



## ***Marc Savard: The Dangerous Hit***

*A Helmet Is Not Enough*

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A Helmet Is Not Enough

**Genre:** Documentary

**Running Time:** 14 minutes

**Format:** HD 16:9/ 1.78:1 (wide screen) Television Documentary

**Production Company:** ESPN

***Budget: \$25,230 (USD)***

## **PRODUCTION SCHEDULE**

### *Shooting:*

March 10-14, 2014 (5 days)

Location: Savard's home in Peterborough, Ontario and TD Garden in Boston, MA

### *Post-Production:*

March 15-21, 2014 (7 days)

Location: ESPN studios in Bristol, Connecticut

## **SYNOPSIS**

At any moment during a game, a hockey player in the NHL is vulnerable to receiving a vicious hit that could change his life forever. This is what happened to former Boston Bruins player Marc Savard on March 7, 2010 when a dangerous hit to the head by an opponent left him with a concussion that would end his career and leave him with aftershocks that would last for years. Concussions have become a hot button topic in the sports world throughout North America in the past couple years. The incidence of concussions in the professional sports world, although relatively commonplace for decades, has risen to prominence as an important issue as scientists have begun to uncover information about the devastating effects that they can have on a person's long-term health.

*Marc Savard: The Dangerous Hit* will feature Savard in a segment of ESPN's popular sports newsmagazine program *E:60*. Savard's story is a relatable, about a man whose circumstances are changed beyond his control and must attempt to regain normalcy in his life. Now, 3 years removed from the game he desperately loved, we will travel to Savard's home and follow him throughout a typical day in his life post-NHL career. The segment will focus prominently on interviews with Savard as he describes the hit, his long recovery, the simultaneous pain and joy of watching his team win the Stanley Cup from the bench, his failed comeback, and the lingering effects of the injury that still plague him today. The program will also include interviews with Savard's former coach, and a small selection of his former teammates. Past highlights from Savard's career and ESPN footage of the hit that ended his career will also appear in the segment.

## TARGET AUDIENCE

Because this program is a sports newsmagazine, the target audience is males aged 18-49. Unlike many sports magazines; however, this program does not feature a story that happened decades ago, but only 3 years ago. As viewers are more likely to tune in if they are familiar with the story, this program will attract more coveted younger viewers aged 18-34 than the most episodes of *E:60*. However, because of the human interest story at its core, this program will appeal to more than just sports enthusiasts and has the potential to reach a wider audience.

## TECHNICAL

Because some behind-the-scenes footage is shown in this program and a high production value is expected, professional high-quality cameras, lighting, and sound equipment will be rented from the ESPN studios in Bristol, Connecticut.

## The CREW

### **Director: BRIAN HEGNER**

Hegner is a veteran director in sports television, with over 18 years of experience in the field. He earned his bachelor's degree in Broadcasting at the University of Miami. After school, Hegner worked as an editor at CNN. From there he rose in the ranks, working as a director for sports giants CNN/Sports Illustrated and Fox Sports Net. He now works as a director of special broadcasts for ESPN.



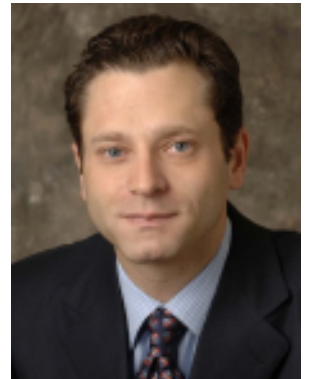
### **Producer: JOHN MINTON III**

Minton graduated from the University of Connecticut in 2004 with a Bachelor's degree in television and film production. He previously worked as a production assistant at ESPN before becoming an associate producer. He currently works as a Feature Producer at ESPN for *E:60*, a position he has retained since August 2012. Minton is an experienced producer at ESPN and works well in tandem with *E:60* reporter Jeremy Schaap.



**Reporter: JEREMY SCHAAP**

Schaap is a graduate of Cornell University and a former editor for *The Cornell Daily Sun*. Schaap has worked for a plethora of renowned media outlets, such as *Nightline*, *ABC World News Tonight*, *Sports Illustrated*, and *The Wall Street Journal*, among others. He has won 6 Emmy awards for his work as a reporter on ESPN's *SportsCenter*, *Outside the Lines*, and *E:60*. In addition to being a celebrated television personality, Schaap is also a *New York Times*'s best-selling author. He and Minton last worked together on *E:60*'s *Summer of Gronk*, which received heavy media praise. Their ability to deftly handle various strong athletic personalities, such as New England Patriots tight end Rob Gronkowski, makes them the ideal team to work with noted personality Marc Savard.

**Subject: MARC SAVARD**

Savard is a Canadian former professional ice hockey center in the NHL. He was drafted in 1996 by the New York Rangers and played for the Rangers, the Calgary Flames, and the Atlanta Thrashers, until settling in as a center for the Boston Bruins in 2006. It is in Boston that he achieved national fame for his craftiness and elusive speed on the ice. On March 7, 2010, Savard suffered a Grade 2 concussion after taking a deliberate elbow to the head from Matt Cooke of the Pittsburgh Penguins. After a few months, Savard resumed his career for a brief time; however, he played his last game on January 23, 2011 when he received another concussion. Still feeling the effects of post-concussion symptoms months later, Savard's career was ended. Although he now leads a relatively normal life, Savard still deals with the symptoms of those concussions today.



## PRODUCTION SCHEDULE

### *Shooting:*

March 10-12, 2014: Savard's home in Peterborough, Ontario

March 13 and 14, 2014: TD Garden in Boston, Massachusetts

The crew will arrive the morning of March 10<sup>th</sup> (around 11am) in Ontario and begin following Savard in his typical day. On the 11<sup>th</sup> and 12<sup>th</sup>, the crew will shoot Savard at his home and will film interviews with Savard. The crew will travel to Boston on the morning of April 13<sup>th</sup> and conduct interviews with Boston Bruins head coach, Claude Julien, and Savard's former teammates Patrice Bergeron and Zdeno Chara at TD Garden, where the Bruins play. The crew will travel to Bristol, Connecticut on the night of the 14<sup>th</sup>.

### *Post-Production:*

March 15-21, 2014: ESPN studios Bristol, Connecticut

The crew will travel back to Bristol and immediately begin editing the footage the next day in order to have the program finished in time to air by the end of April, coinciding with the beginning of the Stanley Cup Playoffs.

## FINANCING

This project will be financed entirely by ESPN Films, a production company that is owned by ESPN which produces documentaries and short films for the cable network.

### *ESTIMATED CASH FLOW CHART: (in US Dollars)*

Stage	Week	Income	Outcome	Income-Outcome	Balance
Pre-Production	1	18,500	100	18,400	18,400
Stage	Day	Income	Outcome	Income-Outcome	Balance
Production	1	0	4,426	-4,426	13,974
	2	0	2,676	-2,676	11,298
	3	0	2,676	-2,676	8,622
	4	0	4,426	-4,426	4,196
	5	0	3,926	-3,926	270
Post-Production	1	6,730	1,000	5,730	6,000
	2	0	1,000	-1,000	5,000
	3	0	1,000	-1,000	4,000
	4	0	1,000	-1,000	3,000
	5	0	1,000	-1,000	2,000
	6	0	1,000	-1,000	1,000
	7	0	1,000	-1,000	0
					<b>Total: 25,230 USD</b>



## BUDGET

### **ESTIMATED BUDGET** (in US Dollars)

	Rate	Days	Total
Director	\$400.00	12	\$4,800.00
Producer	\$300.00	12	\$3,600.00
Reporter	\$350.00	5	\$1,750.00
<b>Total ABOVE THE LINE COSTS:</b>			<b>\$10,150.00</b>
<b>PRE-PRODUCTION</b>			
Flat (printing, etc.)	\$100.00	N/A	\$100.00
<b>CREW</b>			
Director of Photography	\$275.00	5	\$1,375.00
Sound recorder	\$130.00	5	\$650.00
Camera operator	\$140.00	5	\$700.00
<b>EQUIPMENT</b>			
Sony HSC-300s	\$100.00	5	\$500.00
Batteries	\$2.00	5	\$10.00
Lavalier microphones	\$1.00	5	\$5.00
Shotgun microphone	\$2.00	5	\$10.00
Boom pole	\$1.00	5	\$5.00
Lighting Equipment	\$50.00	5	\$250.00
<b>PRODUCTION COSTS</b>			
Make-up unit	\$75.00	5	\$375.00
<b>TRAVEL/ACCOMODATION</b>			
Car/gas	\$50.00	5	\$250.00
Hotel (4 rooms)	\$500.00	4	\$2,000.00
Airfare (for 7 people, 3 flights each)	\$5,250.00	N/A	\$5,250.00
Meals	\$300.00	5	\$1,500.00
<b>POST PRODUCTION</b>			
Photography editor	\$150.00	7	\$1,050.00
Sound editor	\$150.00	7	\$1,050.00
<b>Total BELOW THE LINE COSTS:</b>			<b>\$14,980.00</b>
<b>TOTAL:</b>			<b>\$25,230.00</b>

## **DISTRIBUTION**

This program will be shown as a segment of an hour-long *E:60* episode on ESPN, which typically consist of 3-4 unrelated segments focusing on various sports figures or important sports stories. Because *E:60* does not often focus on important figures from the sport of ice hockey, this episode will be special and should air sometime around April 26, 2014 in order to coincide with the beginning of the Stanley Cup Playoffs, when interest in hockey is at its peak and the ratings for hockey games and hockey-related programs are at their highest. The episode will air in a prime-time slot for its premiere on ESPN and once again in prime-time on ESPN the weekend (Friday or Saturday) after its premiere. Subsequent re-airings of the episode should occur on ESPN and ESPN2 throughout the next two and a half months until the end of the playoffs. The episode featuring the segment will be available in its entirety for purchase (\$1.99) on iTunes the day after it airs. The segment will be added to ESPN's Youtube channel a week after its original airing and will also be available for viewing on ESPN's website at this time, along with bonus features and "extra" clips that did not make it into the original airing of the segment.

## **PROFITABILITY**

It is expected that this segment will be as profitable, if not more profitable than the average segment of *E:60* because of its unique subject matter for the show. Some revenue will come from the iTunes purchases of the episode. However, most of the profit will come from advertising slots sold during the television airings of the episode. Some additional advertising revenue will come from slots sold before the viewing of internet videos, as viewers of these videos on ESPN's website and Youtube channel will be made to watch a 30 second ad before the video begins playing.

## **PROMOTIONAL STRATEGY**

### *Platform I: Television*

This segment will be the primary feature of the episode, and will be the segment that is used to promote the episode. 30 second commercials teasing the episode will air on ESPN, ESPN2, and ESPN3 beginning a week prior to the episode's air date. The segment will also be mentioned by the hosts on ESPN's flagship program *SportsCenter*. There will be text at the bottom of the screen towards the end of the segment that will allow viewers to text message a number and donate to a charity involved with concussion research. This added feature will allow viewers to interact with the episode and feel good after viewing it.

### *Platform II: Internet*

One week prior to the episode's airing, short clips ranging from 1-2 minutes in length, composed of extra footage from the segment, will appear on ESPN's website and Youtube channel. Some of these clips will be serious and feature parts of the interviews that did not make it into the episode. Others will be funny and focus on a strange interest, hobby, or habit of Savard. The primary video that will be featured on ESPN's homepage will be a one minute clip of the interview with Savard that will air in the episode. The segment will also be promoted on Savard, Schaap, and Minton's personal Twitter accounts in addition to being promoted on ESPN's and *E:60*'s official Twitter accounts. Using Twitter as a platform for promotion will allow interaction with the audience, making viewers more likely to tune into the program or re-watch it. The link for the charity organization will also be tweeted on the ESPN and *E:60* accounts.

## **SUMMARY:**

The episode of *E:60* containing this segment entitled, *Marc Savard: The Dangerous Hit* will air in primetime on ESPN around April 26, 2014, coinciding with the beginning of the Stanley Cup Playoffs. This segment is unique for *E:60* because the program rarely focuses on NHL players and stories. Savard is the ideal personality to highlight because he was well-known and well-liked throughout the hockey world. Additionally, he is still very active in the Boston community and the greater Boston area is one of the largest markets in the country. As the Boston Bruins have reached the Stanley Cup Finals in 2 of the last 3 years, interest in the team is at an all-time high. This segment will provide ESPN with the extra hockey-related programming it will need around the playoffs when the appetite of viewers for NHL programming is at its highest. Furthermore, this segment is likely to be more profitable than the average segment of *E:60* not only for its uniqueness, but also because most of the profit will come from ad sales, and this segment targets the most lucrative demographic of 18-34 year olds.