

**The World's Game:
A Program Incorporating Soccer and Travel**

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1. Introduction

There is a global dialogue in which America is not taking part. After the World Cup, and with the arrival of David Beckham to Major League Soccer, interest in the sport has risen among Americans (Bradley, 2007). The World Cup and David Beckham, however, are the upper echelon of the soccer world. They are at the surface level, and they are in the public eye. There is another world beneath this outer crust that has not been exposed. One of our objectives is to expose soccer in the truest form to the American audience. That form exists within the minds and bodies of the people.

I am developing a television program in order to encapsulate this phenomenon. The program is called *The World's Game*. The mission for the show is to expose how soccer is influencing individuals and cultures across the world. To accomplish this, fans will be given the opportunity to share the special impact soccer has made on their lives and culture. They will be encouraged to write to the show with their unique story about how soccer has influenced their lives. In addition, they will have the opportunity to share any art, music, food or celebrations distinct to their region. The goal is to entertain and educate by documenting these fans and their unique testimonies.

The show is formatted as the traveling diary of hosts Mark Stevens and Raquel "Rocky" Vadia. An episode will be broken down into segments. Segments will alternate from the main story, how soccer has affected an individual's life, to cultural distinctions of the region that person is from. For example, if the program is five segments: segments one,

three and five would be the progression of the main, soccer-based, story line of our guest. Segments two and four would highlight local food, art and leisure of the region.

The concept video I am proposing introduces the talent for the show and provides an example of an episode of *The World's Game*. The special features of the DVD include an outline for a mock season, a format model for episodes, and personal introductions by the hosts. The outline for the mock season will be comprised of five locations, one from each continent. This aids in illustrating the program's tremendous capacity for growth and flexibility. After reviewing this DVD and its special features, the audience will be familiar with the concept, format and hosts of the program, Mark and Rocky. By gaining a clear understanding of *The World's Game*, viewers can appreciate the educational and the entertainment value of the project.

This proposal will outline various elements of the project. It will begin with an overview about the concept. An audience analysis, media review and technology assessment will be incorporated. A functional specification including storyboards and equipment list will be included. The paper will conclude with various reviews of associated issues and other projects with a related focus. It will explain how this project is different and unique. Future goals for the development of the project will also be discussed.

2. Background and Problem Statement

Travel television programming first arrived in the 1960's with a show named *Mutual of Omaha's Wild Kingdom*. Since that time, travels shows have grown from a meager selection to a wide variety of shows that profile places all over the world. Historically, travel type programming used a unifying thread that connects each episode. For example, *Wild Kingdom* connected each episode with the fact that the show was about wild animals. Of course, the program was more of a wildlife program than today's standard travel shows, however, it was one of the first programs to incorporate travel. Today's travel programs do not necessarily use a unifying theme. As travel became easier for the mid-level American, programs that simply profiled foreign cities became popular. These shows are often live journals that follow the host as they explore a new place. Programs such as *Passport to Europe* and *Travel in Europe with Rick Steves'* allow the viewer to join the host as if they were travel companions.

Travel shows have used all sorts of mediums for a common thread. Many go the same route as did *Wild Kingdom*, and uses wildlife as a theme. Probably the most popular denominator among common-thread travel shows is food. Nowhere are regional idiosyncrasies more abundantly clear than in how a culture prepares food. The *Food Channel* is completely devoted to food and most of their programming revolves around food in other cultures.

Yet, in this day and age, a category remains that has been relatively left alone in the Travel show spectrum. That is the world of sport, and one sport stands head and

shoulders above the rest in terms of global recognition. It is a sport that owes its spread and popularity to travel. Almost any American who has traveled abroad can tell you a story about how loyal its supporters are and how passionate the fans can be. Just like food and wildlife, it has regional idiosyncrasies as well.

During the 1860's, a game was invented in the United Kingdom that would sweep the world over the next 150 years. The game was football. The English popularized the game because their economy and vast empire afforded the average citizen to travel all over the world. In the early 20th century, they had used their domestic mold to open football academies and sporting clubs all over the world. To this day, clubs in Brazil, Italy, Portugal and Argentina still have their original English names (Fédération Internationale de Football Association, 2007).

Despite what may seem logical, the United States did not escape this net. Soccer was making its mark on Americans. The U.S. placed third in the first World Cup, an international soccer competition between nations, in 1930. In 1950, the U.S. team defeated one of the strongest national sides of that period, England, 1-0 (United States Soccer Federation, 2007).

Unfortunately, soccer's fate in America was decided by something other than merit, but by politics. The Cold War affected much more than our nuclear program. Congressmen such as Joe McCarthy, in their attempt to cleanse society of the red presence, declared cultural war on many aspects of life. Soccer to them, because it was embraced on a global

scale, was a communist sport. To them, it was a sport that was fundamentally un-American. It seemed the whole concept went against the ideals of America. Instead, those lawmakers pushed Americans to watch sports with a higher emphasis on the Individual athlete. Sports like baseball, America's past time, glorified the individual performance. American football was gaining popularity as well. This sentiment continued for decades. In 1986, congressman Jack Kemp spoke in front of the U.S. Congress to oppose a resolution to support an American bid to host the World Cup. In his speech, he mentioned that football is "democratic, capitalistic, whereas soccer is a European socialist [sport]" (Foer, 2004, p. 241).

There was a large gap between that game against England in 1950 and the arrival of Pele to the New York Cosmos in 1975. However, the arrival of Pele and European stars such as Franz Beckenbauer and Johan Cruyff exploded soccer into the American conscious once again. Over the five years, the North American Soccer League thrived. Americans, lured by the star names came out in droves. The Cosmos sold out Giants stadium for their 1978 Championship game (United States Soccer Federation, 2007). Regrettably, the league folded in the mid-eighties due to league over-expansion and the decision to award the 1986 World Cup to Mexico. Nonetheless, the league's existence is regarded as the catalyst to the rise in popularity of the game among the country's youth. When these young Americans grew up and had children, they realized the value of their children learning a competitive, team-oriented and non-violent game. The soccer mom phenomenon was born, and to this day, soccer remains one of the most popular sports among American youths (Foer, 2004, p. 237).

This is a trend that was recycled when the U.S. hosted the World Cup in 1994. The Americans unbelievably went through to the second round before losing 1-0 to the eventual champion, Brazil, widely considered the best team of the time (United States Soccer Federation, 2007).

Soccer remains one of the most popular youth sports in the country. Participation has consistently risen since the late 1980's when 15 million kids played it (Higers, 2006). Many Americans have a natural attachment to the game that developed as a child and young adult. The point is, in the U.S., there are now two generations with a special relationship to soccer and a third one is presently developing on recreational fields all over the U.S.

Coincidentally, along with this third generation comes a third event that has the ability to reinforce soccer's role in the States once more. The news that David Beckham signed for the Los Angeles Galaxy soccer team swept the nation in late January 2007. Beckham will be the most famous soccer player to come to the U.S. since Pele in 1975. Many are predicting that it will have a similar effect. The addition of Beckham brings instant credibility to Major League Soccer, the U.S.'s prime soccer federation (Davis, 2007). It also will bring the casual fan to the games, something that the Major League Soccer has had trouble with in the past. Since announcing the deal, the Los Angeles Galaxy have sold many of their season tickets and signed a five-year shirt sponsorship deal with Herbalife (Sports Illustrated, 2007).

As of now, there are no traditional outlets for these fans to reestablish their connection with the game. Some people have specialty channels on satellite TV like Fox Soccer Channel or Gol TV. Others rely on the limited soccer programming of ABC's sport affiliates, ESPN. Yet, these channels only provide the viewer with the opportunity to watch soccer games or highlight shows. There is no conduit with which to view how soccer influences the lives of people around the world.

Soccer is a game that is global. It makes sense to incorporate a travel aspect to the show because it is part of the nature of the game. The show is about communication. It is about our relationship, as Americans, with the rest of the world. The initial uniting thread that connects the hosts, Mark and Rocky, to their guide is soccer. However, once that bond is established, the opportunity exists to explore more aspects of that particular culture. That is why the guide will not only be responsible for introducing their story, but he/she will also be the guide for their culture.

2a. Formal Statement of Objectives

This interactive DVD will serve as a mini-pilot episode of *The World's Game*. It is going to provide an example of what the show will look like. It is intended to be a conceptual DVD so that after watching, the viewer will understand what the show is about.

The focus of this project is to:

1. Outline the concept for a new travel show to be considered for production.
2. Provide the background for why this show will work.
3. Review information that supports the versatile marketing angles for the show.

3. Product Overview

My goal is to provide a program that connects soccer to travel. This will allow Americans to see what is going on in this world in a way to which they can relate.

To properly communicate my idea, I am developing an interactive DVD. The purpose of the DVD is to give the viewer a clear understanding of what the show could look like.

With my financial means in mind, I have chosen Tallahassee as the setting for a pilot episode of *The World's Game*. This will be the main feature. The DVD will also include a scene selection, a program layout, and a mock 5-episode season.

The pilot episode will outline the layout of the program. Our guide will be Jongwon Lee, otherwise known as Jay. Jay was born in Seoul, Korea. He moved to Cleveland, Ohio as an adolescent. While he could only speak three words of English, he could kick the ball around with the other kids. This was Jay's first experience of how soccer can build bridges between cultures. Shortly after that, Jay returned to Korea. For graduate school, he decided to come to the University of Tennessee in Knoxville. An injury he incurred while serving in the Korean military prevented him from playing soccer. Instead, he found an outlet in drinking with his Korean pals. This behavior continued when he moved to Tallahassee to take up another graduate position.

Fortunately, his injuries healed and he was able to play again. Jay found a local soccer association in the phonebook and started regularly playing. It was at this time when he met Joe Davis and his wife Elle. Sharing a similar approach to the game and a positive

attitude on life, Jay and Joe became friends fast. Then, disaster struck again. Jay tore his anterior cruciate ligament (ACL) while playing, requiring surgery and months of time in bed. Joe and Elle took it upon themselves to be by Jay's side during this ordeal. Jay and Joe drew closer as friends during Jay's recuperation. By the time Jay was fully fit, he was considered part of the family. Jay would spend Thanksgiving and Christmas with Joe's family. Joe's mom would always send Jay home with the leftovers. Jay began actively playing again, and with the help of Joe and Elle, balanced his social life.

Jay will also be the guide through the local culture of the town he lives in, Tallahassee, Florida. Jay will show the area and explain to them how people have fun there. Jay, Joe and Elle will also help the hosts find the best local cuisine. Mark and Rocky will also use the information provided by Jay to explore the soccer culture of Tallahassee.

This is a story about how, through the game of soccer, two very different people are able to establish a very special connection. The theory of *The World's Game* is to illustrate this relationship on a much larger scale. The viewer of this particular episode is able to share and relate to Jay's story.

By distributing the film to a series of network and production executives, I hope to create awareness that there is a demand for a show of this kind. Entering the project into film contests will be another way to gain exposure.

4. Audience Analysis

This concept video is going to tell a story of how soccer has molded society, tradition and experience around the world. The program calls on its audience to inspire and guide future episodes. Anyone is invited to share how soccer has made a unique influence in their life and culture. *The World's Game* documents these stories, using their authors as guides. Additionally, each episode outlines any art, music, food or celebrations that are distinctive to the region at hand. Soccer is the common thread that unites us. This mutual interest can inspire respect and friendship among individuals in a global arena, on multiple levels. Americans interested in travel, soccer, and cultures are the primary target audience members.

Potential viewers of this piece might have had previous experience with the soccer community, with traveling and with appreciating international society and dialogue. Appreciation and involvement of any of the latter factors can be validated by direct, first-hand experience or indirectly by exposure to different media. Although the target audience effectively encompasses a broad spectrum of males and females, the focus is on those ranging the ages of 18-45, respectively.

The World's Game would appeal to a wide variety of people. Soccer is the common thread that inspires the show, allowing for soccer players and/or enthusiasts to naturally identify with it. More than showing soccer being played, *The World's Game* illustrates how the sport unifies people on a global level. In doing so, the appeal transcends far beyond the soccer fanatic, encompassing anyone who can appreciate the power of

teamwork and competition; in essence, the entire sporting community. Students and young professionals can relate to the show because of their affinity for travel. In addition to documenting the unique influence that soccer has made on an individual's life and culture *The World's Game* reviews any art, music, food or celebrations that are distinctive to the region being visited. A shared passion for learning about international society and dialogue will perpetuate our fan base. Soccer is the means through which we are communicating with the world. However, the underlying theme of the show is our relationship with the world, and our participation in the global dialogue.

Sports and travel go together. Two out of five U.S. adults (38%) attended an organized sports event, competition or tournament as either a spectator or as a participant while traveling in the past five years. This equates to 75.3 million U.S. adults. A majority of these sports event travelers took their most recent sports trip in the past year (70% or 52.7 million adults) (Traveling Industry Association, 1999).

Research from the Travel Industry Association (2003) shows that movies or TV shows have some effect on a traveler's choice of destination. Four percent of all travelers in the past three years selected a vacation destination because of a movie or TV show they saw. This translates to 5.1 million U.S. adults. Just three percent of travelers did so in the past year. Travelers who choose a destination as the result of seeing a movie or a TV show are more likely than total U.S. travelers to be younger (37 years, average age) and have a higher household income (\$81,000 average (mean) annual household income). They also

tend to be married (64%), male (55%), completed college (39%), have children in the household (44%) and work in a professional or managerial occupation (32%).

Cultural events/festivals are very popular among travelers. In fact, most (75%) U.S. adult travelers attended a cultural activity or event while on a trip in the past year. This translates to an estimated 109.8 million U.S. adults (Traveling Industry Association, 2003).

The learning aspect of travel is important to U.S. travelers, with about one-fifth, 30.2 million adults, having taken an educational trip to learn or improve a skill, sport or hobby in the past three years. Eighteen percent of travelers in the past year said that taking such a trip was the main purpose of their travel. Overall, educational travelers are more likely than total U.S. travelers to be male (56%), younger (39 years, average age), a college graduate (49%), have a professional or managerial occupation (38%), have children in the household (51%), and have a higher annual household income (\$75,000 average (mean) annual household income). They are less likely to be married (Traveling Industry Association, 2003).

There have been several shows and feature specials on networks that outline the history of soccer as a sport or that follow a particular championship. For example, *The History of Soccer: The Beautiful Game* by Terence Stamp, Pele, and Maradona is one of many comprehensive, critically acclaimed reviews of the rise of the sport. The Travel Channel noted that Americans have steadily grown an interest in soccer and responded accordingly by airing *Drew Carey's Sporting Adventures: World Cup 2006. The World's*

Game is different from other pieces because it focuses evenly on all three factors: the people, the travel and the relationships that are cultivated by a mutual love of soccer.

The World Cup is the window through which most Americans see international soccer. After the World Cup, and with the arrival of David Beckham to Major League Soccer, the interest in soccer is likely to rise among Americans (Bradley, 2007). We have already seen that the majority of travelers have an interest in sports and recreation when they travel. *The World's Game* will give Americans the opportunity to identify with a passion that exists well beyond the World Cup, in the everyday lives of real people around the world.

By providing this information on video, people will be able to visualize the global impression soccer is making on culture. The testimonies will provide real narratives that illustrate the versatile impact the sport has made in lives of people from all over the world. This part of the piece will help the audience relate to the way soccer represents itself within the minds and bodies of the world public. DVD allows people to review the piece easily, accessing the concept video and special features at their own convenience.

5. Technology Analysis

DVD is the most efficient option for the format of the video. DVD provides the best option for recording and organizing our features. If language is an issue, DVD allows for subtitles as well. DVD menu screens are one of the key factors contributing to the practicality of the format. By having preset screening menus, the user can easily navigate to different features, or quickly jump to different scenes (Taylor 2007).

Many individuals have a DVD player attached to their television at home. Many others have DVD compatible computers. Any computer with a DVD-ROM drive has the capability to play the DVD which is then viewed from the computer's monitor. Instead of using a remote control, the user can navigate with the mouse and keypad (Taylor 2007).

The versatility of the DVD makes it an attractive option. Unlike BlueRay disc and even outdated VHS tapes, many people have the capacity to play the DVDs. Since they are small, the DVDs are easy to duplicate, store and ship (Taylor 2007).

There are various recording DVDs from which to choose. This video will be formatted on the DVD-R, which is a write-once design and uses organic dye technology. This format can be read by most players and computers. In general, very few and limited players will not be able to play this type of disc. Other examples are DVD+R, DVD+RW and CD-R. However, DVD-R and DVD+R discs work in about 85% of existing drives and players. It is expected that most compatibility issues will be solved within the next couple of years (Taylor 2007).

6. Media Review

The World's Game is a concept video created for The Travel Channel for production consideration and development. In order to cater to the channel's audience and overall feel, it is essential to review the channel and its contents as they relate to *The World's Game*.

The Travel Channel is in the Discovery Channel Network. It features documentaries and shows related to international travel and leisure. Recent programming efforts have been placed on outlining the world in unconventional ways (Discovery Communication Inc., *U.S. Networks: Travel Channel*, 2007).

The World's Game proposes to apply a combination of programming tactics that have proved themselves successful in the following productions, featured by The Travel Channel: *Not Your Average Travel Guide (NYATG)*

Samantha Brown: Passport to Europe

Dirty Jobs with Mike Rowe

Drew Carey's Sporting Adventures

The World Poker Tour

The overall undertone of a program is ultimately determined by what it is about and by whom the message is being related. The productions reviewed always involve travel. *Not Your Average Travel Guide* and *Samantha Brown: Passport to Europe* are standard travel guide programs. The show will feature a specific city in each program and offer a real

and accessible approach to travel and a very inter-personal tour of the world. This is accomplished by offering travel tips, visiting local landmarks, popular restaurants and shopping locales, interacting with local crowds and educating the viewers on events in the city's history.

An alternative to the standard travel guide program is the travel program that applies a common thread to each production. For example, *Dirty Jobs with Mike Rowe* is a show based around traveling the country in search of the nation's oddest and strangest "dirty" jobs. *Drew Carey's Sporting Adventures* focuses on traveling the world photographing soccer matches and immersing in the culture of each country visited.

After confirming the content of a production, it is key to decide the tone in which it would best be conveyed. The host of a program controls the character and attitude of the show. Choosing comedian, Drew Carey, as the host for *Drew Carey's Sporting Adventures* establishes the program as light-hearted and easy to watch. Although Carey is a guest press photographer for the U.S. National Team, his overweight, middle-aged stature makes him less aesthetically compatible with the audiences he reviews, crippling his credibility. Samantha Brown is a quirky, yet poised blonde in her late thirties that makes *Samantha Brown: Passport to Europe* feel like a series hosted by a good family friend. Her experience hosting similar shows adds to her credibility. *Not Your Average Travel Guide* rotates between seven different hosts, Bill Delano, Brian Knappenberger, Carrie Lederer, Kate Ward, Shane O, Joseph Van Harken, and Brad Hasse. The co-ed group of hosts ranges from ages 25-35. Their age, constant alternation and informal way

of communicating with the audience make *Not Your Average Travel Guide* feel like you are backpacking around the world with an expert adventurer. Finally, Mike Rowe in *Dirty Jobs with Mike Rowe* projects himself as an “average, hard-working Joe up for a challenge”. This image allows audience members to relate to him. Further strengthening this relationship, fans write in to suggest the jobs Rowe should profile for future episodes.




The World's Game proposes to apply a unique combination of the preceding reviewed programming tactics. Similar to all of the programs mentioned, *The World's Game* will be a thirty-minute production. A common thread travel program, the series will be based around traveling the world, exposing the relationships and traditions inspired by playing and watching soccer. Raquel Vadia and Mark Stevens will host the show. They are real friends in their early twenties who met traveling and both share a strong passion for soccer. Further contributing to their credibility, the hosts will approach their audience in a very inter-personal and unconventional manner, very similar to the tone set in *Not Your Average Travel Guide*. Much like Samantha Brown, Raquel Vadia and Mark Stevens, will focus on educating their audience on events in the city's history as it relates to soccer. *The World's Game* will encourage their fans to write in to suggest future locations for the show, just as *Dirty Jobs with Mike Rowe*. This effort will make the fans feel valued and will strengthen the integrity of the program.



Within the last decade, Poker has become the third most watched sport in the United States (Bochan, 2005). The Travel Channel has contributed to the rise in popularity of watching poker on television. *The World Poker Tour* and *The Professional Poker Tour*

are two of the Travel Channels most popular shows. Therefore, the Travel Channel has the capacity to develop an interest in an activity. We feel this can be applied to soccer.

No program has consistently featured two, coed hosts that are so young and actually friends and players. This fresh idea will allow Raquel Vadia and Mark Stevens to maximize opportunities to relate to their audience. *The World's Game* will successfully incorporate positive features from the reviewed shows. It will also introduce new concepts that will compliment the existing lineup

6a. Comparison of Reviewed Productions

Name of Program	Program Type	Audience Perception	Factors Contributing to Tone	Host(s) Profile: Name, Age	Picture
<p><i>Not Your Average Travel Guide (NYATG)</i></p>	<p>Standard travel guide</p>	<p>Audience feels as if they are backpacking around the world with an expert adventurer.</p>	<p>Age, constant alternation of hosts and informal way of communicating</p>	<p>Bill Delano Brian Knappenberger Carrie Lederer Kate Ward Shane O Joseph Van Harken Brad Hasse</p> <p>Age: 25-35</p>	<p>Bill</p>  <p>Carrie</p> 
<p><i>Samantha Brown: Passport to Europe</i></p>	<p>Standard travel guide</p>	<p>Audience feels as if they are traveling Europe with an experienced, curious traveler</p>	<p>Age, thorough review of cities; quirky yet structured way of communicating</p>	<p>Samantha Brown</p> <p>Age: 38</p>	

<p><i>Dirty Jobs With Mike Rowe</i></p>	<p>Common thread: Doing “dirty jobs” across the U.S.</p>	<p>Audience feels as if they are shadowing an “average, hard-working Joe up for a challenge”</p>	<p>Fans write in to suggest jobs for future episodes; honest, approachable way of communicating</p>	<p>Mike Rowe Age: 45</p>	
<p><i>Drew Carey's Sporting Adventures</i></p>	<p>Common thread: Photographing soccer matches in Europe</p>	<p>Audience feels as if they are watching soccer matches with a new fan, who is excited by the foreign environment</p>	<p>Carey is an overweight comedian that has never played soccer; light-hearted way of communicating</p>	<p>Drew Carey Age: 49</p>	
<p><i>The World's Game</i></p>	<p>Common thread: Documenting effects inspired by playing and watching soccer across the world</p>	<p>Audience feels as if they are with two friends who love soccer as they travel across the globe discovering others who share their passion</p>	<p>Actual friends, soccer players and fans who share a strong passion for travel, genuine way of communicating; fans write in to suggest locations for future episodes.</p>	<p>Raquel Vadia Mark Stevens Age: 23</p>	

NOTE: All programs have a running time of thirty minute

7. Literature Review - Analysis of Related Productions

7.1 Pioneer of nature show format

Mutual of Omaha's Wild Kingdom

Mutual of Omaha's Wild Kingdom, or simply *Wild Kingdom*, is an American television show that features wildlife and nature. It was originally produced from 1963 until 1988, and was revived in 2002. The show pioneered the format now common to nature shows, which builds a suspenseful story around the challenges faced by the hosts and camera crews in the wild. *Wild Kingdom* can be credited for increasing ecological and environmental awareness in the United States. Its exciting footage brought exotic locales into the living rooms of millions of Americans. Moreover, *Wild Kingdom* created an interest in commercial nature programming that was a precursor to cable television networks such as the Discovery Channel and Animal Planet (Mutual of Omaha's Wild Kingdom, *History*, 2007).

Mutual of Omaha, an insurance company, sponsored and lent its name to the new half-hour show to be hosted by zoologist, Marlin Perkins. Originally broadcasted by NBC, *Wild Kingdom* aired on Sundays starting January 6, 1963. It continued until 1971, when the program was placed in syndication on the Mutual of Omaha National Syndication Network. An excellent testimonial to its popularity was the interest of more than 200 local market stations that asked to join the network. As a syndicated show, *Mutual of Omaha's Wild Kingdom* began telecasting to larger audiences than ever before

in the program's history. It was one of only five syndicated shows nominated for an Emmy in 1972 (Mutual of Omaha's Wild Kingdom, *History*, 2007).

In all, *Mutual of Omaha's Wild Kingdom* has been recognized with 41 major awards, including four Emmys and an endorsement by the National PTA for television recommended for family viewing. The show's longevity remains unmatched in commercial and syndicated television programming (Mutual of Omaha's Wild Kingdom, *History*, 2007).

Jim Fowler succeeded Marlin Perkins as host of the show in 1985. Fowler was joined by co-host, Peter Gros, an experienced trainer and handler of wild animals. While the show ceased production after the 1985 season, it remained in syndication until the mid-1990's. Animal Planet and Mutual of Omaha have now joined to reintroduce *Mutual of Omaha's Wild Kingdom* with actor Alec Baldwin as the narrator. The wildlife documentary programming premiered on Animal Planet Sept. 17, 2002 with *The Lost Elephants of Timbuktu*, the first of six original hour-long specials. Each premiere episode explores unusual animals and incorporates unique techniques and approaches to filmmaking. In 2005, the specials proved to be so popular that the network began airing new episodes during the original Sunday night timeslot (Mutual of Omaha's Wild Kingdom, *Return of a Legend*, 2007). The original series of *Mutual of Omaha's Wild Kingdom* has not been broadcasted since it went off the air. However, several episodes have been released on DVD from BCI Eclipse (Mutual of Omaha's Wild Kingdom, *This Season*, 2007).

There were two amusing features in the format of the original show. The first was the “sneaky commercial” segues, tying the commercials to the subject of the show. These would have Perkins saying something like “Just like the mother lion protects her cubs, you can protect your children with an insurance policy from Mutual of Omaha...” The other was the flat off camera narration by Perkins describing Fowler engaged in something dangerous, such as wrestling an angry boa constrictor (Mutual of Omaha’s Wild Kingdom, *Return of a Legend*, 2007).

7.2 Pioneer of video verite format

COPS

COPS is an American reality television series that follows the activities of police officers by embedding camera crews with police units. Created by John Langley and Malcolm Barbour, it premiered on March 11, 1989, on the Fox Network. Considered the original reality television program, *COPS* pioneered the often emulated video verite format.

Currently in its 19th season, it is one of the longest-running television programs in the United States. *COPS* won the American Television Award in 1993, and has earned four Emmy nominations. The show has followed officers in 140 different cities in the United States, and has filmed in Hong Kong, London, and the former Soviet Union (*COPS*, 2006).

Depending entirely on the commentary of the officers and on the actions of the people with whom they come into contact, the show's formula calls for no narration or scripted dialog. Each episode is approximately 22 minutes in length, and typically consists of three segments, with each segment being one or two self-contained police incidents. The first segment is usually an action segment to hook the audience. The second segment is typically humorous or more emotional.

Since *COPS* uses no narration and each segment is limited in length, editing is critical in creating a story arc for each segment. Every incident in the program must portray a coherent story and provide enough background of the officer to allow the viewer to relate to him or her.

Grossing over \$200 million since its syndication in 1994, *COPS* is seen in the United States on CourtTV, FX, G4 and Fox Reality cable networks. *COPS* has also been licensed internationally through FOX and is seen in 40 other countries. Airing at 8pm and 8:30pm since November 1996, *COPS* has created a strong Saturday night for Fox with steady ratings. Its consistent performance has allowed *COPS* to maintain a relatively stable stream of advertising revenue. A 30-second spot on a first-run episode of *COPS* costs advertisers about \$60,000. In 1999, Hank Barr found a way for *COPS* to generate additional revenue. He published *The Jump-Out Boys*, a book giving a behind the scenes look at the production and taping of *COPS*. Recently, several themed DVD's have been released, some of which include profanity and sexually explicit footage cut from the network version. They are entitled *COPS: Shots Fired*, *COPS: Bad Girls*, and *COPS: Caught in the Act* (COPS, 2006).

7.3 Pioneer of interactive television

5 Takes - incorporating budget travel and young hosts

5 Takes is a pioneering interactive television series that officially debuted on the Travel Channel on July 23, 2005. The series chronicles the journey of five young travelers who have ten weeks to visit eight cities within a specific region, using \$50 day. Thus far, three seasons have aired on the Travel Channel in the United States. Season One took place in Europe in 2005, Season Two was filmed throughout the Pacific Rim, and Season Three was set in the United States. The production of the fourth season is in progress and will be filmed in Latin America (Discovery Communications Inc., *5 Takes Central*, 2007).

What makes the show different is that the Travel Channel's online community, via travelchannel.com or 5takes.com, decides what the travel journalists should do in every city and which city the travel journalists should visit last. In effect, the online community drives the show. Equipped with video cameras and laptops, the hosts are committed to sharing their experiences through their five unique perspectives. Beyond, appending to their personal blog every Monday and Thursday, the travel journalists create a weekly video log (vlog). This online element happens in real time, enabling the community to have a concrete impact on the show that follows just seven days later (Discovery Communications Inc., *5 Takes Central*, 2007).

7.4 Programs incorporating leisure travel

Passport to Europe

Passport to Europe is a television series that premiered on the Travel Channel on December 31, 2004. The Daytime Emmy nominated series follows host, Samantha Brown around Europe visiting various popular European cities. Brown tours one city over the course of each episode. She interacts with locals, visits landmarks, including popular restaurants and shopping locales, and educates viewers on events in the city's history. In July 2006, Brown announced that *Passport to Europe* had officially wrapped, and that *Passport to Latin America* would start filming in September 2006 (Discovery Communications Inc., *Samantha Brown: Passport to Europe*, 2007).

Not Your Average Travel Guide (NYATG)

Not Your Average Travel Guide (NYATG) is a television series that premiered on November 17, 2006, on the Travel Channel. The series is hosted by seven different “travel guides”, Bill Delano, Brian Knappenberger, Carrie Lederer, Kate Ward, Shane O, Joseph Van Harken, and brad Hasse. Each episode features a specific city. Rather than providing your typical sightseeing experience in a popular destination, *NYATG* offers a real and accessible approach to travel. Included in this unique guide are travel tips to the main attractions as well as to the road less traveled (Discovery Communications Inc., *Not Your Average Travel Guide*, 2007).

Globe Trekker

Globe Trekker is an adventure tourism television series produced by Pilot Productions.

The British-based series was inspired by the Lonely Planet travel books and began airing in 1994. Shown on the Discovery Travel and Leisure Channel, *Globe Trekker* is broadcast in over 40 countries across 6 continents (CNET Networks Inc., 2007).

Each episode features one of sixteen possible hosts documenting their experiences as they travel to an exotic locale. The show often goes far beyond popular tourist destinations in order to give viewers a more authentic look at local culture. Presenters usually participate in different aspects of regional life, such as attending a traditional wedding or visiting a mining community. They address the viewer directly, acting as tourists-turned-tour guides, but are also filmed interacting with locals and discovering interesting locations in mostly unrehearsed sequences. Occasionally, *Globe Trekker* includes brief interviews with backpackers who share tips on independent travel in that particular country (CNET Networks Inc., 2007).

7.5 Programs incorporating travel and sports

Drew Carey's Sporting Adventures

Drew Carey's Sporting Adventures is a short television series that follows comedian Drew Carey as he journeys across Europe to photograph the best soccer players in the world. The series debuted on the Travel Channel on June 14, 2006. Carey covers a Real Madrid versus Barcelona match in Spain, as well as, the World Cup 2006 in Germany. Carey captures the excitement, fun and drama inspired by soccer, throughout Europe (Discovery Communications Inc., *Drew Carey's Sporting Adventures*, 2007).

World Poker Tour

World Poker Tour is a television series that features a collection of prestigious tournaments played in top casinos and card rooms across the globe. It has rapidly become the highest-rated show in the history of the Travel Channel since its premiere on June 1, 2002. Now in its fourth season of broadcast, the series is aired in more than 100 countries worldwide (WPT Enterprises, Inc., 2007).

The use of innovative production values allowed the *World Poker Tour* to effectively widen the audience for televised poker. By projecting poker's image as a stylish, exhilarating sport that combines cunning, skill and nerve, the *World Poker Tour* has revolutionized televised poker and created a mainstream sports sensation.

The first three seasons of *World Poker Tour* are available on NTSC DVD (WPT Enterprises, Inc., 2007).

7.6 Programs incorporating travel and complete cultural immersion

Going Tribal

Going Tribal (US), also known as *Tribe* (UK), is a documentary television series co produced by the BBC Wales and the Discovery Channel. *Going Tribal* follows former Royal Marine, Bruce Parry as he tests the physical limits of living with ancient tribes in some of the world's most remote areas. The series premiered on August 9, 2005. A second series aired in July, 2006, and a third is scheduled for Autumn 2007 (Discovery Communications Inc., *Going Tribal*, 2007).

In each season, Parry visits a number of remote tribes in such locales as the Himalayas, Ethiopia, West Papua, Gabon and Mongolia, spending a month living and interacting with each society. While there, Parry adopts the methods and practices of his hosts, participating in their rituals and exploring their cultural norms. Although a translator accompanies Parry, he attempts to learn the basics of each tribal language. Accompanied by subtitles, the series allows viewers to hear unique languages and watch Parry form personal bonds with members from each tribe (Discovery Communications Inc., *Going Tribal*, 2007).

Living with the Kombai Tribe: The Adventures of Mark and Olly

Living with the Kombai Tribe: The Adventures of Mark and Olly is a documentary television series that premiered on the Travel Channel on January 14, 2007. Produced by the Discovery Channel, *Living with the Kombai Tribe* follows extreme travelers Mark Anstice and Olly Steeds as they track down and live with the Kombai tribe, a people whose way of living has changed little since the Stone Age. The series exposes the challenges Mark and Olly face while living in the remote rainforests of West Papua (Discovery Communications Inc., *Living with the Kombai Tribe*, 2007).

7.7 Programs incorporating travel and a distinct profession

Dirty Jobs

Dirty Jobs is a program on the Discovery Channel in which host Mike Rowe performs difficult and/or messy occupational duties alongside professional workers. The show premiered with three pilot episodes in November 2003 and returned as a series on July 26, 2005 (Discovery Communications Inc. *Dirty Jobs*, 2007).

The appeal of the show is the juxtaposition of Mike Rowe, a well-spoken man of television with a sharp, sarcastic, self-deprecating wit, the blue-collar situations in which he's put, and the colorful personalities of the men and women who actually do that job for a living. Fans write in to suggest the jobs Rowe should profile for future episodes (Discovery Communications Inc. *Dirty Jobs*, 2007).

Deadliest Catch

Deadliest Catch is a documentary-style television series that records the events aboard eight fishing boats in the Bering Sea during the Alaskan king crab and Opilio crab fishing seasons. The Emmy-nominated series premiered on the Discovery Channel on April 12, 2005. Since then, three seasons have aired in both North America and Europe. The host of Discovery Channel's *Dirty Jobs*, Mike Rowe, narrates the series in North America, while Bill Petrie narrates the show in Europe (Discovery Communications Inc., *Deadliest Catch*, 2007).

7.8 Programs incorporating travel and food

Bizarre Foods with Andrew Zimmern

Bizarre Foods with Andrew Zimmern is a television series that follows the internationally renowned chef and food writer, on a quest to find the world's most bizarre foods.

Premiering on the Travel Channel on February 26, 2007, the series takes viewers to kitchens, open markets and cafes across the world to sample an eclectic array of local cuisine. Exposing the beauty of both the locations and the traditions behind the foods Zimmern consumes, the series broadens viewers' culinary horizons, and encourages their palates to venture outside the norm (Discovery Communications Inc., *Bizarre Foods*, 2007).

Anthony Bourdain: No Reservations

Anthony Bourdain: No Reservations is a television series that successfully fuses travel and food. The series premiered on the Travel Channel on July 25, 2005 and has since recorded three seasons. Bourdain travels the world seeking the authentic experiences and food that flavor the world's cultures (Discovery Communications Inc., *No Reservations*, 2007).

\$40 A Day

\$40 a Day is a television series that follows host, Rachael Ray on one-day excursions to an American or European city with only U.S. \$40 to spend on food. The series premiered on the Food Network on April 22, 2002, and has continued to film four seasons (Scripps Networks Inc, 2007).

Rachael Ray usually manages to fit three meals and some sort of snack or after-dinner drink into her small budget. Generally, non-food items and non-food-related activities are not included in her budget. Ray always offers tips on what to see in the various cities, as well as tips on how to save money while traveling.

7.9 Programs incorporating travel and specific interests

Best Places to Find Cash and Treasures

Best Places to Find Cash and Treasures is a television series that follows host, Becky Worley on a journey to uncover lost relics, buried jewels and other valuable items at real locations that are accessible to the public. The series has been showing viewers where and how to find natural valuables since its premiere on the Travel Channel on December 5, 2006 (Discovery Communications Inc., *Cash and Treasures*, 2007).

Great Hotels

Great Hotels is a television series that features host, Samantha Brown traveling around the United States to show some of its most famous and elegant hotels. Brown thoroughly documents her stay at each hotel. Beyond walking the viewers through the layout and the rooms, she reviews the hotel's history and extra features that make it unique and desirable. Since its premiere in 2002 on the Travel Channel, *Great Hotels* has earned several Emmy nominations and one win in 2005 for Outstanding Directing in a Service Show (Discovery Communications Inc., *Great Hotels*, 2007).

Amazing Vacation Homes

Amazing Vacation Homes is a television series that follows host, Tom Jourden as he travels America visiting unique and amazing vacation homes. This series premiered on the Travel Channel in 2004 and has been documenting an array of sublime homes ever since (Discovery Communications Inc., *Amazing Vacation Homes* , 2007).

8. Focus Group Report

On February 20, 2007, a 90-minute focus group was held in order to investigate the overall interest that the target market, males and females, ranging the ages of 18-45, would have in *The World's Game*. A second focus group was held on March 1, 2007.

Main objectives for the focus group were:

1. To comprehend preference and habits in the viewing of travel programs
2. To identify the level of interest in *The World's Game*
3. To understand the concept and program layout of *The World's Game*, as it would be most appealing to the prospective market
4. To discuss character preferences for hosts of *The World's Game*

This research will assist the development of *The World's Game*.

In order to accomplish our objectives, a moderator began by asking participants to list their three favorite travel shows. The individuals proceeded by explaining their choices. Participants shared opinions on incorporating sports, including soccer, with a travel show. The moderator followed by introducing the concept for *The World's Game* and the program layout. Subsequently, the group discussed character preferences for hosts and overall interest in *The World's Game*. Asking open-ended questions relating to each issue, the moderator was able to encourage all the participants to elaborate on their opinions and experiences. The moderator urged members of the focus group to answer with no reservations and to allow everyone to equally take part in the activity.

Focus groups are especially helpful in assessing interest in new products and in assessing audience's needs beyond simple questions and answers. According to Mie- Yun Lee (2005), sound conclusions can surface after conducting two focus group sessions.

Understanding and accurately targeting your customers has become a make-or-break means of survival. Focus groups, a type of qualitative primary research, are helpful because the participants can explain the reasoning behind their opinions, and conversations can generate around a particular topic. Focus groups provide an effective method to gather “rich data” rather than finite answers derived from, for example, survey questions (Lee, 2005).

All participants of the focus groups were part of *The World's Game* target market. A spectrum of interests in travel shows existed in the groups. Importance of entertainment value was unanimous among the groups, as was the idea of credibility and approach. Every participant spoke of travel shows they enjoy watching; the majority of them involved documenting specific aspects of a culture. The majority of participants admitted that travel programs help them learn about different foods, art, architecture, languages, and traditions across the world.

Travel show viewing habits varied within the group, mainly due to inconsistent schedules. All participants, however, preferred travel shows that are “easy to watch” and expressed a program of the like should not be too serious or information heavy. Participants admitted that travel shows serve as an escape and can feel like a short

vacation for the viewer. In addition to inspiring future vacations, travel shows give viewers the chance to experience places they otherwise may never see. The participants agreed that combining soccer into a travel show would make for a unique and intriguing production. The group conveyed the belief that Americans generally do not share the same passion for soccer as compared to the rest of the world. Participants expressed that hesitation to embrace the sport is largely due to the popularity of other sports in America, mainly football, basketball, and baseball. The group was interested in the arrival of David Beckham to Major League Soccer, and felt that that emotion validates that the interest in the sport is growing in America. Further, participants felt that Americans would be interested in seeing how soccer is influencing lives and cultures around the world. A program of this kind can motivate Americans to appreciate the global connection that soccer can inspire. Strong agreement and elaboration among participants on the preceding comment, drive the conclusion that the target market is greatly influenced by what information they are, and are not, exposed to.

Attitudes towards the program layout were positive. The participants were pleased that beyond documenting a story of how soccer has influenced someone, the program outlines cultural distinctions of the region visited. It was noted that these cultural references make the program interesting for someone regardless of their affiliation with soccer. The group was receptive towards incorporating a philanthropic gesture into *The World's Game*. A 27 year-old female participant explained the concept of *The World's Game*, "The show is about someone who has been uniquely effected by soccer. United by the love of the sport, the hosts visit that person. They are inspired to learn more about the person's

culture and local soccer community.” The participants agreed with the woman’s summary and seemed to embrace the concept.

A number of individuals suggested that the program include short spots leading into commercial breaks. The segues could outline famous soccer players of the region, give tips on how to improve a specific soccer technique, and explain how to prepare a traditional dish being featured. Participants were receptive to these ideas and stressed that they enjoyed the consistency of knowing that a themed spot would air before a major commercial break.

The participants felt animate about relating to the hosts of programs they view. Credibility and personality are main factors that influence the impression of hosts. The group valued that the proposed talent for *The World’s Game*, Raquel Vadia and Mark Stevens, are actual friends who met traveling. Individuals felt that it was appropriate that the hosts play and follow soccer. The group felt that the co-ed hosts complemented each other well. A variation in insight, delivery, and perspective among the sexes is a factor the participants would expect and consider entertaining. Unanimous consent among participants confirmed that the young, energetic, aesthetically pleasing duo would be easy to relate to on screen. Further, the age of the hosts would make the program more appealing to the audience. A 36 year-old male participant elaborated, “I can watch *The World’s Game* with Raquel Vadia and Mark Stevens and I can see myself reminiscing about when I went backpacking around Europe. It will remind me of all the great people I have met playing soccer throughout the years.” A 19 year-old female participant related

and confessed that watching *The World's Game* would help keep her motivated to study abroad and immerse herself in a new culture. Overall, participants felt that Raquel Vadia and Mark Stevens introduce a youthful spirit to the program that can remind viewers of how they used to be and/or how they want to be. The target market will relate positively to the proposed talent for *The World's Game*.

After analyzing the information derived from the focus groups, I believe plans for the development of *The World's Game* should continue. The program layout should include short, themed spots leading into commercial breaks. The production encompasses an educational, entertaining, and philanthropic concept, that make it suitable for a variety of channels. The target market feels that *The World's Game* would be most appropriate for The Travel Channel, The Discovery Channel, Bravo or The Public Broadcasting System.

8a. Focus Group Guide

Introduction

Moderator introduces self

Introduces project

Ask participants to switch off mobile phones for the duration of session

Objectives

The objectives of this discussion are to understand:

What current travel shows interest the group and why.

How the group feels about incorporating sports into a travel show

How would the group embrace the concept of *The World's Game*

Participant Consent

All answers are confidential

Participants can ask for clarification at any time

Please allow for everyone to participate evenly

Icebreaker

List your top three travel shows

Introduce yourself, share your answers.

How did you decide which shows you were going to choose?

Tell me more about what makes the programs your favorite.

(Host, destination, tone, subject)

What sports do you enjoy watching on television?

How do you feel about incorporating sports into a travel show?

How do you feel about incorporating soccer into a travel show?

Explain Program Breakdown

The mission for the show is to expose how soccer is influencing individuals and cultures across the world. To accomplish this, fans will be given the opportunity to share the special impact soccer has made on their lives and culture. They will be encouraged to write to us with their unique story about how soccer has influenced their lives. In addition, they will have the opportunity to share any art, music, food or celebrations distinct to their region. By documenting these fans and their unique testimonies, our goal is to entertain and educate.

The show will be formatted as the traveling diary of hosts Mark Stevens and Raquel “Rocky” Vadia. An episode will be broken down into segments. Segments will alternate from the main story, how soccer has affected that individual's life; and cultural distinctions of the region we are visiting. For example, if the program is five segments: segments one, three and five would be the progression of the main, soccer-based, story line of our guest. Segments two and four would highlight local food, art and leisure of our guest.

Distribute and Explain: 1. “Inspire An Episode” Form

2. Media Chart

How do you feel *The World's Game* fits among the other shows?

Distribute and Review Handout of Program Breakdown:

Tell me if this program interests you?

What do you like/dislike about the concept?

Tell me about any ideas you think could make it better.

What network would be most appropriate for this program? Why?

Who would influence whether you watched it or not?

Conclusion

Thank participants for their time and insight.

9. Project Review

The roots of this project were laid when Mark Stevens and I met in Switzerland during the summer of 2005. We reconnected during the fall semester of 2006 at Florida State University, and decided to further develop an idea that he and Tim Driscoll were working on. The idea was for a travel show that was vaguely based on soccer and travel. Working together, Mark, Tim and I consolidated the idea to the clear, coherent concept that we call *The World's Game*.

To gain further insight on the direction of the project, I began asking friends and acquaintances from all over the world to send me personal testimonies of how soccer has affected them or someone close to them in a unique way. The intriguing stories highlighted how soccer is allowing people to communicate, despite differences in dialect. *The World's Game* would develop around documenting this powerful global dialogue and the relationships it inspires.

In order to keep costs down, the project was filmed in Tallahassee, Florida.

The video is intended to be a rough draft of a pilot. Mark, Tim and I used one camera, a makeshift steady cam, and a radio microphone. The minimal crew and equipment made the project more challenging. As a result, the quality of the video is what suffers. The story presented however, is strong and effectively conveys the concept of *The World's Game*.

Much of the footage will be re-shot before distributing this video to a series of network and production executives. My hope is to create awareness that there is a demand for a program of this kind.

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11. Appendix

11a. Equipment List

Production

Camera: Canon GL1 Mini DV

Microphone: Samson Radio Mic – transmitter and receiver

Misc: Home made steadicam, “Iron Cross”

Tape Stock: Sony MiniDV DVM60 and Sony MiniDV Premium Digital Videocassette DVM60

Post Production

Computer: Macintosh PowerBook G4

External Hard Drive: LaCie 250 GB

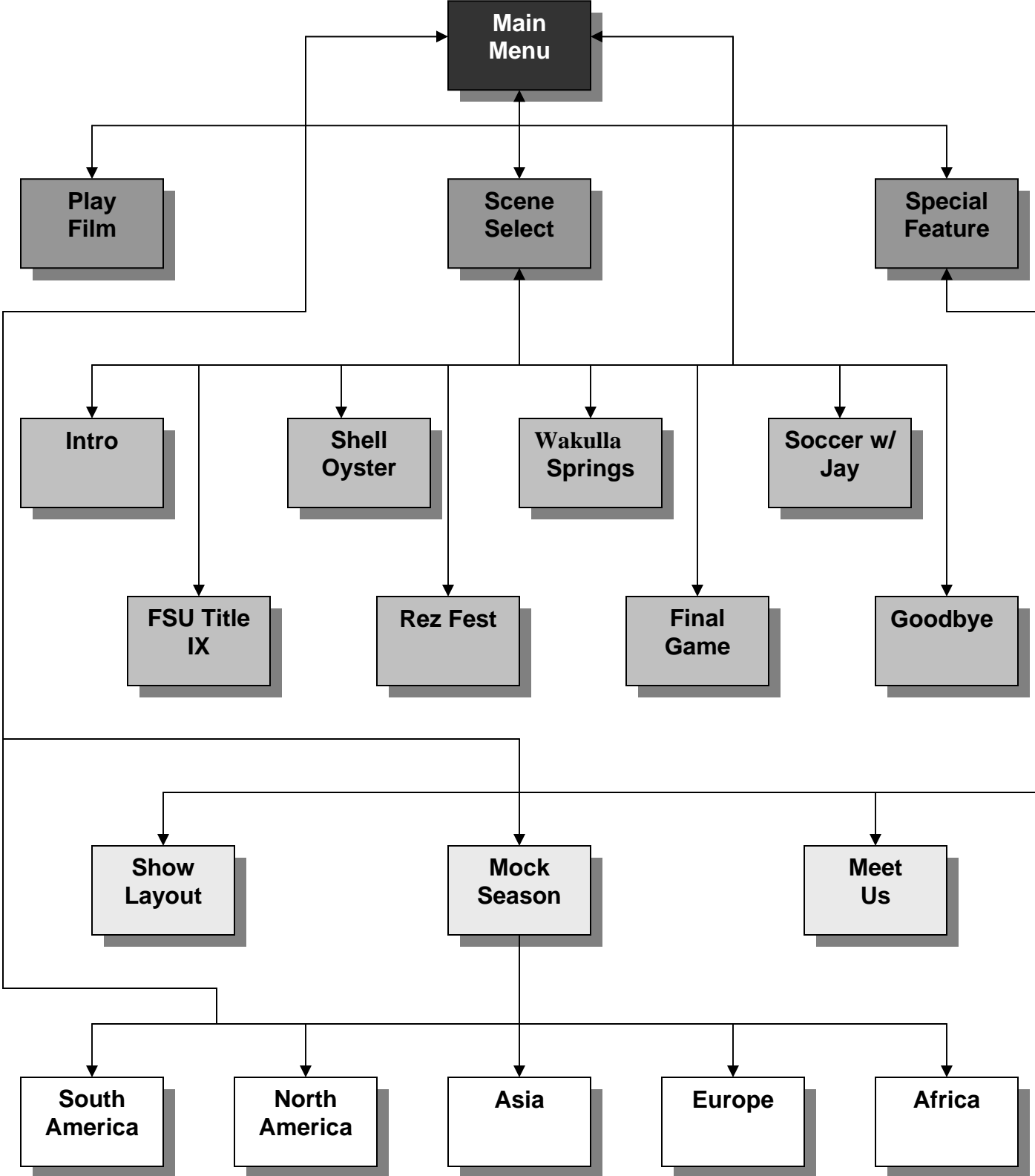
Editing Software: Avid MiniDV Express

Final DVD will be on Memorex DVD-R 4.7GB

Final Product will be on an AVF and Quick Time file

DVD background and menus done through iMovie

11b. Flow Chart - DVD Navigation



11c. Inspire an Episode Form

Inspire an Episode of The World's Game!

Mark & Rocky would love to hear your story and come visit you. Fill out the form to share the unique influence that soccer has made on your culture, and your individual life. Please also include any art, music, food or celebrations that are distinctive to your region.

My name is: _____

I live in: _____

My favorite team is: _____

The best way to contact me is: _____

This is my story:

11d. Letters for Mock Season

La Paz, Bolivia

In Bolivia, soccer is a part of life. I live in La Paz, which is the capital city. There are two teams from La Paz, Bolivar and The Strongest. I am from The Strongest even though we are always the underdogs. When the two teams play each other, I take my nephew to the games. We are gold and black colors but we must sit in the opponent's area, which is a sea of blue. It is one of the most exciting times of the year.

In the mountains of Altiplano, The Native American women play football together in their traditional dresses and garments. The road to get there from La Paz is one of the most beautiful roads in the world. It descends from an altitude of 15,000 feet down to 500 feet above sea level. Along the road there is one special village. This village is very remote and has a wonderful community. Often times, I travel there and organize a soccer match among the locals while the village has a feast for celebrations.

Here in Bolivia, we have some of the most hospitable people in South America, if you were to come, all would welcome you into their lives. I would take you to see the games, and meet the wonderful people, and wonderful soccer tradition in our land.

Lisbon, Portugal

My name is Manuel and I am from Portugal. Here in Portugal, everybody is crazy about soccer. We have some famous players like Cristiano Ronaldo. In 2004, we hosted the European Championships for Football. All of Europe came to Portugal to see the games. Unfortunately, our government used this as an opportunity to make a mistake. In order to

host the tournament, FIFA demanded that we have 6 stadiums built or remodeled. We build and remodeled 12 stadiums. It was the government's way of trying to impress the European union and the rest of Europe. The problem is that our schools are falling apart and our hospitals are understaffed. Many things needed money, but instead it went to soccer stadiums that were not necessary. The worst part is that many of these stadiums are in remote locations such as Braga and Aviero. These towns do not have large teams and so the stadiums are empty for games, they cannot even give away tickets to fill them.

The Portuguese are a great people. We would welcome you with open arms to Lisbon! Because of our gateway to the spice trade and our Moorish influence, we are famous here for our pastries. The Pastel de Belem is perhaps the best of all.

Uganda, Africa

My name is Tim and I am a missionary from Jacksonville. I currently serve for a mission in Uganda, Africa. They do not have much here, however, the one thing they do have, is soccer. I coach a club team for children, and thought they do not have proper shoes or balls. The smile on their face is to die for when they get to play. It would make their year if you would come and film them and bring them some soccer balls and maybe even real jerseys. During the World Cup, the whole country holds its breath. Most people root for Brazil, because they are the best. But the African Teams are well supported also.

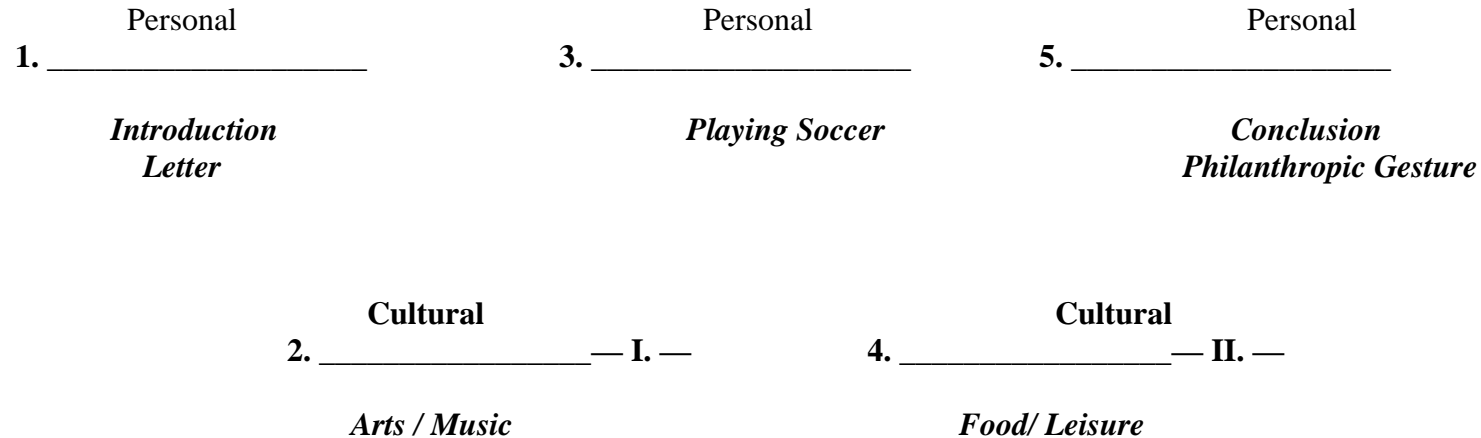
I realize Uganda is not a popular tourist destination, yet, we have interesting food and music that I would love to show you. The food in Uganda is also quite eclectic.

Yokosuka, Japan

Hi, My name is Lt. Gus Bennett. Currently I am stationed in Yokosuka, Japan on the battleship USS John S. McCain. I am writing to inform you that I am on the ship soccer team. Back at base there is a tournament between all the ships stationed there. Not only is it good for crew moral and bonding, it is a wonderful bridge with which to communicate and understand the Japanese. They just love soccer. When they find out we play, they give us much more respect and are much friendlier. It is great to have something to share with them as well. After all, we are meeting some people that we will never forget here

11e. Program Layout- Segment Sequence

The World's Game



- I. — : Spot outlining famous soccer player(s), both past and present, of the region.
- II. — : Spot reviewing tips on how to improve a specific soccer skill, demonstrated by local soccer players of the region.
- The spots will last for up to a minute and will segue commercial breaks.

11f. Story Board