|------------------------------------|---------------|--------------|
| XLIV       | 2009   | Feb 7 2010*  | CBS     | 45.0   | 68    | \$2,800,000                 | 51,728                        | 106,476                            | New Orleans   | Indianapolis |
| XLIII      | 2008   | Feb 1 2009*  | NBC     | 42.0   | 64    | \$3,000,000                 | 48,139                        | 98,732                             | Arizona       | Pittsburgh   |
| XLII       | 2007   | Feb 3 2008*  | FOX     | 43.1   | 65    | \$2,699,963                 | 48,665                        | 97,448                             | Giants        | New England  |
| XL         | 2006   | Feb 4 2007 * | CBS     | 42.6   | 64    | \$2,385,365                 | 47,505                        | 93,184                             | Chicago       | Indianapolis |
| XL         | 2005   | Feb 5 2006 * | ABC     | 41.6   | 62    | \$2,500,000                 | 45,867                        | 90,745                             | Seattle       | Pittsburgh   |
| XXXIX      | 2004   | Feb 6 2005   | FOX     | 41.1   | 62    | \$2,400,000                 | 45,081                        | 86,072                             | Philadelphia  | New England  |
| XXXVIII    | 2003   | Feb 1 2004   | CBS     | 41.4   | 63    | \$2,302,200                 | 44,908                        | 89,795                             | Carolina      | New England  |
| XXXVII     | 2002   | Jan 26 2003  | ABC     | 40.7   | 61    | \$2,200,000                 | 43,433                        | 88,637                             | Tampa Bay     | Oakland      |
| XXXVI      | 2001   | Feb 3 2002   | FOX     | 40.4   | 61    | \$2,200,000                 | 42,664                        | 86,801                             | St. Louis     | New England  |
| XXXV       | 2000   | Jan 28 2001  | CBS     | 40.4   | 61    | \$2,200,000                 | 41,270                        | 84,335                             | NY Giants     | Baltimore    |
| XXXIV      | 1999   | Jan 30 2000  | ABC     | 43.3   | 63    | \$2,100,000                 | 43,618                        | 88,465                             | St. Louis     | Tennessee    |
| XXXIII     | 1998   | Jan 31 1999  | FOX     | 40.2   | 61    | \$1,600,000                 | 39,992                        | 83,720                             | Atlanta       | Denver       |
| XXXII      | 1997   | Jan 25 1998  | NBC     | 44.5   | 67    | \$1,291,100                 | 43,630                        | 90,000                             | Green Bay     | Denver       |
| XXXI       | 1996   | Jan 26 1997  | FOX     | 43.3   | 65    | \$1,200,000                 | 42,000                        | 87,870                             | Green Bay     | New England  |
| XXX        | 1995   | Jan 28 1996  | NBC     | 46.0   | 68    | \$1,085,000                 | 44,145                        | 94,080                             | Dallas        | Pittsburgh   |
| XXIX       | 1994   | Jan 29 1995  | ABC     | 41.3   | 62    | \$1,150,000                 | 39,400                        | 83,420                             | San Francisco | San Diego    |
| XXVIII     | 1993   | Jan 30 1994  | NBC     | 45.5   | 66    | \$900,000                   | 42,860                        | 90,000                             | Dallas        | Buffalo      |
| XXVII      | 1992   | Jan 31 1993  | NBC     | 45.1   | 66    | \$850,000                   | 41,990                        | 90,990                             | Dallas        | Buffalo      |
| XXVI       | 1991   | Jan 26 1992  | CBS     | 40.3   | 61    | \$850,000                   | 37,120                        | 79,590                             | Washington    | Buffalo      |
| XXV        | 1990   | Jan 27 1991  | ABC     | 41.9   | 63    | \$800,000                   | 39,010                        | 79,510                             | NY Giants     | Buffalo      |
| XXIV       | 1989   | Jan 28 1990  | CBS     | 39.0   | 63    | \$700,400                   | 35,920                        | 73,852                             | San Francisco | Denver       |
| XXIII      | 1988   | Jan 22 1989  | NBC     | 43.5   | 68    | \$675,000                   | 39,320                        | 81,590                             | San Francisco | Cincinnati   |
| XXII       | 1987   | Jan 31 1988  | ABC     | 41.9   | 62    | \$645,000                   | 37,120                        | 80,140                             | Washington    | Denver       |
| XXI        | 1986   | Jan 25 1987  | CBS     | 45.8   | 66    | \$600,000                   | 40,030                        | 87,190                             | NY Giants     | Denver       |
| XX         | 1985   | Jan 26 1986  | NBC     | 48.3   | 70    | \$550,000                   | 41,490                        | 92,570                             | Chicago       | New England  |
| XIX        | 1984   | Jan 20 1985  | ABC     | 46.4   | 63    | \$525,000                   | 39,390                        | 85,530                             | San Francisco | Miami        |
| XVIII      | 1983   | Jan 22 1984  | CBS     | 46.4   | 71    | \$368,200                   | 38,880                        | 77,620                             | Washington    | LA Raiders   |
| XVII       | 1982   | Jan 30 1983  | NBC     | 48.6   | 69    | \$400,000                   | 40,480                        | 81,770                             | Washington    | Miami        |
| XVI        | 1981   | Jan 24 1982  | CBS     | 49.1   | 73    | \$324,300                   | 40,020                        | 85,240                             | San Francisco | Cincinnati   |
| XV         | 1980   | Jan 25 1981  | NBC     | 44.4   | 63    | \$275,000                   | 34,540                        | 68,290                             | Philadelphia  | Oakland      |
| XIV        | 1979   | Jan 20 1980  | CBS     | 46.3   | 67    | \$222,000                   | 35,330                        | 76,240                             | LA Rams       | Pittsburgh   |
| XIII       | 1978   | Jan 21 1979  | NBC     | 47.1   | 74    | \$185,000                   | 35,090                        | 74,740                             | Dallas        | Pittsburgh   |
| XII        | 1977   | Jan 15 1978  | CBS     | 47.2   | 67    | \$162,300                   | 34,410                        | 78,940                             | Dallas        | Denver       |
| XI         | 1976   | Jan 09 1977  | NBC     | 44.4   | 73    | \$125,000                   | 31,610                        | 62,050                             | Minnesota     | Oakland      |
| X          | 1975   | Jan 18 1976  | CBS     | 42.3   | 78    | \$110,000                   | 29,440                        | 57,710                             | Dallas        | Pittsburgh   |
| IX         | 1974   | Jan 12 1975  | NBC     | 42.4   | 72    | \$107,000                   | 29,040                        | 56,050                             | Minnesota     | Pittsburgh   |
| VIII       | 1973   | Jan 13 1974  | CBS     | 41.6   | 73    | \$103,500                   | 27,540                        | 51,700                             | Minnesota     | Miami        |
| VII        | 1972   | Jan 14 1973  | NBC     | 42.7   | 72    | \$88,100                    | 27,670                        | 53,320                             | Washington    | Miami        |
| VI         | 1971   | Jan 16 1972  | CBS     | 44.2   | 74    | \$86,100                    | 27,450                        | 56,640                             | Dallas        | Miami        |
| V          | 1970   | Jan 17 1971  | NBC     | 39.9   | 75    | \$72,500                    | 23,980                        | 46,040                             | Dallas        | Baltimore    |
| IV         | 1969   | Jan 11 1970  | CBS     | 39.4   | 69    | \$78,200                    | 23,050                        | 44,270                             | Minnesota     | Kansas City  |
| III        | 1968   | Jan 12 1969  | NBC     | 36.0   | 70    | \$55,000                    | 20,520                        | 41,660                             | Baltimore     | NY Jets      |
| II         | 1967   | Jan 14 1968  | CBS     | 36.8   | 68    | \$54,500                    | 20,610                        | 39,120                             | Green Bay     | Oakland      |
| I          | 1966   | Jan 15 1967  | CBS     | 22.6   | 43    | \$42,500                    | 12,410                        | 26,750                             | Green Bay     | Kansas City  |
| I          | 1966   | Jan 15 1967  | NBC     | 18.5   | 36    | \$37,500                    | 10,160                        | 24,430                             | Green Bay     | Kansas City  |

\* denotes winner

Source: The Nielsen Company

Ad Expenditure Source: Nielsen Monitor-Plus

NOTE: Super Bowl 1 (Jan 1967) aired on both CBS & NBC



## 10 TOP-RATED PROGRAMS ON FOX

| <u>RANK</u> | <u>PROGRAM</u>                                          | <u>DATE</u> | <u>RATING</u> | <u>SHARE</u> | <u>TOTAL AUDIENCE</u> |
|-------------|---------------------------------------------------------|-------------|---------------|--------------|-----------------------|
| 1           | <b>Super Bowl XXXI</b><br>Green Bay vs. New England     | 1/26/97     | 43.3          | 65           | 128,900,000           |
| 2           | <b>Super Bowl XLII</b><br>NY Giants vs. New England     | 2/3/08      | 43.1          | 65           | 148,300,000           |
| 3           | <b>Super Bowl XXXIX</b><br>New England vs. Philadelphia | 2/6/05      | 41.1          | 62           | 133,700,000           |
| 4           | <b>Super Bowl XXXVI</b><br>New England vs. St. Louis    | 2/3/02      | 40.4          | 61           | 131,700,000           |
| 5           | <b>Super Bowl XXXIII</b><br>Denver vs. Atlanta          | 1/31/99     | 40.2          | 61           | 127,500,000           |
| 6           | <b>NFC Championship</b><br>Dallas at San Francisco      | 1/15/95     | 34.2          | 57           | N/A                   |
| 7           | <b>NFC Championship</b><br>Green Bay at Dallas          | 1/14/96     | 33.3          | 58           | N/A                   |
| 8           | <b>NFC Championship</b><br>Minnesota @ New Orleans      | 1/24/10     | 30.6          | 45           | N/A                   |
| 9           | <b>NFC Championship</b><br>Carolina at Green Bay        | 1/12/97     | 30.1          | 58           | N/A                   |
| 10          | <b>NFC Championship</b><br>NY Giants at Green Bay       | 1/20/08     | 29.0          | 43           | 96,200,000            |

## 50 TOP-RATED PROGRAMS IN HISTORY

| Rank | Program                                  | Network | Average Audience |        | Share | Telecast Date |
|------|------------------------------------------|---------|------------------|--------|-------|---------------|
|      |                                          |         | (%)              | (000)  |       |               |
| 1    | M*A*S*H Special                          | CBS     | 60.2             | 50,150 | 77    | Feb. 28, 1983 |
| 2    | Dallas                                   | CBS     | 53.3             | 41,470 | 76    | Nov. 21, 1980 |
| 3    | Roots Pt. VIII                           | ABC     | 51.1             | 36,380 | 71    | Jan. 30, 1977 |
| 4    | Super Bowl XVI Game                      | CBS     | 49.1             | 40,020 | 73    | Jan. 24, 1982 |
| 5    | Super Bowl XVII Game                     | NBC     | 48.6             | 40,480 | 69    | Jan 30, 1983  |
| 6    | XVII Winter Olympics - Wed-2             | CBS     | 48.5             | 45,690 | 64    | Feb. 23, 1994 |
| 7    | Super Bowl XX Game                       | NBC     | 48.3             | 41,490 | 70    | Jan. 26, 1986 |
| 8    | Gone With The Wind-Pt.1 (Big Event-Pt 1) | NBC     | 47.7             | 33,960 | 65    | Nov. 7, 1976  |
| 9    | Gone With The Wind-Pt.2 (NBC Mon.Mov.)   | NBC     | 47.4             | 33,750 | 64    | Nov. 8, 1976  |
| 10   | Super Bowl XII Game                      | CBS     | 47.2             | 34,410 | 67    | Jan. 15, 1978 |
| 11   | Super Bowl XIII Game                     | NBC     | 47.1             | 35,090 | 74    | Jan. 21, 1979 |
| 12   | Bob Hope Christmas Show                  | NBC     | 46.6             | 27,260 | 64    | Jan. 15, 1970 |
| 13   | Super Bowl XVIII Game                    | CBS     | 46.4             | 38,880 | 71    | Jan. 22, 1984 |
| 13   | Super Bowl XIX Game                      | ABC     | 46.4             | 39,390 | 63    | Jan. 20, 1985 |
| 15   | Super Bowl XIV Game                      | CBS     | 46.3             | 35,330 | 67    | Jan. 20, 1980 |
| 16   | Super Bowl XXX Game                      | NBC     | 46.0             | 44,150 | 68    | Jan 28, 1996  |
| 16   | ABC Sunday Night Movie (The Day After)   | ABC     | 46.0             | 38,550 | 62    | Nov. 20, 1983 |
| 18   | Roots Pt. VI                             | ABC     | 45.9             | 32,680 | 66    | Jan. 28, 1977 |
| 18   | The Fugitive                             | ABC     | 45.9             | 25,700 | 72    | Aug. 29, 1967 |
| 20   | Super Bowl XXI Game                      | CBS     | 45.8             | 40,030 | 66    | Jan. 25, 1987 |
| 21   | Roots Pt. V                              | ABC     | 45.7             | 32,540 | 71    | Jan. 27, 1977 |
| 22   | Super Bowl XXVIII Game                   | NBC     | 45.5             | 42,860 | 66    | Jan. 30, 1994 |
| 22   | Cheers                                   | NBC     | 45.5             | 42,360 | 64    | May 20, 1993  |
| 24   | Ed Sullivan                              | CBS     | 45.3             | 23,240 | 60    | Feb. 9, 1964  |
| 25   | Super Bowl XLIV                          | CBS     | 45.2             | 51,873 | 68    | Feb. 7, 2010  |
| 26   | Super Bowl XXVII                         | NBC     | 45.1             | 41,990 | 66    | Jan. 31, 1993 |
| 27   | Bob Hope Christmas Show                  | NBC     | 45.0             | 27,050 | 61    | Jan. 14, 1971 |
| 28   | Roots Pt. III                            | ABC     | 44.8             | 31,900 | 68    | Jan. 25, 1977 |
| 29   | Super Bowl XXXII Game                    | NBC     | 44.5             | 43,630 | 67    | Jan. 25, 1998 |
| 30   | Super Bowl XI Game                       | NBC     | 44.4             | 31,610 | 73    | Jan. 9, 1977  |
| 30   | Super Bowl XV Game                       | NBC     | 44.4             | 34,540 | 63    | Jan. 25, 1981 |
| 32   | Super Bowl VI Game                       | CBS     | 44.2             | 27,450 | 74    | Jan. 16, 1972 |
| 33   | XVII Winter Olympics - Fri-2             | CBS     | 44.1             | 41,540 | 64    | Feb. 25, 1994 |
| 33   | Roots Pt. II                             | ABC     | 44.1             | 31,400 | 62    | Jan. 24, 1977 |
| 35   | Beverly Hillbillies                      | CBS     | 44.0             | 22,570 | 65    | Jan. 8, 1964  |
| 36   | Roots Pt. IV                             | ABC     | 43.8             | 31,190 | 66    | Jan. 26, 1977 |
| 36   | Ed Sullivan                              | CBS     | 43.8             | 22,445 | 60    | Feb. 16, 1964 |
| 38   | Super Bowl XXIII Game                    | NBC     | 43.5             | 39,320 | 68    | Jan. 22, 1989 |
| 39   | Academy Awards                           | ABC     | 43.4             | 25,390 | 78    | Apr. 7, 1970  |
| 40   | Super Bowl XXXIV Game                    | ABC     | 43.3             | 43,620 | 63    | Jan. 30, 2000 |
| 40   | Super Bowl XXXI Game                     | FOX     | 43.3             | 42,000 | 65    | Jan. 26, 1997 |
| 42   | FOX Super Bowl XLII                      | FOX     | 43.2             | 48,721 | 65    | Feb. 3, 2008  |
| 42   | Thorn Birds Pt. III                      | ABC     | 43.2             | 35,990 | 62    | Mar. 29, 1983 |
| 44   | Thorn Birds Pt. IV                       | ABC     | 43.1             | 35,900 | 62    | Mar. 30, 1983 |
| 45   | CBS NFC Championship Game                | CBS     | 42.9             | 34,960 | 62    | Jan. 10, 1982 |
| 46   | Beverly Hillbillies                      | CBS     | 42.8             | 21,960 | 62    | Jan. 15, 1964 |
| 47   | SUPER BOWL XLI                           | CBS     | 42.7             | 47,535 | 64    | Feb. 04, 2007 |
| 47   | Super Bowl VII Game                      | NBC     | 42.7             | 27,670 | 72    | Jan. 14, 1973 |
| 49   | Thorn Birds Pt. II                       | ABC     | 42.5             | 35,400 | 59    | Mar. 28, 1983 |
| 50   | Super Bowl IX Game                       | NBC     | 42.4             | 29,040 | 72    | Jan. 12, 1975 |
| 50   | Beverly Hillbillies                      | CBS     | 42.4             | 21,750 | 60    | Feb. 26, 1964 |

## 50 MOST-WATCHED PROGRAMS IN HISTORY

| Rank | Program                              | Network    | Average Audience |             | Share     | Telecast            | Dur        |
|------|--------------------------------------|------------|------------------|-------------|-----------|---------------------|------------|
|      |                                      |            | (000)            | (%)         |           | Date                |            |
| 1    | <b>SUPER BOWL XLIV</b>               | <b>CBS</b> | <b>51,873</b>    | <b>45.2</b> | <b>68</b> | <b>Feb. 7, 2010</b> | <b>199</b> |
| 2    | M*A*S*H Special                      | CBS        | 50,150           | 60.2        | 77        | Feb. 28, 1983       | 150        |
| 3    | Fox Super Bowl XLII                  | FOX        | 48,721           | 43.2        | 65        | Feb.3, 2008         | 221        |
| 4    | SUPER BOWL XLIII                     | NBC        | 48,139           | 42.0        | 64        | Feb. 1, 2009        | 224        |
| 5    | SUPER BOWL XLI                       | CBS        | 47,535           | 42.7        | 64        | Feb.4, 2007         | 217        |
| 6    | Super Bowl XL                        | ABC        | 45,869           | 41.6        | 62        | Feb.5,2006          | 224        |
| 7    | XVII Winter Olympics - Wed-2         | CBS        | 45,690           | 48.5        | 64        | Feb. 23, 1994       | 180        |
| 8    | Super Bowl XXXIX                     | FOX        | 45,080           | 41.1        | 62        | Feb. 6, 2005        | 221        |
| 9    | Super Bowl XXXVIII                   | CBS        | 44,910           | 41.4        | 63        | Feb. 1, 2004        | 246        |
| 10   | Super Bowl XXX                       | NBC        | 44,150           | 46.0        | 68        | Jan. 28, 1996       | 201        |
| 11   | Super Bowl XXXII Game                | NBC        | 43,630           | 44.5        | 67        | Jan. 25, 1998       | 208        |
| 12   | Super Bowl XXXIV Game                | ABC        | 43,620           | 43.3        | 63        | Jan. 30, 2000       | 212        |
| 13   | Super Bowl XXXVII                    | ABC        | 43,430           | 40.7        | 61        | Jan. 26, 2003       | 233        |
| 14   | Super Bowl XXVIII Game               | NBC        | 42,860           | 45.5        | 66        | Jan. 30, 1994       | 199        |
| 15   | Super Bowl XXXVI                     | FOX        | 42,660           | 40.4        | 61        | Feb. 3, 2002        | 210        |
| 16   | Cheers                               | NBC        | 42,360           | 45.5        | 64        | May 20, 1993        | 98         |
| 17   | Super Bowl XXXI                      | FOX        | 42,000           | 43.3        | 65        | Jan. 26, 1997       | 206        |
| 18   | Super Bowl XXVII                     | NBC        | 41,990           | 45.1        | 66        | Jan. 31, 1993       | 203        |
| 19   | XVII Winter Olympics - Fri-2         | CBS        | 41,540           | 44.1        | 64        | Feb. 25, 1994       | 210        |
| 20   | Super Bowl XX Game                   | NBC        | 41,490           | 48.3        | 70        | Jan. 26, 1986       | 231        |
| 21   | Dallas                               | CBS        | 41,470           | 53.3        | 76        | Nov. 21, 1980       | 60         |
| 22   | Super Bowl XXXV Game                 | CBS        | 41,270           | 40.4        | 61        | Jan. 28, 2001       | 208        |
| 23   | Seinfeld                             | NBC        | 40,510           | 41.3        | 58        | May 14, 1998        | 75         |
| 24   | Super Bowl XVII Game                 | NBC        | 40,480           | 48.6        | 69        | Jan. 30, 1983       | 204        |
| 25   | Super Bowl XXI Game                  | CBS        | 40,030           | 45.8        | 66        | Jan. 25, 1987       | 206        |
| 26   | Super Bowl XVI Game                  | CBS        | 40,020           | 49.1        | 73        | Jan. 24, 1982       | 213        |
| 27   | Super Bowl XXXIII Game               | FOX        | 39,990           | 40.2        | 61        | Jan. 31, 1999       | 204        |
| 28   | Super Bowl XXIX Game                 | ABC        | 39,400           | 41.3        | 62        | Jan. 29, 1995       | 221        |
| 29   | Super Bowl XIX Game                  | ABC        | 39,390           | 46.4        | 63        | Jan. 20, 1985       | 218        |
| 30   | Super Bowl XXIII Game                | NBC        | 39,320           | 43.5        | 68        | Jan. 22, 1989       | 213        |
| 31   | Super Bowl XXV Game                  | ABC        | 39,010           | 41.9        | 63        | Jan. 27, 1991       | 208        |
| 32   | Super Bowl XVIII Game                | CBS        | 38,880           | 46.4        | 71        | Jan. 22, 1984       | 218        |
| 33   | ABC Sunday Night Movie (The Day A    | ABC        | 38,550           | 46.0        | 62        | Nov. 20, 1983       | 144        |
| 34   | Super Bowl XXII Game                 | ABC        | 37,120           | 41.9        | 62        | Jan. 31, 1988       | 229        |
| 35   | Super Bowl XXVI                      | CBS        | 37,120           | 40.3        | 61        | Jan. 26, 1992       | 228        |
| 36   | Oprah Winfrey Special (M.Jackson)    | ABC        | 36,590           | 39.3        | 56        | Feb. 10, 1993       | 90         |
| 37   | Roots Pt. VIII                       | ABC        | 36,380           | 51.1        | 71        | Jan. 30, 1977       | 115        |
| 38   | Bill Cosby Show                      | NBC        | 36,100           | 41.3        | 56        | Jan. 22, 1987       | 30         |
| 39   | Thorn Birds Pt. III                  | ABC        | 35,990           | 43.2        | 62        | Mar. 29, 1983       | 120        |
| 40   | Super Bowl XXIV Game                 | CBS        | 35,920           | 39.0        | 63        | Jan. 28, 1990       | 205        |
| 41   | Thorn Birds Pt. IV                   | ABC        | 35,900           | 43.1        | 62        | Mar. 30, 1983       | 180        |
| 42   | Thorn Birds Pt. II                   | ABC        | 35,400           | 42.5        | 59        | Mar. 28, 1983       | 120        |
| 43   | Super Bowl XIV Game                  | CBS        | 35,330           | 46.3        | 67        | Jan. 20, 1980       | 178        |
| 44   | Super Bowl XIII Game                 | NBC        | 35,090           | 47.1        | 74        | Jan. 21, 1979       | 230        |
| 45   | CBS NFC Championship Game            | CBS        | 34,960           | 42.9        | 62        | Jan. 10, 1982       | 195        |
| 46   | Super Bowl XV Game                   | NBC        | 34,540           | 44.4        | 63        | Jan. 25, 1981       | 220        |
| 47   | Super Bowl XII Game                  | CBS        | 34,410           | 47.2        | 67        | Jan. 15, 1978       | 218        |
| 48   | Academy Awards                       | ABC        | 34,160           | 34.9        | 55        | Mar. 23, 1998       | 214        |
| 49   | Winds Of War - Part 7                | ABC        | 34,150           | 41.0        | 56        | Feb. 13, 1983       | 177        |
| 50   | Gone With The Wind-Pt.1 (Big Event-F | NBC        | 33,960           | 47.7        | 65        | Nov. 7, 1976        | 179        |



## **ST. JUDE CHILDREN'S RESEARCH HOSPITAL: THE OFFICAL 2010 CHARITY OF NFL ON FOX**

All season long, FOX Sports has been proud to support St. Jude Children's Research Hospital. Since week one of the 2010 NFL on FOX season, pregame mentions and public service announcements (PSAs) to inform, educate and solicit support for St. Jude have aired on FOX Sports. This year's PSA's were filmed at St. Jude Children's Research Hospital in Memphis and feature NFL on FOX on-air personalities Troy Aikman, Terry Bradshaw, Joe Buck, Jay Glazer, Jimmy Johnson, Howie Long, Curt Menefee, Pam Oliver and Michael Strahan. The group learned first-hand about the hospital's ground-breaking research, innovative treatments and first-class patient care.

During Super Bowl XLV week, NFL on FOX will be honored at the annual Pat Summerall Legends for Charity Dinner for supporting St. Jude through the networks charity initiative, FOX Sports Supports.

Established in 2008, FOX Sports Supports is devoted to raising awareness, providing financial assistance and spurring volunteerism for select health-related charities.

### **About St. Jude Children's Research Hospital**

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by *Harris Interactive*, a highly respected international polling and research firm. St. Jude was also named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by *U.S. News & World Report*. For more information, go to [www.stjude.org](http://www.stjude.org) and follow St. Jude on [www.facebook.com/stjude](http://www.facebook.com/stjude) and [www.twitter.com/stjude](http://www.twitter.com/stjude).



# BROADCASTER BIOGRAPHIES

## TROY AIKMAN SUPER BOWL XLV GAME ANALYST

Troy Aikman, Hall of Fame quarterback who guided the Dallas Cowboys to three championships, returns to the Super Bowl broadcast booth for the third time with his Emmy Award-winning partner Joe Buck to call Super Bowl XLV. Gifted at succinctly illustrating and explaining on-field action, Aikman's analysis offers viewers understandable insight into the nuance and complexity associated with today's NFL.

After retiring from professional football at the conclusion of the 2000 season, Aikman joined the NFL on FOX as a game analyst on the network's No. 2 NFL team and quickly displayed the proficiency, work ethic and desire for perfection that marked his stellar playing career. Aikman cut his teeth as a game analyst during the 1999 and 2000 NFL Europe League seasons, gaining valuable experience working for FOX Sports Net alongside longtime Cowboys radio announcer Brad Sham.

During Aikman's incredible playing career, the Hall of Famer (2006) set 45 Cowboys' passing records, including the club's career record for completions (2,898), passing yards (32,942), touchdowns (165) and completion percentage (61.3). While leading one of sports' most famous franchises, the Cowboys won six NFC East titles (1992-96 & 1998) and advanced to four NFC Championship Games (1992-95). Aikman is one of only four quarterbacks (Terry Bradshaw, Tom Brady and Joe Montana, the others) to guide his team to victory in three Super Bowls (XXVII, XXVIII and XXX).

Prior to joining the Cowboys, Aikman passed for 5,298 yards and 41 touchdowns in two years at UCLA. The All-American led the Bruins to a 20-4 record, and wins in the 1987 Aloha and 1989 Cotton Bowls. He was the Cowboys' first round draft choice in 1989 and became the first rookie quarterback to start a season opener for Dallas since Roger Staubach in 1969.

Aikman's on-camera experience is vast, ranging from numerous appearances on the Tonight Show with Jay Leno, a cameo part in the movie "Jerry Maguire," an appearance on the sitcom "Coach," voiceovers for FOX's THE SIMPSONS and KING OF THE HILL. His broadcasting career began locally in Dallas in 1994 on "The Pat Summerall Show with Troy Aikman."

Born November 21, 1966, he was raised in Cerritos, Calif. His family moved to Henryetta, Okla. when he was 12 where Aikman went on to earn All-State honors at Henryetta High School. He and his family reside in Dallas.

## **TERRY BRADSHAW**

### **CO-HOST, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Terry Bradshaw, widely acknowledged as today's preeminent NFL studio personality, serves a dual role of co-host and analyst for FOX's pregame, halftime and postgame coverage of SUPER BOWL XLV. This marks his sixth SUPER BOWL assignment for FOX and ninth as a broadcaster. Bradshaw's work on FOX NFL SUNDAY, America's most-watched NFL pregame show, earned him Sports Emmy Awards in the Outstanding Sports Personality/Studio Analyst category in 1999, 2001 and 2008.

The first player chosen in the 1970 draft, Bradshaw became one of the most prolific quarterbacks in history, leading the Steelers to four Super Bowl championships, six AFC championship games and eight straight playoff appearances (1972-79). Bradshaw, a two-time Super Bowl MVP (Super Bowls XIII and XIV), was a four-time All-Pro. He retired just prior to the 1984 season.

Bradshaw joined CBS Sports as an NFL game analyst in 1984 and then became a studio analyst on The NFL Today for four seasons beginning in 1990. During his last two years as an NFL game analyst for CBS, Bradshaw served in an acclaimed partnership with play-by-play announcer Verne Lundquist. Prior to his full-time work for the network, he worked as a guest commentator for CBS Sports' NFC postseason broadcasts (1980-82). He appeared as a contributor on the Super Bowl Today programs for Super Bowls XVI, XXIV and XXVI.

As a player, he was at his best in postseason games. Under his direction, Pittsburgh enjoyed Super Bowl championships in 1975 (16-6 over Minnesota), 1976 (21-17 over Dallas), 1979 (35-31 over Dallas) and 1980 (31-19 over the Los Angeles Rams), making him a perfect 4-0 in Super Bowl play. In those four outstanding performances, he completed 49 of 84 attempted passes—nine for touchdowns—for 932 yards (third all-time), with just three interceptions. He still holds the Super Bowl passing record for average gain in a game (14.71 yards in Super Bowl XIV versus Los Angeles, in which he completed 21 passes for 309 yards). He and Joe Montana are the only two quarterbacks to win four Super Bowls.

Bradshaw was named NFL Player of the Year by The Associated Press, Sport magazine, and the Maxwell Club of Philadelphia following the 1978 season. In 1979, he shared Sports Illustrated's Man of the Year award with Willie Stargell of the Pittsburgh Pirates. In 1989, Bradshaw was inducted into the Pro Football Hall of Fame in his first year of eligibility. In July 1997, Bradshaw returned to Canton to serve as presenter when the late Mike Webster, his center on the Steelers' four Super Bowl title teams, was inducted into the Hall of Fame. In April, 2001 Bradshaw added yet another prestigious distinction as he was presented with the NFL Alumni's Career Achievement Award.

In addition to his broadcasting career, Bradshaw has appeared in several feature films, including *Hooper* and *Cannonball Run*, the blockbuster romantic comedy *Failure To Launch* and guest-starred on the television series *Everybody Loves Raymond*, *Eight Simple Rules*, *Evening Shade*, *Hardcastle and McCormick*, THE SIMPSONS, THE ADVENTURES OF BRISCO COUNTYJR. on FOX and THE LEAGUE on FX.

Bradshaw has written five books: his acclaimed autobiographies, *Keep it Simple* (2002); *It's Only A Game* (2001) & *Looking Deep* (1989); *Terry Bradshaw: Man of Steel* (1979); and *No Easy Game* (1973).

Bradshaw was named 1999's Man of the Year by the Big Sisters of America, 2000's Father of the Year by the National Father's Day Council, and in 2002 he became the NFL's first player to receive a Star on Hollywood's Walk of Fame. In 2006, Bradshaw ended a successful five year run as co-owner of NASCAR's Fitz/Bradshaw Racing, which fielded three BUSCH race teams.

Born September 2, 1948, Bradshaw maintains residence in Oklahoma. He has two daughters, Rachel and Erin.

## **JOE BUCK**

### **SUPER BOWL XLV PLAY-BY-PLAY ANNOUNCER**

Joe Buck, the lead play-by-play broadcaster for the NFL on FOX since 2002, is set to call his third Super Bowl on Feb. 6 in North Texas. He is joined by analyst Troy Aikman and on-field reporters Pam Oliver and Chris Myers.

Buck is a six-time Emmy Award-winner, having garnered the honor for Outstanding Play-by-Play in 1999 and from 2001 to 2005. He is the son of late broadcasting legend Jack Buck, and they are the only father and son to call the Super Bowl on network television. The elder Buck called Super Bowl IV for CBS alongside former NFL on FOX play-by-play man Pat Summerall.

He was the first to handle lead MLB and NFL coverage in the same year since NBC's Curt Gowdy and ABC's Al Michaels. Buck, at age 35, became the youngest announcer to ever to call a Super Bowl when he worked Super Bowl XXXIX. In 2004, he became the first play-by-play announcer to call the World Series and Super Bowl that followed since Michaels called the 1987 World Series and Super Bowl XXII. Buck, with this year's assignment, completes the feat for the third time. In 2006, Buck became the first broadcaster to serve as lead NFL play-by-play announcer and host his network's pregame coverage simultaneously.

Buck worked with analysts Aikman and Cris Collinsworth for three seasons (2002-2005) and since 2005 has been partnered with Aikman alone. This is their second Super Bowl in a two-man booth, third overall. He's also had lead play-by-play duties for MLB on FOX since 1996, working with analyst Tim McCarver, who is a three-time Emmy Award recipient. Buck's already called 13 World Series, 15 League Championship Series and 12 MLB All-Star games. In 1996, at age 27, he became the youngest play-by-play announcer to call the World Series since the legendary Vin Scully (25) sat behind the mike during the 1953 Fall Classic.

Buck joined FOX Sports in 1994, and along with analyst Tim Green, formed one of the NFL on FOX's six original NFL broadcast teams. Just 25 years old that year, Buck was the youngest announcer to call a full slate of NFL games on network television. The two worked together for four seasons before Buck began to focus exclusively on his MLB duties from 1998 until being named lead NFL play-by-play announcer in 2002.

Buck was a radio and television announcer for the St. Louis Cardinals from 1991 - 2007. His broadcasting career began in 1989 while he was an undergraduate at Indiana University. That year he called play-by-play for the Louisville Redbirds of the American Association, and was a reporter for ESPN's coverage of the Triple-A All-Star Game. In addition to his current broadcasting work for FOX Sports, Buck also contributes occasional columns to The Sporting News.

Buck studied English and telecommunications at Indiana University. He was born April 25, 1969, in St. Petersburg, Fla., the Cardinals spring training home, and was raised in St. Louis where he currently resides.

## **JAY GLAZER**

### **NFL ON FOX INSIDER**

Widely recognized as the NFL's No. 1 insider, FOX Sports' Jay Glazer returns to work his third FOX SUPER BOWL SUNDAY, where he provides the latest NFL news and first-hand information. Glazer also contributes to FOXSports.com and hosts two shows on the website's original programming roster, *After Party* during the NFL season and *MMAthletics* during the offseason.

Prior to joining the FOX Sports family in 2004, Glazer covered the NFL for CBS SportsLine and was an insider on CBS Sports' The NFL Today program. He made his name as an NFL writer for the New York Post and gained big market television experience in New York as an on-air commentator for WCBS-TV as a host of Unnecessary Roughness on MSG, as an on-air studio analyst for the New York Giants pregame show on WNYW-TV and as an NFL insider/reporter for NY 1 from 1993 to 1998.

Glazer's record for breaking news is unparalleled. In 2010 alone, he was the first to report on a private Broncos staff meeting where head coach Josh McDaniels admitted to his involvement in 'Spygate' while coaching in New England, produced exclusive video on FOX NFL SUNDAY of Panthers' Tyler Brayton illegally tripping Falcons gunner Chris Owens when he was out of bounds, reported that the NFL hired an electronic forensics expert to help get to the bottom of the Brett Favre/Jenn Sterger investigation, reported that Favre had admitted to NFL officials to leaving voicemail messages on Sterger's cell phone and broke that John Elway was close to a deal to join the Denver Broncos front office.

Since joining FOX Sports, Glazer's other scoops have included Joe Gibbs returning to the NFL to coach the Redskins, obtaining the infamous Patriots 'Spygate' tape used against the New York Jets, the news that Plaxico Burress had shot himself in the leg at a nightclub, Brett Favre's trade to the New York Jets and acquiring video surveillance tapes of a brawl at the Palms casino between Dolphins linebacker Joey Porter and Bengals lineman Levi Jones in March 2007.

## **JIMMY JOHNSON**

### **ANALYST, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Legendary coach, Jimmy Johnson serves as an analyst for the pregame, halftime and postgame coverage of SUPER BOWL XLV on FOX. This is his fourth Super Bowl assignment for the network. Johnson brings his extensive knowledge of the game with him, which he earned while coaching the Dallas Cowboys to consecutive victories in Super Bowls XXVII and XXVIII, and who later coached the Miami Dolphins into the playoffs three times.

After retiring as the head coach of the two-time defending Super Bowl Champion Cowboys following the 1993 season, Johnson joined FOX Sports in April 1994 to serve as an analyst on the then fledgling pregame show, and remained with the show for its first two seasons. After a four-year stint as the head coach of the Dolphins, Johnson returned to FOX NFL SUNDAY in 2002.

Johnson served as Cowboys' head coach from 1989 to March 1994. He was named to the job on February 25, 1989, the day the franchise was purchased by collegiate teammate Jerry Jones. He is one of only six head coaches in NFL history to lead a team to back-to-back Super Bowl wins, and in three of his final four years with the Cowboys; he was named NFL Coach of the Year by at least one national media outlet. During that time, Johnson's clubs compiled a record of 50-22 (.694), and the Cowboys won 39 of their last 50 games (.780). In 1992, he led the team to a franchise record 13 regular-season victories, and team record 16 wins overall. As Cowboys' head coach, he compiled an overall 44-36 regular-season record, and went 7-1 in postseason play.

Johnson moved to the NFL after completing five seasons as the head coach of the University of Miami Hurricanes, compiling a 52-9 record, two Orange Bowl titles, two No. 2 finishes, and a National Championship in 1987. He was the first person, and one of only two in football history, (Barry Switzer) to serve as head coach for a Super Bowl champion and a national collegiate champion.

## **HOWIE LONG**

### **ANALYST, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Pro Football Hall of Famer Howie Long has established himself as one of sports televisions best NFL analysts. His keen analysis, thorough research and smooth delivery, make him a true asset to FOX NFL SUNDAY's coverage of Super Bowl XLV, which is his sixth with the network. Long's work at FOX since 1994, earned him an Emmy Award for Outstanding Studio Analyst in 1997 and an Emmy nomination in 2006.

Long is one of the best defensive linemen ever to play in the NFL. His size (6'5", 275 lbs.), combined with his speed, strength, and explosive quickness set him apart from the competition. He joined the Raiders as a second-round draft choice (48th pick overall) in 1981, became a starter in his second season and helped the Raiders to a Super Bowl XVIII win over the Washington Redskins. Long played his entire 13-year career with the Raiders and tied the team record with eight Pro Bowl selections before retiring at the end of the 1993 season.

He was the last active Raider to have played for the franchise when it was first based in Oakland and he holds the Raiders record for sacks in a game (5). Long was named a defensive end on the NFL Team of the '80s, was the Seagrams Defensive Player of the Year in 1985, was voted by fans as the 1984 and 1986 Defensive Lineman of the Year and was named 1984 NFL Defensive Lineman of the Year by the NFL Alumni Association. He is second to the late great Reggie White (9.5) with nine career Pro Bowl sacks. He was inducted into the Pro Football Hall of Fame in July of 2000.

Long was a four-year letterman in football at Villanova University as a defensive lineman. He was All-East and honorable mention All-American as a senior while also becoming a champion boxer as an undergraduate. Long graduated from Villanova in 1981 with a degree in communications.

## **CURT MENEFFEE**

### **CO-HOST, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Veteran studio and game broadcaster Curt Menefee serves as co-host of FOX's pregame, halftime and postgame coverage for his second Super Bowl on FOX, alongside Terry Bradshaw. Together with studio analysts Howie Long, Jimmy Johnson and Michael Strahan, the team presents an entertaining and informative hour of football coverage broadcast that has been America's most-watched since its inception in 1994.

Menefee began his career at FOX Sports in 1997 as a sideline reporter, and later moved to the game booth to call play-by-play for NFL and NFL Europe League coverage on FOX Sports and FSN. Through his work at WNYW FOX5 and MSG in New York, Menefee established himself as one of the Big Apple's most popular sportscasters. In 2006, he was the part-time host of FOX NFL SUNDAY with Joe Buck and has been the full-time host since the 2007 season.

Menefee came to WNYW-TV from KTVT-TV in Dallas where he was the sports director and weeknight sports anchor. He also hosted a daily two-hour show on The Ticket sports radio in Dallas. Prior to his arrival in Dallas, Menefee anchored sports for WTLV-TV (NBC) in Jacksonville. Menefee's resume also includes experience as host of a live two-hour daily sportscast on Sports News Network, a nationwide cable sports program, as well as sports anchor and reporter at WISC-TV (CBS) in Madison, WI and WOI-TV (ABC) in Des Moines, Iowa.

Menefee played football at Coe College in Cedar Rapids, Iowa, and graduated with a Bachelor of Arts degree. In addition to his work as a sports anchor, Menefee dedicates as much time as possible to community work.



**CHRIS MYERS**  
**REPORTER, FOX SUPER BOWL SUNDAY PREGAME SHOW**  
**GAME SIDELINE REPORTER**

Versatile Emmy Award-winner Chris Myers returns for the second time as a pregame and sideline reporter for FOX's coverage of Super Bowl XLV. FOX Sports' only three-sport personality, in addition to his NFL on FOX postseason reporting and regular season play-by-play duties, Myers serves as host of NASCAR on FOX's live, on-site prerace program and is a reporter during regular and postseason MLB on FOX broadcasts.

Myers joined the FOX family in 1998 as an anchor for FOX Sports News on FSN, and later hosted a critically-acclaimed interview program called *CMI: Chris Myers Interviews*. Before joining FSN, Myers spent 11 years at ESPN serving as host of *Up Close*, as well as a reporter and anchor for *SportsCenter*. He was awarded an Emmy in the Sports Features category in 1990 as an anchor/reporter.

The veteran reporter was previously a sports anchor and feature reporter with WWL-TV in New Orleans from 1982 to 1988. Prior to WWL-TV, Myers was a sportscaster with WTVJ-TV from 1980 to 1982 and WCIX-TV in Miami from 1978 to 1980. He now also has a show on FOX Sports Radio.

Myers attended Florida International University and Miami Dade Community College where he majored in radio and television. He started his own talk radio show at the age of 16 at WKAT-Radio in Miami. During his teenage years, Myers interviewed sports legends such as Muhammad Ali and Don Shula for his show.

**PAM OLIVER**  
**REPORTER, FOX SUPER BOWL SUNDAY PREGAME SHOW**  
**GAME SIDELINE REPORTER**

FOX Sports' longtime sideline reporter Pam Oliver, working her sixth Super Bowl assignment with FOX, serves as pregame and game reporter for the network's presentation of Super Bowl XLV. Since joining the NFL on FOX in 1995, she has become one of the premier sports reporters on network television and a staple to FOX's lead game broadcast team.

Prior to joining FOX Sports, Oliver served as a reporter at ESPN, where she gained her football experience covering the NFL Playoffs and the NFC Championship Game. In addition to her duties as feature reporter on NFL Prime Monday, she covered each Monday Night Football match-up. After the football season Oliver's ESPN assignments included the NBA Finals and coverage of Dream Team II at the 1995 World Championships of Basketball.

From 2000 to 2003, Oliver served as co-anchor of FSN South's "Southern Sports Report". She also contributes to Turner Sports coverage of the NBA playoffs.

Oliver began her broadcasting career as a community affairs reporter for public television. Prior to joining ESPN, Oliver worked at KHOU in Houston as a sports reporter and anchor for one year. Before moving to KHOU, she worked in a similar capacity at WTVT in Tampa. Oliver's additional television credits came at WIVB in Buffalo, WAAY in Huntsville, Ala., WALB in Albany, Ga., and WFSU in Tallahassee.

A graduate of Florida A&M University in Tallahassee, Oliver received her degree in broadcast journalism. As an undergraduate, she was an NCAA and AIAW track and field All-American in both the 400 meters and the mile relay. As a member of the mile relay team, Oliver had the distinction of participating on the first women's team from Florida A&M to win a national championship. She was inducted into the Florida A&M Sports Hall of Fame in 1996.

## **MIKE PEREIRA**

### **NFL ON FOX RULES ANALYST**

Former vice president of NFL officiating Mike Pereira joined FOX Sports in 2010 in the unique position of a multi-platform NFL rules analyst. Pereira contributes to the FOX NFL SUPER BOWL SUNDAY pregame show, FOXSports.com, FOX Sports Radio and is available to join SUPER BOWL XLV game broadcast.

Pereira is on hand throughout FOX Sports' Super Bowl broadcast day to provide viewers with his exceptional insight into the process in making the calls on the field. During the regular season, he monitors the day's NFL action from his own control room at the FOX Network Center in Los Angeles, giving him visual access to all games played.

Pereira has been involved with the game of football dating back to 1982 when he was an NCAA Division 1 official. Pereira spent 14 years officiating college football beginning with nine years in the Big West Conference (1982-91) followed by five years in the Western Athletic Conference (WAC) (1992-96). During that time, Pereira officiated eight postseason Bowl Games including the Aloha Bowl and Cotton Bowl twice each, Citrus Bowl, Gator Bowl, Holiday Bowl and Freedom Bowl. After two years patrolling the sidelines in the NFL and overseeing WAC officiating, Pereira was promoted to NFL supervisor of officiating in 1998. In 2001 Pereira became director of officiating for the NFL and then was promoted to vice president of NFL officiating in 2004. He retired from the NFL after 14 years with the league in 2009.

Pereira was born and raised in Stockton, Calif. and graduated from Santa Clara University in 1972 with a B.A. in Finance. Pereira now lives in Sacramento with his wife Gail.

## **MICHAEL STRAHAN**

### **ANALYST, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Michael Strahan, future Hall-of-Fame defensive end and Super Bowl champion, serves as an analyst for FOX SUPER BOWL SUNDAY during Super Bowl XLV. This is his first appearance as part of the FOX Sports broadcast team for a Super Bowl but Strahan was one of the stars on the field of the network's last Super Bowl broadcast.

His crowning career achievement occurred on February 3<sup>rd</sup> 2008, at University of Phoenix Stadium in Glendale, Arizona, where the Giants, bolstered by a suffocating defense, unrelenting pass rush and a miraculous fourth quarter touchdown drive, upset the then-undefeated New England Patriots 17-14 in Super Bowl XLII, one of the greatest Super Bowls ever played. Strahan was credited with two tackles and one sack in the game which gave him his first and only career Super Bowl victory. He retired that spring and joined the cast of FOX NFL SUNDAY in the fall.

Strahan was drafted in the second round of the 1993 NFL draft by the New York Giants out of Texas Southern University. The seven-time Pro Bowler was named Defensive Player of the Year by the Associated Press in 2001, after recording 22.5 sacks to set the NFL's single season record. Strahan retired with 141.5 career sacks, 794 tackles, 4 interceptions, 21 forced fumbles and 2 career touchdowns in 200 games over a 15-year career. He also holds the Giants franchise sacks record with 133.5.

Strahan was a four-year letterman in football at Texas Southern as a defensive end. During his senior year he was selected All-America 1<sup>st</sup> team, named the Division 1-AA and Black Colleges "Defensive Player of the Year" as well as SWAC's Player of the Year for the 2<sup>nd</sup> consecutive season.

His additional television credits include "Pros vs. Joes," which pits amateur contestants against professional athletes in a series of athletic challenges; the family-oriented cable series "Backyard Stadiums," where he and his co-host visited various neighborhoods to build batting cages, putting greens and outdoor recreational centers. His sitcom BROTHERS was on FOX in 2009, where Strahan plays a former NFL hot shot.

# EXECUTIVE BIOGRAPHIES

## DAVID HILL CHAIRMAN & CEO, FOX SPORTS MEDIA GROUP

David Hill has been Chairman and Chief Executive Officer, FOX Sports Media Group (FSMG), since 1999. FSMG is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets. FSMG includes FOX Sports, the sports television arm of the FOX Broadcasting Company; FOX's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; FOX Soccer Channel and Fox Soccer Plus; FUEL TV; and FOX College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com, Whatifsports.com and Scout.com. Hill also oversees FOX's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.

Hill and colleagues Ed Goren, Vice Chairman, FSMG, and FSMG Co-President & COO Eric Shanks, also serve as FOX Sports' Executive Producers. This is Hill's sixth Super Bowl as the head of FOX Sports, which he has led since its inception. He was recently named to the Sports Business Journal's list of 50 most powerful people in sports.

While simultaneously maintaining his FOX Sports responsibilities, Hill served as President of DIRECTV's entertainment division from April 2005 to March 2007. There, he was responsible for the integration of new technologies and the development of programming services. During his tenure, NFL Sunday Ticket SuperFan and NASCAR HotPass enhanced viewing experiences were launched and are among DIRECTV's most popular subscriptions.

Prior to being named FOX Sports Chairman, Hill was Chairman and CEO, FOX Broadcasting Company from September 1997 to June 1999, while retaining the positions of President and Executive Producer, FOX Sports and President and CEO, FOX Sports Net. His responsibilities as Chairman and CEO of FOX Broadcasting encompassed all programming, marketing, advertising sales and business affairs at the combined entities. Under Hill's stewardship, FOX Broadcasting witnessed its best 18-49 ratings since becoming a seven night a week network.

In his previous position, Hill oversaw all aspects of the FOX Broadcasting Company, which consists of the FOX Entertainment Group, FOX Television Network, FOX Kids Network and FOX Sports. His responsibilities encompass all programming, marketing, advertising sales and business affairs at the combined entities.

Hill joined FOX Broadcasting Company in December 1993 as President, FOX Sports, responsible for the creation of FOX's sports division. Under his direction, FOX Sports grew from an idea to a complete network sports division in just eight months, utilizing state-of-the-art studio and on-site broadcasting facilities. Since those early days with just one sport (NFL), FOX Sports developed into a fully functioning sports division which today is the exclusive national over-the-air television rights holder of Major League Baseball, including the All-Star Game, alternating League Championship Series and World Series; the National Football League's NFC package, including the NFC Championship Game and alternating Super Bowls and NASCAR's SPRINT Cup racing from February through May, including the Daytona 500, the Big Ten Football Championship Games from 2011-16, the Pac-12 Football Championship Game in 2011, the AT&T Cotton Bowl Classic and the UEFA Champions League Final. FOX Sports has been America's top-rated network for sports for 14 consecutive years (1997-2010.)

Hill lives in Los Angeles with his wife Joan and their family.

**ED GOREN**  
**VICE CHAIRMAN, FOX SPORTS MEDIA GROUP**

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In May 2010, Ed Goren, a 46-time Emmy Award winner and Executive Producer of FOX Sports since 1994, was elevated to Vice Chairman, FOX Sports Media Group. Goren, Chairman David Hill and FSMG Co-President & COO Eric Shanks are responsible for the look, sound, editorial content and superior quality of FOX Sports' studio and game broadcasts and serve as Executive Producers of all FOX Sports productions. Super Bowl XLV is the 13<sup>th</sup> Goren has been associated with: seven with CBS and six with FOX Sports.

Goren also oversees all aspects of FOX Sports' television investments and partnerships. In addition, Goren spearheads the division's strategy of pursuing major event programming to insure FOX Sports' position as a premier network sports broadcaster.

Before joining FOX in 1994, Goren had been Senior Producer at CBS Sports since 1991, where he worked on nearly every sport the network broadcasted. During his tenure as Senior Producer, CBS Sports broadcast such major events as the World Series, the NCAA Basketball Tournament, The Masters® and Super Bowl XXVI.

Goren produced CBS Sports' Major League Baseball studio program in 1990. He also produced The College Football Report and the annual Heisman Trophy Award presentation (1986-89). As producer of The College Football Report, he revamped the series, integrating information including scores, highlights, live interviews and special news segments into a program less than 15 minutes long. Other credits at CBS Sports include serving as producer of NFL, NBA and NCAA basketball broadcasts, and he contributed to each Super Bowl broadcast on the network during his tenure.

He joined CBS in 1966, as a copy boy in the news division and one year later became a news writer, producer and occasional on-air reporter at the then-CBS affiliate in Miami. Late in 1969, Goren moved back to CBS News as a producer for Newsnet, the daily news feeds to CBS affiliates. He joined CBS Sports in 1975 as a coordinating producer for CBS Sports Spectacular, the network's sports anthology series.

Goren's sports roots run deep, as his late father, Herb Goren, was a longtime baseball columnist for the New York Sun and Public Relations Director for the New York Rangers hockey club.

Goren graduated from Syracuse University in 1966 with degrees in journalism and political science. In 2005, Newhouse School of Public Communications at Syracuse University honored Goren at its 40<sup>th</sup> anniversary as one of its most distinguished alumni.

Born June 15, 1944, in Greensboro, N.C., he currently resides in Los Angeles with his wife Patty. He has one son.

## **ERIC SHANKS**

### **CO-PRESIDENT & COO, FOX SPORTS MEDIA GROUP**

Eric Shanks was named Co-President and COO of FOX Sports Media Group in January 2011. In June 2010, he rejoined FOX Sports as President making him one of the youngest leaders of a broadcast network sports division ever. Shanks is working his first Super Bowl as Executive Producer alongside FOX Sports Media Group's Chairman & CEO David Hill and Vice Chairman Ed Goren.

Having joined FOX Sports in 1994 as a broadcast associate, his appointment is the very definition of the American corporate success story. A six-time Emmy Award-winner and a member of the Sports Business Journal's prestigious "40 Under 40" Hall of Fame, he assumes the day-to-day responsibilities of the FOX Sports broadcast network. He oversees programming, production, field and studio operations, marketing, promotion, communications, business and legal affairs for America's top-rated network sports division.

He also oversees all aspects of FOX Sports' television investments and partnerships. In addition, he spearheads the division's strategy of pursuing major event programming to insure FOX Sports' position as a premier network sports broadcaster.

During Shanks first stint with FOX Sports in 1994, he served on production crews for the networks coverage of the NHL and MLB. He helped develop the FOXTrax "glowing puck" and yellow first down line that is a staple of today's televised football. He quickly worked his way up from broadcast associate to Producer and Vice President of Enhanced Programming for FOX Television Networks. His accomplishments include producing NFL Europe coverage and FSN's THE BEST DAMN SPORTS SHOW PERIOD, as well as launching Sky Sport 1 and 2 for the Sky Italia platform in Italy.

Prior to assuming his current role, Shanks served as Executive Vice President of DIRECTV Entertainment since 2006, overseeing business activities related to the development of DIRECTV's original entertainment, interactive programming and advertising sales. In addition, he was also responsible for the DIRECTV Sports Networks business unit comprised of regional sports networks in Seattle, Denver and Pittsburgh. In his role, Shanks developed innovative content and services including the launch of DIRECTV on DEMAND; The 101 Network, which among other programs features the Dan Patrick Show; DIRECTV's exclusive NASCAR package; the addition of the NFL RedZone feature to DIRECTV's exclusive NFL SUNDAY TICKET package; and its 3D programming initiative. In 2006, Shanks formed DIRECTV's first in-house advertising sales team. He joined DIRECTV in 2004 as senior vice president of Advanced Services and Content responsible for business activities related to the development of DIRECTV receivers and advanced services such as digital video recording, interactive television and high-definition television.

Born September 30, 1971 in Brazil, Indiana, Shanks currently resides in Los Angeles with wife Brenda and daughter Maisie and son Jack.

**RANDY FREER**  
**CO-PRESIDENT & COO, FOX SPORTS MEDIA GROUP**

Randy Freer was named Co-President and COO of FOX Sports Media Group in January 2011. He had been serving as President of FOX Sports Networks (FSN), the largest owned-and-operated regional sports network group in the U.S., with 19 networks that collectively televise more than half of all MLB, NBA, and NHL teams. Mr. Freer is based at Fox's Los Angeles headquarters and reports directly to David Hill, Chairman and CEO, FOX Sports Media Group.

Mr. Freer's significant influence in the sports media industry has been recognized by a variety of trade and business publications. Both Business Week and Sports Business Journal have named Mr. Freer one of the most influential people in the business of sports on multiple occasions. Mr. Freer is also a recurring selection on the CableFax 100 annual list of "Cable's Heavy Hitters."

In addition to his duties with the FOX Sports Media Group, Mr. Freer serves on the board of directors of the Big Ten Network, providing strategic oversight and leadership as the network continues to grow its distribution.

Prior to being named President of FSN in January 2007, Mr. Freer was Chief Operating Officer for Fox Sports Networks, a position he held from September 2001. Previously, he served as executive vice president, overseeing all business development and day-to-day operations for FSN. In addition, Mr. Freer worked on creating new Internet and digital platform business opportunities, including the re-launch of the FOXSports.com website.

Mr. Freer joined Fox in 1997 after serving for three years as Senior Vice President, Business Affairs at Active Entertainment, an animation syndication firm. Prior to that, Mr. Freer spent nine years at Turner Broadcasting, the last two as Executive Vice President, Entertainment Sales. In that position, Mr. Freer was responsible for overseeing all advertising sales for Turner Broadcasting System (TBS) and Turner Network Television (TNT), as well as the Cartoon Network.

Mr. Freer attended St. Joseph's College in North Windham, ME and graduated with degrees in Business and History.



**BILL BROWN**  
**EXECUTIVE VICE PRESIDENT OF PRODUCTION & FIELD OPERATIONS**  
**SENIOR PRODUCER, FOX SPORTS**

Network sports television veteran Bill Brown has been with FOX Sports since October 1996 and will serve as Senior Producer for his sixth Super Bowl with the network. While reporting to Chairman & CEO David Hill, Vice Chairman Ed Goren and President Eric Shanks, Brown supervises all live gameday remote broadcasts, as well as overseeing all field and technical operations. Prior to obtaining his title as Senior Producer, Brown was a game producer for three seasons of the NFL on FOX and two seasons of the NHL on FOX.

In 2005, Brown's role expanded as he now oversees all field and technical operations for the network's sports coverage. Prior to obtaining his title as Senior Producer, Brown was a game producer for three seasons of the NFL on FOX and two seasons of the NHL on FOX.

Before joining FOX Sports, Brown served as Executive Producer and Director of Programming for Home Team Sports, a regional sports cable entity located in the Baltimore-Washington, D.C. corridor. He was responsible for supervising, producing or directing nearly 500 live-remote sporting events, including Baltimore Orioles, Washington Capitals, and Washington Bullets contests, and ACC, Big East and Atlantic-10 collegiate games. He has garnered seven regional sports Emmy Awards.

From 1981 to 1984, Brown was an associate director at CBS Sports. His experience there included the NFL (regular season and Super Bowls XVI and XVIII), the NBA, NCAA basketball, CBS Sports Saturday/Sunday anthology programs, the Pan American Games, World University Games and World Basketball Championships. Brown also served as supervising producer, Major League Baseball Productions, from 1976 to 1981. His duties included the creation and supervision of *This Week in Baseball* and various other baseball-related programs.

He graduated from Marquette University in 1974 with a bachelor's degree in business and in 1976 earned a master's in speech communications.

Born in Bronxville, N.Y., Brown was raised in Scarsdale, N.Y. He resides in Los Angeles with his wife Mary.

# **PRODUCTION BIOGRAPHIES**

## **SCOTT ACKERSON**

### **EVP STUDIO PRODUCER, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Scott Ackerson, who joined FOX Sports in the summer of 1994 as the coordinating producer of FOX NFL SUNDAY pregame show, teams with director Bob Levy as the production team for FOX SUPER BOWL SUNDAY pregame, halftime and postgame coverage. The pair is working their sixth Super Bowl for FOX. Under Ackerson's guidance, FOX NFL SUNDAY immediately became America's most-watched NFL pregame show (17 years running) and has taken home an Emmy Award for Best Studio Show four times since 1996.

An accomplished studio producer, Ackerson plays a significant role in the ongoing success of one of the most impressive sports-TV dynasties in history. His keen eye for talent and chemistry has produced an informative and entertaining brand of NFL studio coverage that has helped advance the sports TV careers of Howie Long, Jimmy Johnson, Jimmy Kimmel, Jillian Barberie and Frank Caliendo.

Before joining FOX Sports prior to its first NFL season in 1994, Ackerson honed his craft from 1987 through mid-1994 at ESPN. In addition to his nightly responsibilities as the coordinating producer of SportsCenter, a position he attained in 1993, he had numerous special studio assignments for ESPN, including the World Series (1987), Super Bowl (1989-93), and MLB All-Star Game (1993).

Ackerson broke into broadcasting as an intern at WBNS Radio, Columbus, Ohio in 1981. His first job came at WOUB Radio/TV, Athens, Ohio, in 1982. Over the next few years he honed his television skills in such markets as Huntington, W.Va. (WOWK-TV), Altoona, Pa. (WTAJ-TV), San Antonio (KMOL-TV), and Minneapolis (KARE-TV). Ackerson graduated from Ohio University in 1982 with a journalism degree. He was a four-year member of the Ohio University bowling team.

## **BOB LEVY**

### **DIRECTOR, FOX SUPER BOWL SUNDAY PREGAME SHOW**

Multiple Emmy Award-winner Bob Levy directs SUPER BOWL XLV on FOX pregame, halftime and postgame coverage. Levy served the same role during FOX's five previous Super Bowl presentations in 1997, 1999, 2002, 2005 and 2008. He and producer-partner Scott Ackerson are working their sixth Super Bowl for FOX.

Prior to joining FOX in 1994, Levy was studio director for NBC Sports' *Sportsworld* and *NFL Live* from 1978 to 1982, and he also directed the *Hall of Fame* (1989) and *Hula Bowls* (1985 and 1989). Levy's Super Bowl experience includes directing the pregame programs in 1979 and 1981. He has also directed NFL games, NCAA basketball, Major League Baseball, boxing and tennis for NBC.

Levy was senior director for NBC's coverage of the 1988 Seoul Summer Olympics, which won an Emmy Award for Outstanding Live Sports Special. Specifically, Levy directed the opening ceremony and the 18 prime-time hours hosted by Bryant Gumbel. He directed six seasons (1990-1995) of the syndicated action/entertainment program *American Gladiators*, winning an Emmy Award in 1995. Additional director's entertainment credits include: *The Home Show* (a live, daily variety program); three one-hour *I Witness Video* prime time specials for NBC; the *Night Games* comedy game show and *House Party*. He was also a director for FOX's presentation of the 39<sup>th</sup> Annual Emmy Awards.

## **RICHIE ZYONTZ**

### **GAME PRODUCER, SUPER BOWL XLV on FOX**

Richie Zyontz, a 30-year veteran of sports television production, is working his third Super Bowl in the lead producer's chair. He currently serves as the lead producer for NFL on FOX working with the team of Joe Buck and Troy Aikman as well as coordinating producer.

Zyontz joined FOX Sports as an original NFL on FOX game producer in 1994, and has worked on every major property the network has broadcast. In addition to his NFL assignments, he has been the coordinating producer for NASCAR on FOX since 2001, and was the lead producer for the NHL on FOX from 1995 to 1999, working with legendary director Sandy Grossman. He has also occasionally produced MLB on FOX regular season games. As lead NASCAR producer, Zyontz, who also works with Kempner as his NASCAR director, has already produced live coverage of six Daytona 500s.

Prior to joining FOX Sports in 1994, Zyontz spent 16 years at CBS Sports, working on several high profile events including NASCAR races, four Super Bowls, regular and postseason NBA playoff broadcasts (nine NBA Finals), and numerous NCAA basketball games. "Z" also gained valuable studio experience working on the Emmy Award-winning "The NFL Today" from 1983 to 1985.

## **RICH RUSSO**

### **GAME DIRECTOR, SUPER BOWL XLV on FOX**

Ten-time Emmy Award-winner Rich Russo works his first Super Bowl as lead game director for FOX Sports this February from Cowboys Stadium. Russo joined FOX Sports in 1994 as an associate director for NFL on FOX coverage. Now in his 17<sup>th</sup> year with the network, Russo directs coverage of FOX Sports' premier properties including NFL, MLB and NASCAR broadcasts. The New York native currently directs the broadcast team of Joe Buck and Troy Aikman for FOX Sports' NFL coverage.

Russo has directed the NFL's international feed of the Super Bowl for six seasons, which this year went to 234 countries and territories including to US Armed Forces stationed around the world. Russo also served as lead associate director during FOX's coverage of Super Bowl XXXI and as a replay director for the network's coverage of Super Bowl XXXIII. He produced and directed NFL Europe League telecasts on FOX Sports for five seasons and directed The World Bowl in 1998 and 1999. He also served as associate director for Pat Summerall and John Madden.

Prior to joining FOX Sports, Russo spent five years (1989-93) as an associate director for CBS Sports, working on numerous events including: the NFL and Super Bowl XXVI; The NFL Today; The NBA on CBS (including the playoffs and Finals); the NCAA Basketball Tournament (including three Final Fours); Major League Baseball; college football; three U.S. Open Tennis Championships; and ice hockey during the 1992 and 1994 Winter Olympics.

Raised in Massapequa, N.Y., Russo now resides in Holmdel, New Jersey with his wife Sally, son Jack and daughter Isabel.