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Carrie S. Tachiyama

University of Nebraska - Lincoln, ctachiyama@hotmail.com

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MARINERS ALL ACCESS:

AN INSIDE LOOK AT THE ROLE OF A PRODUCER AT **ROOT SPORTS™**

By

Carrie S. Tachiyama

A THESIS

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MARINERS ALL ACCESS:

AN INSIDE LOOK AT THE ROLE OF A PRODUCER AT **ROOT SPORTS**[™]

Carrie Tachiyama, M.A.

University of Nebraska, 2011

Advisor: Jerry Renaud

The experience of producing a full episode and several segments of *Mariners All Access* provides an in-depth look at the inner workings of a production at a regional sports network. Examining the role of the producer, what lessons are learned and discovering more effective ways to produce *Mariners All Access*.

The producer in this instance is a manager of a small staff, a researcher and a creator of storylines. From previous experience an assumption is made that sports networks and news stations operate the same way. After the author's experience in producing *Mariners All Access* it is shown this is not the case. **ROOT SPORTS**[™], a regional sports network located in three regions throughout the United States, has a unique philosophy, quite different from an independent news station. This creative thesis will provide an understanding of how a production department at a regional sports network operates through examples of the program *Mariners All Access*.

Dedication

This work is dedicated to all my colleagues at **ROOT SPORTS™**. Thank you so much for the opportunity, for sharing your expertise and for all your support. Without you this would not have come to fruition. It is my hope that this project reflects the hard work you do everyday, representing our network and broadcasting the Seattle Mariners.

Acknowledgements

I want to thank my graduate committee and the University of Nebraska College of Journalism and Mass Communications by acknowledging their patience, continued support on this project and support throughout my academic career. I would like to give a special thank you to my parents for their unconditional love, prayers, patience and endless support through all the tears. I want to also thank them for understanding my will to further my education and cheering me on even when I thought it was hopeless. Now I have to thank executive producer extraordinaire Jon for all his support, guidance and granting me permission to do this project. It was the greatest blessing. I would like to thank Jerry because without him I would not be writing this. He has been my biggest advocate and for that I am eternally grateful. Most importantly I want to thank my Grandma Minnie for being so loving, encouraging me in the toughest of times and motivating me to do my best.

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Introduction

Operations at **ROOT SPORTS**TM can be compared to the workings of a Major League Baseball team. In this paper it is specifically the Seattle Mariners. To better explain the comparison, examine the chain of command for both organizations. The Mariners, front office is made up of the President and the General Manager. Similarly the executive group of **ROOT SPORTS**TM is the Senior Vice President/General Manager and the Vice President/Executive Producer. The producer is the same as a field manager (i.e. Manager) or in the case of the Mariners, Eric Wedge. Looking at the similarities further, Wedge is the facilitator of the game from the first pitch to the last out. He is also the creator of team strategy, managing the execution on the field (e.g. batting order, starting pitcher and when to go to the bullpen). The responsibilities of a network producer are to facilitate a show from idea to completion and oversee a production staff in execution. This is done by providing direction for show operations within the budget allocated by the network executives. In theory, a producer must deal with the practical aspects of keeping the project running smoothly, meeting airdates, staying on budget, meeting the expectations of the network executives and freeing the production team to be creative.

A show producer has to educate him or herself on the roles and responsibilities of every specific project on the work schedule. One can study a “game plan,” but it is the execution of that plan where the “real” lessons are learned. A job description for a producer states that having a college degree is highly favored to be considered for the position. Post-graduate degrees are not required for the job but work experience within broadcasting will increase the chances for success in a highly competitive industry like

sports broadcasting. It is a resume of practical work experience that makes for a successful candidate.

The creative work produced during the 2011 Mariners season explores tasks performed by the producer in executing the production of *Mariners All Access*, including a full episode and three pre-produced segments. The pre-produced segments are aids in learning how a producer completes a show. The project also examines the history of the show and the network as the foundation for the creative work.

History

Historical review of the Show

Mariners Weekly, presently called *Mariners All Access*, was developed in a contractual obligation between Prime Sports Northwest, now **ROOT SPORTS**TM and the Seattle Mariners in 1995. It became popular based on the Mariners' playoff success. The winning increased the team's popularity. To take advantage of the fan craze, the development of the program began to take shape. Prior to 1995, local affiliate KSTW partnered with the Mariners to air *Mariners Bullpen*, a thirty minute magazine show.

The philosophy of *Mariners All Access* is to take an in-depth look into the Mariners organization, including the players, coaches and the front office. The program's focus was to look at the individual in his environment off the field, giving the viewers access to the Mariners as people. As Vice President/Executive Producer of **ROOT SPORTS**TM Jon Bradford says, "*Mariners All Access* is about getting the fans to like the Mariners as people. When the fans like the team, then they watch games, increasing the network's revenue as well as buying team apparel and going to games."

During a calendar year, there are three different versions of *Mariners All Access*. First, there is an off-season monthly edition. Secondly is a daily spring training edition and finally, the weekly regular season. The daily spring training show provides more creative opportunities for a producer since the players have more availability. The challenges for a producer during the regular season are the team's travel schedule, pitching rotation and the pressure to win. Gaining access to the team is viewed as a distraction. The travel schedule hinders meeting airdate deadlines. When a story is pushed back, the story may become irrelevant.

*History of **ROOT SPORTS**TM*

"ROOT SPORTSTM You've always had a place to watch
now you have a place to ROOT!"

ROOT SPORTSTM is a regional sports network located in three regions: Northwest (Bellevue, WA), Pittsburgh (Pittsburgh, PA) and Rocky Mountain (Denver, CO). These three regional sports networks were previously branded as Fox Sports Network (FSN) and owned by FOX. The change in branding came with the new ownership, DIRECTV. Prior to 2008 **ROOT SPORTS**TM was owned by News Corporation. The change in ownership came about after two years of negotiations between Rupert Murdoch and John Malone, each wanting control over their entities.

As described in a *New York Times* article, News Corporation agreed to swap its controlling interest in DIRECTV Group, as well as other assets and cash for Liberty Media's \$11 billion stake in News Corporation. Murdoch's News Corporation, owner of the 20th Century Fox movie studios, Fox Sports and MySpace, exchanged its 38.5 percent stake in the top U.S. satellite television operator, \$550 million in cash, and three regional sports networks for Liberty Media's 16.3 percent stake in News Corporation.¹

After the deal was finalized, Liberty Media grouped the three regional sports networks into subsidiaries of an operational corporate company, Liberty Sports Group. Then in 2009, **ROOT SPORTS**TM previously known as FSN Northwest, FSN Pittsburgh and FSN Rocky Mountain was transferred to DIRECTV as assets in a deal to enhance the offerings of its satellite TV operations. As reported by *USA Today*, the transfer lessened the 48 percent control by John Malone, of Liberty Media to 24 percent. This allowed

¹ Sorkin, Andrew Ross, *New York Times* December 22, 2006.
(<http://dealbook.nytimes.com/2006/12/22/news-corp-reaches-deal-with-liberty-media>)

DIRECTV to no longer be controlled by other corporate entities and for the first time, the shareholders have control of its future.²

The deal closed in the fourth quarter of 2009, at which time Liberty Sports Group became DIRECTV Sports Networks. Then, in the first quarter of 2010, DIRECTV Sports Networks began the process to re-branding the three regional sports networks. The process to create a new brand took approximately twelve months. It was announced to media outlets, team partners and soft launched to viewers in December 2010.

ROOT SPORTSTM officially launched in association with Major League Baseball opening day on April 1, 2011. The process of creating the network name started with a committee of network and corporate employees brainstorming about what fans want from a regional sports network. In collaboration with the network team partners (i.e. Seattle Mariners, University of Washington Athletics, Seattle Seahawks/Sounders FC, and Seattle University), DIRECTV stakeholders and a small group of sports fans from each market, the concept to be a broadcast partner providing coverage of the hometown teams from a fan's point of view was created.

The mission of **ROOT SPORTS**TM is different from other regional sports networks by having a network programmed for live events of the region's sports teams. In order to hold the program rights to the events, the network developed partnerships with the teams, which provide a certain relationship other regional sports networks do not have. The partnership is a contractual relationship between two organizations carrying on a joint broadcast venture with the view to share in profit, each incurring liability for losses. As a result **ROOT SPORTS**TM is not considered a media outlet, sensationalizing news

² Yao, Deborah, *USA Today* May 4, 2009. (http://www.usatoday.com/money/media/2009-05-04-directv-liberty-media-deal_N.htm)

stories about players or teams but is an extension of the team itself. **ROOT SPORTS™** postulates itself as a fan watched by fans, and focuses on supporting the teams from the beginning of the game until the end, providing an immersive experience as a fan. The two prong mission of **ROOT SPORTS™** is to be connected, “rooted” in their perspective communities and committed to providing the highest quality “rooting” experience for its teams and their fans (Appendix A).

*“Our vision is to be the strongest regional sports network brand in America and through that, provide a unique and special experience for local fans, sponsors, teams and media partners. **ROOT SPORTS™** provides the opportunity to establish a clear and consistent identity and present a standard of quality that sets the stage for us to become the nation's premier regional sports network.”*

Research

A producer at a regional sports network, i.e. **ROOT SPORTS™** has a variety of responsibilities in his/her job description. It isn't only creating a show, or managing a production team, but also serving as a head researcher. A producer spends hours researching for a show or segment, using a variety of methods. Here are several of the ways a producer uses conventional and unconventional methods of research to create their project.

Research for the Show

When producing an episode of *Mariners All Access* there were several methods of research used. One method is shadowing another producer, Dan Kuehner. The shadow session includes training on iNews. iNews is software used by most stations and networks for scripting, creating rundowns and developing show format. In addition, the producer has the opportunity to ask questions to get a better understanding of the show, producing responsibilities and correct procedures used to complete the show on deadline. Another method of research is completing interviews with the production team. These interviews allow the producer to learn what responsibilities are when creating the show, the crew members' individual work style and if applicable, the software or equipment used.

Logging video is one of the research method producers use to write effective scripts. Also part of this process is examining logs previously completed on similar footage. For this project the producer logs highlights of a game as part of the research to create the live to tape section. Live to tape is a technique used for creating the *Mariners Now* segment. This is done because producers do not need to air live for the sake of

going live. In addition, by taping the segment the producer can release the production crew on time and not incur overtime costs. The game footage is fed to the network on the same day the show airs from Peoria, Ariz. and usually within an hour after the game is finished or 5 p.m. PT, whichever is later. The logging process consists of writing a description for each play, indicating to the producer where the clip starts by using a code imprinted on the video feed. This is done so that an editor can easily find the clip in the archives. Logging is also used for interviews and pre-produced segments, but this process requires a different, more elaborate approach needing full transcription of interview responses while still indicating in and out-cues.

Creating this project also used conventional research methods. For example, Internet search engines, newspaper articles, player biographies, game notes, news releases and media guides are consulted. While scripting *Mariners Now* the producer uses a search engine to find information on the starting pitcher's 2010 statistics versus the opposing team's starting pitcher. Next, the game notes (Exhibit 1) are reviewed to find out if there are any storylines to report about the two teams. The goal is to gather as much information as possible about a storyline, using a search engine to find articles and websites about the topic becomes useful tools. Another approach is gathering information on acquisitions, promotions or retirements for *Mariners Now* on team websites and MLB.com. The focus is on players' biographies and statistics.

Research for the Segments

To produce a segment, a list of storylines is developed based on external media outlets discussing sports topics. For this project, several hours a day are spent gathering information released by the Mariners, articles in the local newspaper, sports publications

(i.e. *Sports Illustrated*) and on websites. In addition, listening to talk radio (i.e. *Mike and Mike in the Morning*) and watching national sports television shows (i.e. *SportsCenter* and *The Dan Patrick Show*) were useful means of information. These shows focus on the day's biggest sports topics, scores and highlights from major sporting events along with commentary as well as previews. The purpose of using these sources is to create a list of topics to discuss with the show producer. The show producers for this project consisted of three different people. Each individual producer provides input on the list of ideas to help if the story was timely, relevant to their show or evergreen (segment with long shelf life). While creating this list, a few questions are asked to help narrow the segment focus. Some sample questions might be: What are people talking about? Who is hot in the league? Is this person on the Seattle Mariners roster or is he on a team the Mariners are scheduled to play? Can it be executed by the production team for airdate?

Once the feature topic is decided, developing it into a visual story becomes the next step. Constructing the segment uses a parallel process of exploration as *Mariners Now*. Producers examine the topic to create interview questions and a list of supplemental footage (i.e. b-roll).

Mariners All Access

Mariners All Access is a thirty-minute magazine show profiling the Seattle Mariners. The show takes viewers behind the scenes of the organization through various feature stories, giving viewers an insight into the Mariners no other network is able to do.

This project is to produce an episode of *Mariners All Access* during spring training airing on Sunday, March 27, 2011. The show is produced from a skeleton format of four pre-produced features and a live to tape segment. Each pre-produced feature has a franchise title. The four franchise titles are: *Around the Horn*, *the Good, the Bad and the Ugly*, *On the Mound*, and *That's What They are Saying*. For the entire spring training season there are a total of 40 features available. Of these 40 there are 10 for each franchise title. These are rotated throughout the season and selected based on relevance to the game scheduled on the show airdate.

Around the Horn profiles a position player or a member of the coaching staff. *On the Mound* depicts a member of the pitching staff. *The Good, the Bad and the Ugly* gives the fan an inside look at a player or coach through a one-on-one interview similar to 20 questions about the player's routines, personality and hobbies. *That's What They Are Saying* focuses on a Mariner from a teammate's perspective. This feature provides a unique perspective for the viewer because of the insight on silly nicknames, pranks and how the person acts in the clubhouse, giving the fan some knowledge of the team on a personal level. Producing *Mariners Now* on the airdate completes the final element of the show. The primary components are the highlights from the Mariners game and news about the division rivals. The segment also consists of a weather report for Peoria, Ariz. so viewers making arrangements to attend spring training can plan accordingly. As the

final piece, the Mariners' next game and the next episode of *Mariners All Access* is promoted.

Twenty-four hours before the scheduled airdate the list of available pre-produced segments is reviewed. The episode for this project airs four days prior to the final 25-man roster announcement, so investigating the players in contention for making the team helps determine the relevant segments for the show. The producer also looks at the features that aired most recently in previous episodes and purges them as available options. After these options are eliminated, the rosters from earlier games are reviewed to see if there are any trends with players. Then, transitioning to the season notes provided by the Mariners, articles found online or in the local newspaper that focus on statistics and injuries help to determine the potential starting line-up for the game. After looking at a potential starting line-up, a review of the shortened list of features is done in order to select the four segments to use in the show.

The producer moves on to creating the rundown for the show. The rundown indicates where the commercial breaks are located, manages time of the show and divides the show into blocks. These blocks are organized alphabetically. The system keeps all members of the show's production team communicating with the same language. Within this rundown are standard elements the iNews software extrapolates for each new episode. Exhibit 2 shows a rundown for the episode produced for this project. The highlighted sections are indicating the standard elements. These elements are on a five day rotation. The completed rundown with the four selected features are distributed to the production team to start piecing the show together.

Mariners Now is produced and edited into the show on the scheduled airdate. The section includes writing a script for the talent and a segment rundown for the editor. The process begins by reading the game notes (Exhibit 1) sent from the Mariners. In these notes, the game's starting pitcher (i.e. Luke French) is announced. The producer starts researching about French and generates a storyline as an introduction to the game highlights.

Then the producer begins evaluating the news release (Exhibit 3) the Mariners send to the network. This release includes injuries, acquisitions, promotions and demotions. For this project, the show has five roster moves. One roster move discussed is infielder Matt Tuiasosopo being optioned to the Mariners triple-A team in Tacoma, WA. This is a major storyline for the Seattle Mariners and is the headline of the release, so Tuiasosopo's biography, 2010 statistics, injuries and his statistics during spring training are assessed for the show.

The weather for Peoria, Ariz. and storylines for A.L. West division rivals is the final elements worked on for *Mariners Now*. The A.L. West storylines includes injuries, acquisitions, promotions and demotions. Those storylines include the Oakland Athletics (A's) having a retirement and finalizing their pitching rotation. Time is spent reading the biographies of the pitchers and their statistics. Also, online articles are used to find analysis of the expectations for the A's based on this rotation.

On the scheduled airdate a preliminary review of the features and elements already edited together is done. During the review process the length of each block is recorded and entered into the rundown on iNews to determine available time for *Mariners Now*, the opening of the show and the opens after each break.

Scripts for *Mariners Now*, the opens for the show and how the show will begin after each break are created and reviewed by anchor Angie Mentink. While Mentink reviews the script, the graphics are written and given to Chyron operator Charlie Ganong to create (Exhibit 4). After the graphics are created, the editor Jimmy Yu inserts them into the show. At this point in the producing process the Mariners game footage is fed from Peoria. Using the box score, the highlights for the show are determined, logged with in and out-cues then transferred to Yu.

After Yu edits together the highlights, Mentink reviews them and makes notes. Everyone moves to the control room while Mentink gets settled in the studio and puts on her lavalier microphone to record *Mariners Now*. Technical director Lacey Cameron joins the production team by managing the switcher. The producer acts as director. Each block is recorded with Mentink reading the script of the entire show, inserting take number and countdown when needed. Upon completion, the footage is loaded for Yu to finish editing the show. At 6 p.m., Cameron feeds the completed show to master control, Encompass in Atlanta, Ga for 7 p.m. air time.

Mariners All Access uses pre-produced segments to construct the 30-minute show. To better understand the production of the show, a useful tool is to produce enough segments to fill an entire episode. Producing a segment begins with selecting a storyline.

Since segments have two to three minutes to tell the story, one must research a topic to narrow the focus of a broad idea. An example for this project was creating a side-bar feature. A side-bar can be described as taking an older story and making it current or going more in depth. The side-bar for this project was about Felix Hernandez winning the 2010 American League Cy Young Award with the lowest win total in the

award's history. The focus was not just about the statistics, but how he competed even during the losses. An article written about Hernandez's last start in the 2010 season versus Toronto is helpful for the producer in creating the segment. Hernandez gave up a solo homerun in the first inning, but then went on to pitch a complete game giving up just two-hits while still receiving the loss.

Since the award is announced during the off season the celebration is scheduled for opening day. Producing this side-bar for the first *All Access* is an ideal plan. The difficulty is producing the segment while the team is on the road. To meet the deadline, the project uses previously logged interviews from spring training. The interviewees are fellow pitchers and the Mariners pitching coach. Since the story is a side-bar of Hernandez winning the award, the interview questions are drafted to receive answers generic enough to use in a variety of segments in the future.

Subsequent to logging the interviews, quotes (e.g. SOT) are chosen for drafting the script (Exhibit 5). The producer writes the script for reporter Jen Mueller to voice and position the SOT.

Small hiccups in production are the script reviews by Mueller whose suggestions are not minor enough to go directly into voicing without a rewrite. These rewrites take three drafts before the script is worked out. Mueller voices the finalized script through a microphone in the studio because the network does not have an audio booth for recording voiceovers. This is different than local news stations in the Seattle area that utilize separate audio booths for segment production. The audio is managed by audio director Andy Urlacher, who records Mueller. Editor Stu Vitue creates the segment and holds for show production.

During the edit process, the show producer, Pike Parker watches the feature and suggests to Producer Curtis Wilson, who produces live events, to use the story in the pre-game show prior to Hernandez's next start. Wilson agrees and wants to review the script, a common practice by the show producer for *All Access* production. Vitue makes the initial edit of the feature. Subsequently, there are a few additions of lower third graphics of names and positions for the SOT as well as adding b-roll from the opening day ceremony when Hernandez receives the plaque, as suggested by Wilson. After completion, the segment is held until the pre-game show airs. This is different from a segment airing in *All Access* which would have the feature edited in the show based on the rundown Parker creates.

Using a topic discussed on *Mike and Mike in the Morning* a storyline is developed about sing-along songs played at Major League stadiums. During the show Mike Greenberg talks about "Sweet Caroline," which is played during the eighth inning at Fenway Park as the most famous of all the sing-along songs played in Major League Baseball. After doing some initial research it appears the Mariners have their own sing-along song, "Louie Louie" played after "Take me out to the Ball Game" during the seventh inning stretch. After examining the song history it appears there is a long association with the state of Washington.

This segment is also considered a "fluff piece" or "feel good" feature because it is not game related. It takes the longest to produce but due to the topic's long shelf life, show producer Bryon Washington allows extra time to create for his show. The reason Washington allows the longer deadline is the challenge to find space in his show because of other relevant storylines.

There are several challenges effecting production of this feature. First, gathering b-roll from other stadiums with sing-along songs takes a while because of the Mariners travel schedule. Second, the series at Cleveland which is one of the stadiums with a sing along song is rained out and is not rescheduled until August 2011. The reschedule is too late into the season for airdate. The third challenge is getting proper SOT. The availability of interview candidates is limited because the weekend series conflicts with work schedules. Finally, scripting poses a challenge for this segment because of several rewrites by the talent.

Even through the challenges, the segment is produced and aired several times throughout the season. The production begins by reviewing the Mariners travel schedule and comparing it to the stadiums discussed in the feature. From there a list of questions are created for available interviewees. The questions are about how the team chose the song, any unique stories and some historical background. Joining the network travel staff with the team is not cost effective, so a meeting is set-up with the network photographer, Kevin Bodhi and Wilson. This same meeting is done in-house with photographer Kevin Vocht and Washington for gathering items from Safeco Field to use for the local connection in the storyline. One local item discussed in this segment was “Louie Louie” is the second longest sing-along tradition.

Once tapes arrive in-house from Bodhi and Vocht the footage is logged. The difference in logging the tapes for this feature over earlier segments is the b-roll is included in the process.

After compiling everything the next step is drafting the script. Similar to the sidebar, this script has several revisions before Mueller completes the voiceover (Exhibit 6 –

Exhibit 9). The conflict with Mueller is that she is also a producer so there are creative differences to work through. Mueller has suggestions on language, transitions and structure of the story. The script is finalized and Mueller voices it for Vitue to edit. During editing, Washington notices the length of the segment is longer than three minutes, which is too long for the show. So, an entire section is cut to keep the segment under three minutes for *All Access*.

The last segment for this project is about the promotion of a player from triple-A Tacoma, infielder Kyle Seager. The Mariners provide some background information about Kyle Seager in the press release (Exhibit 10) distributed to the network. In order to get more information for the story, an Internet search is completed about Seager's biography, including his statistics prior to being drafted. Washington does not want the storyline to be about the promotion, but about the impact Seager will have on the Mariners and how the promotion impacts Seager. Although the standard Internet information is useful, the story is supported by interviews completed for the pre-game show airing the day Seager is scheduled to make his first start.

Seager's promotion occurred while the Mariners are traveling and the day the team is scheduled to play. This poses a challenge to get b-roll and SOT for the segment. Since the network wants to produce a segment for the pre-game show SOT about Seager and b-roll of him warming up are gathered by the travel crew. For the *All Access* segment, these items were logged for a script written for Mueller to voice.

The challenge of the team being on the road and the very quick deadline causes a problem of gathering the proper SOT based on the storyline. It also limits creativity of the script because the only available footage is what airs in the pre-game show. To get a

better understanding of the process it takes to produce the Seager feature, one needs to look at the timeline. The press release is received Wednesday, July 6, 2011, and then Wedge announces Seager will start on Thursday (Exhibit 11). Washington assigns the segment to be ready for Sunday immediately after the announcement. The show is scheduled to feed to Encompass on Saturday, only allowing Friday to script, voice and edit.

Unlike other segments where a storyline takes time to develop and produce, the Seager piece can only stay within these timelines if it airs in the *All Access* show. There are several reasons including timeliness, availability of editor and airdate. Producing the Seager feature is as close as a regional sports network is to producing at a news station, telling a good story backed up against a deadline hinders creativity.

Analysis

The Seager segment shows the difficulty of meeting a deadline, when a good topic arises. It also limits a producer from being creative in developing a story. Throughout the project there are several instances when creativity is challenged. For example, managing a production team with its own strong opinions on a show or segment delays production, but without the team a producer wouldn't make an airdate and the show would be unsuccessful.

“If a team is to reach its potential, each player must be willing to subordinate his personal goals to the goal of the team.” ~ Bud Wilkinson

Not realizing how much a producer lacks hands-on production of the show it would be useful to expand the project to working as the talent and as the editor. But, there are multiple conflicts to adding these roles to the project. First, both jobs are fulltime at **ROOT SPORTS™**, which requires Yu, Vitue, Mueller and Mentink to have an eight hour work day. So, transferring the responsibilities to the producer would take away from scheduled work time. Second, the talent is the established faces to 3.1 million viewers, so having an unfamiliar voice and face appear on the network would require the network's marketing department to send out a release to external media providing clarification of the talent change. Finally, being more hands-on with project production would actually not be the role of a producer. Similarly Wedge would not go into a ballgame as a designated hitter or starting pitcher.

The project takes about four months to complete. With this time it would be more educational to work on a single episode and all the pre-produced segments within it. This would provide more experience as a producer because it facilitates a show from choosing an idea to completion rather than in stages on various episodes. Once it is complete, the

project still accomplishes the same result of learning the role and responsibilities as well as gaining experience of a producer at **ROOT SPORTS™**.

For the following season segment ideas are being created and researched for execution. First the monthly offseason show is produced to continue engaging the viewers in Mariners baseball. An original episode airs at the start of every month and re-airs throughout the month. During this time there is discussion on spring training, answering questions on what worked last season and what should be done differently. Then sitting down with the “front office” to discuss budget and if the ideas can be produced within the allotted amount of money. Finally, it’s time to put the ideas into motion. The job of a producer doesn’t get an offseason.

Appendix A



For Immediate Release

NEW REGIONAL SPORTS NETWORK BRAND DEBUTS FRIDAY IN THE NORTHWEST, PITTSBURGH & ROCKY MOUNTAIN REGIONS

ROOT SPORTS™ aims to connect with fans' passion for their local teams

SEATTLE (March 31, 2011) – Beginning tomorrow, sports fans in the Northwest region have a new way to experience their favorite teams and games via **ROOT SPORTS™**, the new brand identity for the three regional sports networks formerly known as FSN Northwest, FSN Pittsburgh and FSN Rocky Mountain (and sub-region FSN Utah).

In the Northwest, the new **ROOT SPORTS** brand makes its on-air debut April 1 at 6:30pm with a live presentation of the Seattle Mariners Opening Day game versus the Oakland Athletics.

"After more than a year of discussion, planning and preparation, we are very excited to reveal our networks' new face to the world as **ROOT SPORTS**," said Mark Shuken, president and chief executive officer of DIRECTV Sports Networks, parent company of the three regional sports networks. "We are passionate fans, supporting our teams from beginning to end, and that mindset is what sets us apart from any other sports content provider. This enables us to go from simply covering teams and games to providing an immersive experience as a fan and for the fan."

"The name, **ROOT SPORTS**, reflects the networks' new approach and core brand values," said Geoff Walker, vice president of marketing for DIRECTV Sports Networks. "Our new brand has a double meaning that we believe is unique in sports broadcasting. We are taking this opportunity to distinguish ourselves from other regional sports networks."

The name, **ROOT SPORTS**, reinforces that these networks are grounded in their respective communities and through local sports and local fans, have something to collectively know, embrace and celebrate. It also acknowledges the idea of rooting for the home team to win and be successful, Walker said.

"**ROOT SPORTS'** approach creates an authentic product that is rooted and connected in the community, invested in its people and committed to providing the highest quality shared experience for its teams and their fans. This is also the personality and attitude of **ROOT SPORTS**," he said.

ROOT SPORTS makes up one of the strongest regional sports networks in the United States, collectively broadcasting sport events from more than 25 teams and conferences through exclusive programming and distribution partnerships to more than 8.7 million viewers across 18 states. (For more specifics on **ROOT SPORTS'** three regional networks, please see the fact sheet at www.rootsports.com, which launches on April 1, 2011.)

The new brand is the result of more than a year of planning, preparation and execution, Walker said.

"We started from scratch in thinking about what fans want from a regional sports network," Walker said. "We spent a lot of time talking with our team partners and other key stakeholders, but most importantly, we talked a lot with sports fans in each of our markets. It became clear that they want a broadcast partner that provides honest and authentic coverage from the hometown fan's point of view. That's what we will deliver to them through **ROOT SPORTS**."

In 2010, the company engaged Troika Design Group to develop the new brand identify for **ROOT SPORTS**. Troika, a Hollywood-based branding and design agency, has developed some of the elements of the world's most recognizable entertainment, news and sports industry brands, including HBO, the National Football League, ESPN, NBC Sports and others. (For details and a complete client list, see www.troika.tv.)

"Troika has done an outstanding job for us in developing an exciting, unique viewer experience," Walker said. "The overall music, graphics, the show openings and programming transitions – everything about the look and feel reflects our brand promise to deliver an experience that is authentic, dynamic and bold, and with a decidedly local flavor."

Walker said the shift to the new brand identity of **ROOT SPORTS** will be subtle in some ways and will be rolled out over the course of 2011, beginning with the Major League Baseball regular season.

While the look and feel of the **ROOT SPORTS** broadcasts will be different, all of the existing team partnerships and programming remain intact as do the distribution agreements with cable and satellite operators. **ROOT SPORTS** will be available on the same channels and on all the same cable, satellite and television service providers that carried FSN Northwest, FSN Pittsburgh and FSN Rocky Mountain.

We aren't changing our partnerships, channels, programming or talent," Walker said. "But the viewer experience will be different. You'll see changes in the look and feel of our broadcasts, as well as how we talk about and promote the games. We're passionate fans, too, and that passion will help frame the viewer experience in all of our markets."

- ROOTSPORTS.com -

ROOT SPORTS™ (formerly FSN Northwest) is the cable home of the Seattle Mariners, Seattle Seahawks, Seattle Sounders FC, Portland Timbers, Washington Huskies, Washington State Cougars, Oregon State Beavers, Gonzaga Bulldogs and Seattle University Redhawks. The network reaches more than 3.7 million viewers across five states, including Washington, Oregon, Idaho, Montana and Alaska, and delivers more than 350 live events each year – all of which are also available in high definition.

ROOT SPORTS™ is owned and operated by DIRECTV Sports Networks LLC, which operates regional sports networks in the Northwest, Pittsburgh and Rocky Mountain regions. The three networks combined reach more than 8.7 million viewers across 18 states and own exclusive programming and distribution partnerships with more than 25 teams and conferences. DIRECTV Sports Networks is a controlled subsidiary of DIRECTV, the world's most popular television service.

Exhibit 1



SPRING TRAINING GAME INFORMATION



PEORIA SPORTS COMPLEX • 15707 N 83rd Ave • TEL: 623.776.4800 • FAX: 623.776.4829 • www.mariners.com
Sunday, March 27, 2011 **Game #28**
Peoria Stadium **Home #15**
TEXAS RANGERS (11-16-1) vs. SEATTLE MARINERS (14-11-2)

TODAY'S TILT...the Seattle Mariners (14-11-2) continue their 35th spring training today with a home game against the Texas Rangers (11-16-1) at Peoria Stadium... LH **Luke French** (0-1, 4.91) will make his 3rd spring start (5th appearance) against Rangers RH Colby Lewis (0-0, 4.00)...RH **Felix Hernandez** will start in a minor league intrasquad game at 10 a.m.

A WINNING SPRING...the Mariners lost yesterday in 10 innings to the Brewers to fall to 14-11-2 through 27 games in Cactus League play...**are assured of at least a .500 record in the Valley of the Sun with 3 games remaining in Arizona**...are 12-8-1 over the last 21 games...feature the best record among AL West clubs, holding a 0.5-game lead over the Angels...owns the 5th-best winning percentage in the Cactus League (.560).

SEASON OPENER...the 2011 season opens in less than one week on April 1 against the Oakland A's (7:07 pm at Oakland Coliseum).

VS. THE AL...the Mariners are undefeated against the AL West, going 6-0 vs. the Rangers (2-0), A's (2-0) and Angels (2-0)...face the Rangers one more time **TODAY** before opening the regular season with 6 consecutive games against division opponents (OAK - 3 G, TEX - 3 G)...**is 8-3-1 vs. AL opponents this spring, compared to 6-8-1 vs. the NL**.

PITCHING IN...the following pitchers are also available to throw in today's game vs. the Rangers: RH **David Pauley** (#39), RH **Tom Wilhelmson** (#73) and RH **Jamey Wright** (#50)...minor leaguers RH **Scott Patterson** (#97) and RH **Steven Richard** (#98) will also suit up.

TV & RADIO NOTES...today's game vs. the Rangers will be broadcast on 710 ESPN Seattle and the Mariners Radio Network...**Rick Rizzs, Dave Sims, Ken Levine and Mike Blowers** will call today's action...**the game will also be televised (Rangers crew) on the MLB Network on a one-hour delay beginning at 2 p.m.**

UPCOMING PROBABLES

MONDAY:	Mariners vs. Rockies	1:05 pm	710 ESPN
COL -	LH Jorge De La Rosa		
SEA -	LH Jason Vargas		
TUESDAY:	Mariners at Rockies	1:05 pm	710 ESPN / FSN Northwest
SEA -	RH Doug Fister		
COL -	RH Jhoulys Chacin		
WEDNESDAY:	Mariners at Dodgers (in Los Angeles)	7:05 pm	710 ESPN / FSN Northwest
SEA -	LH Erik Bedard		
LAD -	RH Rubby De La Rosa		

VS. THE RANGERS...the Mariners and Rangers meet for the third and final time this spring; Seattle is 2-0 vs. the Rangers beating Texas 5-4 on March 1 and 9-8 in 10 innings on March 19...the Mariners are 16-8-1 all-time against the Rangers in spring play since Texas joined the Cactus League in 2003...Seattle has won 15 of the last 21 spring meetings vs. the Rangers (including one tie)...the clubs will meet 19 times during the 2011 regular season, beginning with a 3-game set in Arlington April 4-6.

FIGGY...**Chone Figgins** has a current 10-game hitting streak (.429/12x28) to raise his spring average from .200 (through first 6 games) to current mark of .349 (15x43)...the switch-hitter is batting .364 (12x33) vs. RHP, and .300 (3x10) vs. LHP.

SPREADING THE WEALTH...the Mariners have hit 22 home runs this spring, by 17 different players...**Jack Cust** (3), **Adam Kennedy** (2), **Ryan Langerhans** (2) and **Alex Liddi** (2) are the only Mariners with multiple home runs...**Steven Baron, Milton Bradley, Johermyn Chavez, Gabe Gross, Greg Halman, Carlos Peguero, Luis Rodriguez, Brendan Ryan, Justin Smoak, Jack Wilson, Matt Tuiasosopo, Michael Saunders and Mike Wilson** have all hit one longball.

THE ROSTER...Seattle made 5 roster moves this morning to trim the spring roster to 35 players...INF/OF **Matt Tuiasosopo** was optioned to AAA Tacoma; RH **Justin Miller**, RH **Denny Bautista**, LH **Royce Ring** and OF **Mike Wilson** were re-assigned to minor league camp...the current roster includes: 17 pitchers (3 non-roster), 4 catchers (2 non-roster), 8 infielders (2 non-roster), 5 outfielders (1 non-roster) and 1 designated hitter (0 non-roster).

THE BIG HANDSOME...RH **Jamey Wright** has not allowed a run in 9 appearances this spring (10.0 IP)...he ranks 2nd on the team in appearances (League - 10) and held opponents to a .121 batting average (4x33).

ATTENDANCE...the Mariners have averaged 6,993 fans for the 14 home dates...that mark ranks 6th in the Cactus League, trailing Arizona (10,865), Colorado (10,365), San Francisco (10,036), Chicago-NL (9,310) & Los Angeles-NL (7,236).

PINEDA...RH **Michael Pineda** threw 6.0 shutout innings yesterday at Milwaukee to lower his spring ERA to 2.12...in 5 spring appearances (4 starts), the 22-year-old has allowed only 4 ER in 17.0 IP and struck out 15.

TICKET INFORMATION...single game tickets for all 81 home games for the 2011 Seattle Mariners season **ARE CURRENTLY ON SALE**...tickets are available without a service charge at the Safeco Field Box Office and Mariners Team Stores...for more information visit www.mariners.com/tickets.

HEY GREG...**Did You Know?**...that **Justin Smoak** has recorded back-to-back multi-hit games?...over his last 2 games (at CHI, at MIL), Smoak is 4-for-8 (.500) with 2 doubles and 1 RBI.

MARINERS RECORD

Overall 14-11-2
 PEORIA STADIUM 10-4-1
 Home Record 10-4-0
 Road Record 4-7-2
 Current Streak L1

UPCOMING SCHEDULE

3/28 vs. COL
 3/29 at COL
 3/30 at LAD (Dodger Stadium)
 3/1 Workout in OAK
 4/1 2011 Opener at OAK

OPENING DAY

5 days to Opening Day, 4/1 at OAK
 14 days to Home Opener, 4/8 vs. CLE



2011 SPRING TRAINING GAME NOTES · MARCH 27, 2011 · VS. TEXAS RANGERS

TODAY'S STARTING PITCHER -- #25 LUKE FRENCH (LHP)

YEAR	TEAM	W-L	ERA	G	GS	CG	SHO	IP	H	R	ER	HR	BB	SO
2010	TACOMA	11-3	2.94	17	17	1	0	113.1	109	45	37	7	23	63
	SEATTLE	5-7	4.83	16	13	0	0	87.2	88	47	47	13	29	37
2011	SPRING	0-1	4.91	4	2	0	0	11.0	17	7	6	0	2	9
MLB TOTALS		9-12	4.99	31	25	0	0	155.0	175	92	86	24	57	79

2011 Spring Training: 3.0 IP, 5 ER 3/23 at COL (3.0,5,5,5,1,1)...in MiLB game 3/17 (4.0,3,1,1,0,2)...Threw 3.0 ShO IP in relief on 3/12 vs. OAK...started and allowed 1 R in 2.0 IP in "B" game at LAD 3/8...hrew 3.0 ShO IP in first start 3/3 at CWS...allowed 2 R/1 ER in 2.0 IP in Cactus League opener 2/27 vs. SD.

- Combined for career-high 201.0 innings between Tacoma (113.1) and Seattle (87.2) last season...one of two pitchers in Mariners system to toss at least 200.0 innings (Felix Hernandez - 249.2).
- Had 3 stints with Mariners...recalled June 6 (Fister DL), optioned June 18 (M. Sweeney activated), recalled July 9 (C. Lee traded), optioned July 10 (J. Smoak reported), recalled July 28 (Rowland-Smith DL).
- Took no-hitter into the 6th inning (Aug. 17 at BAL) and 7th inning (Sept. 3 vs. CLE).
- Named Tacoma Rainiers Pitcher of the Year by both the Mariners Player Development Staff and the Rainiers by going 11-3, 2.94 ERA (76 ER, 113.1 IP) in 17 starts for Tacoma.
- Named to Pacific Coast League All-Star team but was unable to participate after being recalled by Seattle July 9...first half was 10-2, 2.69 ERA (30 ER, 100.1 IP) in 15 starts.
- Acquired by Seattle from Detroit along with Mauricio Robles (lhp) in exchange for Jarrod Washburn (lhp) on July 31, 2009...originally selected by Detroit in the 8th round of the 2004 June draft.

IN THE PEN

#50 - Jamey Wright (rhp):

2011 Spring Training (1-0, 0.00): Has not allowed a run in 9 Cactus League games (10.0 IP, 4 H, BB, 6 K)...1.0 ShO IP, 1 K 3/24 vs. KC...1.0 ShO IP, 1 K 3/23 at COL...2.0 ShO IP (1 H) 3/20 vs. SD...ShO IP 3/18 vs. ARI (1.0,1,0,0,0,1)...1 ShO IP 3/16 vs. MIL...1.0 ShO IP 3/12 vs. OAK...win 3/8 vs. SF with perfect inning...threw scoreless inning 3/5 vs. CLE...also 1.0 ShO IP 3/2 at ARI (1.0,2,0,0,0,0).

- Non-roster invite re-signed by Seattle as a minor league free agent on Jan. 31, 2011.
- Made 28 relief appearances with Seattle in 2010, going 0-1 with a 3.41 ERA.
- Ranked 2nd on the team with 8 holds despite not joining the team until after the All-Star break.
- Made 18 appearances with Cleveland (1-2, 5.48)...designated for assignment on June 4 and became a free agent on June 14.
- Signed with Oakland as a minor league free agent on June 16 and made 10 appearances for Sacramento (1-0, 1 SV, 9.00 ERA).
- Made 186 appearances since start of '08, 10th-most among American League relievers.
- Has pitched for 8 teams in his Major League career and in 43 different ballparks (7th-most among active pitchers).
- Entering 19th professional season.

#39 - David Pauley (rhp):

2011 Spring Training: Has made all 4 appearances out of the bullpen...in MiLB game 3.17 (3.0 IP, 3 H, 1 R, 0 ER, 1 BB, 2 K)...struck out the side in last outing 3/14 vs. CHI (1.0,1,0,0,1,3,2 WP)...threw 2.0 ShO IP with 2 K's 3/9 at LAD...allowed 2 H and 1 R in 2.0 IP 3/4 vs. CIN...made spring debut 2/28 at SD with 2.0 ShO IP out of bullpen (2.0,2,0,0,0,1).

- Made 19 appearances (15 starts) in first season with the Mariners...opened season at Tacoma (AAA).
- Selected from Tacoma on June 27...made season debut that day at Milwaukee with 2.0 ShO IP...first ML appearance since Sept. 28, 2008 vs. NYY (with BOS).
- Earned first Major League win Aug. 13 vs. Cleveland; was his 19th career ML appearance (0-7, 6.40 prior to win)...won second consecutive game in next start, Aug. 18 vs. Baltimore.
- Went 1-6 with a 3.68 ERA in 15 games, 14 starts with Tacoma...limited opponents to a .254 (82x323) average, while walking 26 and striking out 56.
- Tossed complete game on June 16 at Colorado Springs (8.2,9,2,2,2,2); with 2 outs in the 9th allowed walk-off single to Chris Nelson.
- Originally selected by San Diego in the 8th round of the 2001 June draft...spent time in the Padres, Red Sox, Orioles and Mariners organizations.

#73 - Tom Wilhelmson (rhp):

2011 Spring Training (0-0, 3.00): Has allowed just 3 runs in 7 Cactus League (9.0 IP) appearances...2.0 IP, 1 H, 1 R/ER, BB, 2 K 3/25 at CHC...1.0 ShO IP, K'd all 3 batters 3/22 vs. CWS...2 H, 1 R (ER), BB 3/19 at TEX...allowed 2 hits, 1 run 3/16 vs. MIL...walked 2 and struck out 2 3/12 vs. OAK...recorded 2 strikeouts in 1.0 IP 3/8 vs. SF...scattered 2 hits in scoreless IP 3/3 at CWS.

- In first Major League Spring Training...added to Mariners 40-man roster on Nov. 19, 2010.
- Made three stops in the Mariners organization in 2010 after not playing on an affiliated minor league team since 2003.
- Combined to go 7-1 with a 2.19 ERA (18 ER, 74.0 IP) in 15 games (12 GS) with the AZL Mariners (R), Everett (SS-A) and Clinton (A).
- Finished season with Clinton going 6-1, 2.23 (11 ER, 44.1 IP) in 7 games (6 GS).
- Named Midwest League Pitcher of the Week on Aug. 8 & 16...was 3-0 with a 0.45 ERA, 5 walks and 18 strikeouts.
- Played for Peoria Javelinas in Arizona Fall League...went 1-1 w/ 1 save, 5.25 ERA (7 ER, 12.0 IP) in 10 relief appearances (15 K, 6 BB).
- Signed by Seattle as a minor league free agent on Feb. 26, 2010.

Minor League Pitchers:

#00 - Scott Patterson (rhp): 1.0 ShO IP, 1 H 3/19 at TEX (split-squad)...Tacoma: 2-1, 2.67 ERA (10 ER, 33.2 IP) 36 K's in 29 games.

#00 - Steven Richard (rhp): 4-3, 3.92 ERA (27 ER, 62.0 IP) in 49 combined relief appearances with High-A High Desert and Double-A West Tenn. High Desert: 2-3, 3.78 ERA (14 ER, 33.1 IP) in 27 G. West Tenn: 2-0, 4.08 ERA (13 ER, 28.2 IP) in 22 games.

TOMORROW'S STARTING PITCHER -- #38 JASON VARGAS (LHP)

YEAR	TEAM	W-L	ERA	G	GS	CG	SHO	IP	H	R	ER	HR	BB	SO
2010	SEATTLE	9-12	3.78	31	31	0	0	192.2	167	86	81	18	54	116
2011	SPRING	1-0	2.25	3	3	0	0	12.0	12	4	3	0	1	7
MLB TOTALS		18-26	4.66	85	65	1	0	411.1	423	226	213	51	141	258

2011 Spring Training: in MiLB game 3/23 (5.0,7,3,3,2,8)...Spring-high 5.0 IP in ND 3/18 vs. ARI (5.0,7,4,3,0,3)...first 2 starts, threw 7.0 shutout innings...Mariners shutout their opponent in each of his first 2 starts (1-0 vs. SF 3/8, 2-0 at LAA 3/13)...earned win 3/13 at LAA (4.0,3,0,0,0,3)...threw 3.0 ShO IP as part of 1-0 shutout win over SF 3/8 in Cactus League debut.

- Named Mariners Unsung Hero by the Seattle chapter of the BBWAA.
- Set career-highs in wins (9, old was 5 in '05), innings (192.2, old was 91.2 in '09), games (31, old was 23 in '09), starts (31, old was 14 in '09) and strikeouts (116, old was 59 in '05).
- Ranked T8th in the AL with 21 quality starts.
- Had the 3rd-lowest run support average among AL starters (3.46)...received 2 or fewer runs of support in 20 of 31 starts.
- Went 7-5, 2.86 (33 ER, 103.2 IP) in 16 home starts...career 2.84 ERA at Safeco Field, 2nd-lowest among all pitchers (min. 15 GS), trailing only John Lackey (2.78).
- At the All-Star break was 6-4 with a 3.09 ERA...ranked T9th in AL in ERA.

Exhibit 2

[SEA]SHOW.FSN-NW.MARINERS-PRE.FUTURES.HOLD-C SLUG 1 3/27/2011 17:37:56, USER Carrie Tachiyama
 0:03 under

Page	Story Slug	Anchor	Source	Read	SOT	Total	Backtime	Notes	Arch	Approv
	Mariners All Access #9			0:00	0:00	0:00	18:00:00			
	Date: 03/27/11			0:00	0:00	0:00	18:00:00			
A0	Start of Show			0:00	0:00	0:00	18:00:00			
A01	SOT Open Tease			0:00	0:00	0:00	18:00:03			
A02	Mariners All Access Open Animation			0:00	0:00	0:00	18:00:03			
A03	VO Deser/Mariners scenics #3			0:00	0:00	0:00	18:00:03			
A04	Jen welcome w/foss to Angie #1			0:00	0:00	0:00	18:00:03			
A05	*****			0:00	0:00	0:00	18:00:03			
A06	Mariners Now			0:00	0:00	0:00	18:00:03			
	Angie on camera			0:00	0:00	0:00	18:00:03			
	M's-Rangers Highlights			0:00	0:00	0:00	18:00:03			
	FSC Line Score			0:00	0:00	0:00	18:00:03			
	FSC Box Score			0:00	0:00	0:00	18:00:03			
	FSC Roster Moves			0:00	0:00	0:00	18:00:03			
	Angie on camera			0:00	0:00	0:00	18:00:03			
A07	*****			0:00	0:00	0:00	18:00:03			
A08	VO Peoria Sports Complex #2			0:00	0:00	0:00	18:00:03			
A09	Around the Horn interstitial			0:00	0:00	0:00	18:00:03			
A10	Robby Thompson			0:00	0:00	0:00	18:00:03			
A11	Down in the Sesert interstitial			0:00	0:00	0:00	18:00:03			
A12	FSC Down in the Desert #6			0:00	0:00	0:00	18:00:03			
A13	VO Coming up #4			0:00	0:00	0:00	18:00:03			
A14	((pauley/al west/scenics))			0:00	0:00	0:00	18:00:03			
A15	Mariners Moment Interstitial			0:00	0:00	0:00	18:00:03			
A16	SOT Mariners Moment - Michael Saunders			6:49	0:00	6:49	18:00:03			
B0	Break One			2:00	0:00	2:00	18:06:52			
B01	VO FSN/Root Sports Transition			0:00	0:00	0:00	18:08:52			
B02	FSC Regular Season #2			0:00	0:00	0:00	18:08:52			
B03	On the Mound Interstitial			0:00	0:00	0:00	18:08:52			
B04	David Pauley			0:00	0:00	0:00	18:08:52			

Page	Story Slug	Anchor	Source	Read	SOT	Total	Backtime	Notes	Arch	Approv
B05	VO Las Vegas			0:00	0:00	0:00	18:08:52			
B06	That's What They're Saying Interstitial			0:00	0:00	0:00	18:08:52			
B07	Miquel Olivo Interstitial			0:00	0:00	0:00	18:08:52			
B08	SOT Miquel Olivo "TWTS"			0:00	0:00	0:00	18:08:52			
B09	VO Luke Air Force Tag			0:00	0:00	0:00	18:08:52			
B10	Mariners Moment Interstitial			0:00	0:00	0:00	18:08:52			
B11	SOT Mariners Moment - Doug Fister			5:26	0:00	5:26	18:08:52			
C0	Break Two			2:00	0:00	2:00	18:14:18			
C01	Mariners All Access rejoin			0:00	0:00	0:00	18:16:18			
C02	VO Camelback			0:00	0:00	0:00	18:16:18			
C03	SOT Kelley "Off the Field"			0:00	0:00	0:00	18:16:18			
C04	VO Botanical Gardens			0:00	0:00	0:00	18:16:18			
C05	The Good, the Bad, the Ugly Interstitial			0:00	0:00	0:00	18:16:18			
C06	SOT Aardmsa "GBU"			0:00	0:00	0:00	18:16:18			
C07	Jen lead Division Rivals to Angie			0:00	0:00	0:00	18:16:18			
C08	Division Rivals Interstitial			0:00	0:00	0:00	18:16:18			
C09	Angie on camera			0:00	0:00	0:00	18:16:18			
C10	VO Athletics Highlights			0:00	0:00	0:00	18:16:18			
C11	Angie on camera			0:00	0:00	0:00	18:16:18			
C12	SOT Bill on breakout players			0:00	0:00	0:00	18:16:18			
C13	FSC Division Rivals #2 (Texas)			6:17	0:00	6:17	18:16:18			
D0	Break Three			2:45	0:00	2:45	18:22:35			
D01	Billboard - Sterling Savings			0:00	0:00	0:00	18:25:20			
D03	Angie lead weather			0:00	0:00	0:00	18:25:20			
D04	FSC Weather forecast			0:00	0:00	0:00	18:25:20			
D05	VO Rockies/Mariners promo - Peoria			0:00	0:00	0:00	18:25:20			
D06	VO Spring Storylines			0:00	0:00	0:00	18:25:20			
D07	SOT Tomorrow tease			0:00	0:00	0:00	18:25:20			
D08	Angie goodbye			0:00	0:00	0:00	18:25:20			
D09	VO Sexy scenics			0:00	0:00	0:00	18:25:20			
D09	VO Sexy scenics			2:05	0:00	2:05	18:25:20			
Page	Story Slug	Anchor	Source	Read	SOT	Total	Backtime	Notes	Arch	Approv
E0	Break Four			2:35	0:00	2:35	18:27:25			
Z0	End of Show			0:00	0:00	0:00	18:30:00			

Exhibit 3

Mariners News Release

SAFECO FIELD • P.O. BOX 4100 • SEATTLE, WA • 98194 • TEL: 206.346.4000 FAX: • 206.346.4400 • www.mariners.com

For Immediate Release
Sunday, March 27, 2011

MARINERS ANNOUNCE FIVE SPRING TRAINING ROSTER MOVES

Spring Training roster trimmed to 35 players.

PEORIA, Ariz. -- Seattle Mariners Executive Vice President & General Manager **Jack Zduriencik** announced the following roster moves at the Mariners Major League spring camp prior to Sunday's game versus the Texas Rangers:

Optioned to AAA Tacoma (1):

Infielder (1): Matt Tuiaosopo

Re-Assigned to Minor League Camp (4):

Outfielder (1): Mike Wilson

Left-Handed Pitcher (1): Royce Ring

Right-Handed Pitcher (2): Denny Bautista
Justin Miller

Today's roster moves leave the Mariners with 35 players in their Major League camp: 27 roster players (1 on 60-day DL) and 8 non-roster invitees.

Here is a look at the club's current spring roster:

Pitchers (14+3)		Infielders (6+2)	
23	KELLEY, Shawn ^ RHP	1	RODRIGUEZ, Luis* INF
34	HERNANDEZ, Felix RHP	2	WILSON, Jack INF
36	PINEDA, Michael RHP	4	KENNEDY, Adam* INF
39	PAULEY, David RHP	9	FIGGINS, Chone INF
43	LEAGUE, Brandon RHP	16	WILSON, Josh INF
46	RAY, Chris* RHP	17	SMOAK, Justin INF
50	WRIGHT, Jamey* RHP	26	RYAN, Brendan INF
53	AARDSMA, David RHP	61	MANGINI, Matt INF
58	FISTER, Doug RHP		
71	LUEKE, Josh RHP	Outfielders (4+1)	
73	WILHELMSEN, Tom RHP	12	LANGERHANS, Ryan* OF
25	FRENCH, Luke LHP	21	GUTIERREZ, Franklin OF
32	ROBERTSON, Nate* LHP	51	SUZUKI, Ichiro OF
37	JIMENEZ, Cesar LHP	55	SAUNDERS, Michael OF
38	VARGAS, Jason LHP	15	BRADLEY, Milton OF
45	BEDARD, Erik LHP		
77	LAFFEY, Aaron LHP	Designated Hitters (1)	
		29	CUST, Jack DH

^ 60-Day DL

Catchers (2+2)

3 BARD, Josh* C
5 GIMENEZ, Chris* C
10 MOORE, Adam C
30 OLIVO, Miguel C

For more information, please contact the Seattle Mariners baseball information department in Peoria at (623) 776-4800. More information on Seattle's roster is also available online at www.mariners.com.

-- www.Mariners.com --

Exhibit 4*Full-Screen Graphic***MARINERS BOX SCORE**

RF Ichiro
 3B Chone Figgins
 LF Milton Bradley
 DH Jack Cust
 CF Ryan Langerhans
 C Adam Moore
 1B Adam Kennedy
 SS Luis Rodriguez
 2B Josh Wilson
 LHP Luke French

*Full-Screen Graphic***MARINERS LINE SCORE***Full-Screen Graphic***MARINERS WEATHER FORECAST**

Down in the Desert

Monday in Peoria: High 81/Low 56, Clear

Tuesday in Peoria: High 85/Low 56, Clear

Wednesday in Los Angeles: High 76/Low 58, Clear

Thursday in Oakland: High 72/Low 49, Clear

Friday in Oakland: High 70/Low 49, Partly Cloudy

*Full-Screen Graphic***ROSTER MOVES**

Infielder: Matt Tuiasosopo – Optioned to AAA Tacoma

Re-Assigned to Minor League Camp:

Outfield: Mike Wilson

Left-handed Pitcher: Royce Ring

Right-handed Pitcher: Denny Bautista & Justin Miller

SIDESLAB

Cactus League Baseball

Colorado Rockies @ Seattle Mariners

Peoria Sports Complex

First Pitch at 1:05pm!!!

WHAT WE'RE WATCHING THIS WEEK

Final Roster Decisions

Exhibit 5

[SEA] PEOPLE.C.CSTACHIYAMA.NOTES SLUG felix script – carrie 1 4/14/2011 11:56:42, USER Carrie Tachiyama

SOT CARL WILLIS FROM SPRING
TRAINING

===== SOT CARL WILLIS 1:51:20 =====
“CERTAINLY THERE ARE GUYS WHO HAVE HAD BETTER WIN-LOSS NUMBERS BUT THEY MAY HAVE PITCHED BETTER THE PREVIOUS YEAR BUT BECAUSE OF RUN SUPPORT OR LACK THEREOF ON THE WIN-LOSS THEY’RE BETTER THIS YEAR THAN THE YEAR BEFORE. YOUR JOB IS TO GIVE THE TEAM A CHANCE TO WIN. KEEPING GUYS FROM TOUCHING HOME PLATE THAT’S WHAT WE’RE TRYING TO DO.”

TRACK

===== TRACK =====
 FELIX DID JUST THAT. HE LED THE LEAGUE WITH A 2.27 ERA AND DIDN’T GET MUCH HELP FROM A MARINERS OFFENSE THAT SCORED THE FEWEST RUNS SINCE THE D-H WAS ADOPTED IN 1973.

SOT JASON VARGAS FROM SPRING
TRAINING

===== SOT JASON VARGAS 4:06:10 =====
“WHEN YOU LOOK ATR THE RUN SUPPORT FOR FELIZ AND THE WAY HE PITCHED SO MANY GREAT GAMES WHERE ONE RUN COST THE BALL GAME THAT’S OUT OF OUR CONTROL, BUT WHEN YOU PUT ALL THE STATISTICAL NUMBERS TOGETHER IT SHOULD BE BASED ON MORE THAN WINS AND LOSSES BECAUSE THERE’S A LOT MORE TO PITCHING THAN THAT.”

TRACK

===== TRACK =====
 JUST LOOK AT HERNANDEZ FINAL START OF THE 2010 SEASON. HE ALLOWED A FIRST INNING HOMER TO TORONTO’S JOSE BAUTISTA AND SHUTDOWN THE REST OF THE BLUE JAYS LINEUP. TORONTO WON 1-NOTHING BUT ANYONE WATCHING SAW FELIX DOMINATE THE GAME. THE PERFORMANCE HELPED SWAY VOTERS. FELIX WON THE CY YOUNG AWARD DESPITE JUST 13 WINS – THE LOWEST WIN TOTAL IN THE HISTORY OF THE AWARD.

SOT DAVID PAULEY FROM SPRING
TRAINING

===== SOT DAVID PAULEY 3:29:13 =====
“I THINK IT WAS A GREAT, GREAT THING FOR BASEBALL, YOU COULD HAVE EASILY LOOKED AT SOMEONE ELSE WHO HAD A BETTER RECORD BUT IT WAS HANDS DOWN FELIZ WHO HAD THE BEST STUFF IN ALL OF BASEBALL AND IT WAS WELL DESERVED. HE WENT OUT AND BATTLED EVERY START AND WAS DOMINANT THE ENTIRE YEAR AND IT THINK THEY LOOKED AT THAT MORE THAN THE ACTUAL RECORD WHICH WAS GREAT.

Exhibit 6

Draft #1

Nat. Sound – Crowd in Safeco Field singing and Louie Louie playing over loud speaker transition to Camden Yards with crowd singing Thank God I'm a Country Boy.

Use the 2nd bite from Martinez as well

VO:

? MUSIC IS A TOOL TO BRINGING EMOTIONS OF AN AUDIENCE. SIMILAR TO THE SOUNDTRACK OF A MOVIE, SING ALONG SONGS IS A BALLPARKS OVERTURE. THIS TRADITION HAS BEEN USED IN MAJOR LEAGUE BALLPARKS THROUGHOUT THE COUNTRY DATING ALL THE WAY BACK TO THE BALTIMORE ORIOLES IN 19-75. THE SEATTLE MARINERS HAS HAD AN SIMILARLY LONG TRADITION.

Needs stronger words

SOT: Kevin Martinez – Vice President of Marketing, Seattle Mariners
41:05:16

So, in 1990 that's the first time the Mariners played Louie Louie. Which is the unofficial state song of Washington. The thinking was coming out of Take me out to the Ballgame was it was a fun song to sing along to or groove to. It stuck with it. [It's been a tradition started in the Kingdom and brought over to Safeco Field and it's still with us.]

41:29:27

VO:

OTHER TEAMS HAVE A MORE DIFFICULT TIME SELECTION JUST THE RIGHT SONG TO ROUSE THE CROWD. THE KANSAS CITY ROYALS STARTED THEIR SEARCH IN THE SPRING OF 2008. THEY ULTIMATELY FOUND THEIR SONG IN TULSA, OKLAHOMA BY A COUNTRY SINGER NAMED GARTH BROOKS.

SOT: Chris DeRuyscher – Director, Event Presentation & Promotions, Kansas City Royals
41:14:26

The Garth Brooks Friends in Low Places kind of brain child of a number of people.

Nat. Sound – Kauffman Stadium

SOT: Chris
43:35:20

It is something very unique to us. Garth has a great relationship specifically with the Royals and he has allowed us to do it and it's something when you come to Kauffman Stadium you are able to see and you can away saying hey I have never seen anything else.

Nat Sound – Kauffman Stadium transition to Jacobs Field with Hang on Sloopy then transition to Sweet Caroline at Fenway Park

VO:

FAN INVOLVEMENT IS THE MOST IMPORTANT ELEMENT TO A GREAT SING ALONG SONG EXPERIENCE. THE CLEVELAND INDIANS HAVE TAKEN ON THE STYLES OF THE VILLAGE PEOPLE WITH HANG ON SLOOPY. OR THE BOSTON RED SOX GO A STEP FURTHER AND TURN OFF THE VOLUME DURING THE CHORUS.

SOT: Chris

43:09:15

*Transition
better?*

The fans get into it no matter what's going. If we are up by 5 down by 5 whatever is going on. When that song starts to sing everybody stands up and start swaying together and everyone starts singing along. The coolest part is when you just start the inning break and the batter start to walk to the plate the song carries over enough you go oh that is pretty cool

43:30:28

→ *Closing Line* ←

Nat. Sound – Safeco Field with crowd and Louie Louie

Exhibit 7

Draft #2

Nat Sound – Crowd in Safeco Field Louie Louie

VO:

SIMILAR TO THE SOUNDTRACK OF A MOVIE, SING ALONG SONGS ARE THE BALLPARKS OVERTURE. ~~THE A TRADITION HAS BEEN USED IN MAJOR LEAGUE BALLPARKS THROUGHOUT THE COUNTRY DATING ALL THE WAY BACK TO 19-75~~ **that's when** THE BALTIMORE ORIOLES ~~IN 19-75~~ WITH THANK GOODNESS I'M A COUNTRY BOY. THE SEATTLE MARINERS ~~HAVE BROUGHT~~ THE TRADITION TO SAFECO FIELD WITH LOUIE LOUIE, BUT THIS HAS A LONGER HISTORY THEN MOST PEOPLE REALIZE

SOT: Kevin Martinez – Vice President of Marketing, Seattle Mariners

41:05:16

So, in 1990 that's the first time the Mariners played Louie Louie. Which is the unofficial state song of Washington. The thinking was coming out of Take me out to the Ballgame was it was a fun song to sing along to or groove to. It stuck with it.

Nat Sound – Crowd in Safeco Field Louie Louie

Insert track on Louie Louie recorded by Portland Band

SOT: Kevin Martinez

In cue: _____

You know it kind of happened back in the mid-90s when Lou was our manager. A lot of people thought it started with Lou but it pre-dated Pinella.

Out cue: _____

Nat Sound – Kauffman Stadium

VO:

OTHER TEAMS HAVE A MORE DIFFICULT TIME SELECTION JUST THE RIGHT SONG TO ROUSE THE CROWD. THE KANSAS CITY ROYALS STARTED THEIR SEARCH IN THE SPRING OF 2008. THEY ULTIMATELY FOUND THEIR SONG IN TULSA, OKLAHOMA BY A COUNTRY SINGER NAMED GARTH BROOKS.

SOT: Chris DeRuyscher – Director, Event Presentation & Promotions, Kansas City Royals

41:14:26

The Garth Brooks Friends in Low Places kind of brain child of a number of people.

Out cue: _____

Nat Sound – Crown singing in Kauffman Stadium

VO:

THIS BRAIN CHILD DEVELOPED FROM A BOND BETWEEN THE ROYALS AND THE COUNTRY COONER WHEN HE SPENT TIME WITH THE TEAM AT SPRING TRAINING AND EVEN PLAYED IN A INTRASQUAD GAME.

SOT: Chris

In cue: _____

Kevin's idea was, hey why don't we see if Garth will do some opens for it and make a complete piece

Nat Sound – Garth opening on big screen? Or shots of Kauffman Stadium

SOT: Chris

43:35:20

It is something very unique to us. Garth has a great relationship specifically with the Royals and he has allowed us to do it and it's something when you come to Kauffman Stadium you are able to see and you can walk away saying hey I never seen anything else.

Nat Sound – Kauffman Stadium transition to Jacobs Field

VO:

OTHER TEAMS HAVE GONE A MORE DISTINCTIVE APPROACH FOR THEIR SONG. IN 2007 THE CLEVELAND INDIANS INITIATED THE MCCOY'S 19-65 HANG ON SLOOPY AS THE SONG OF JACOBS FIELD. THIS ONE-HIT WONDER ACTUALLY IS THE OFFICIAL ROCK SONG OF THE STATE OF OHIO AS RESOLVED BY THE LEGISLATURE TWENTY PLUS YEARS AGO. RESULTING IN ONE OF THE MOST FAN INVOLVED SONGS IN THE M-L-B.

Nat Sound – Jacobs Field transition to Fenway Park

VO:

FENWAY PARK'S SWEET CAROLINE IS CONSIDERED THE MOST FAMOS. BEING A STAPLE WITH RED SOX BASEBALL SINCE 19-98, FENWAY'S SWEET CAROLINE WAS FEATURED IN THE 2005 MOVIE FEVER PITCH. FANS AT THE BALLPARK CAN BE HEARD SINING THE CHORUS DURING THE 8TH INNING

SOT: Chris

43:09:15

The fans get into it no matter what's going. If we are up by 5 down by 5 whatever is going on. When that song starts to sing everybody stands up and start swaying together and everyone starts singing along. The coolest part is when you just start the inning break and the batter start to walk to the plate the song carries over enough you go oh that is pretty cool

43:30:28

→ *Needs one line*

Nat Sound – Safeco Field

VO:

DESPITE THE ORIGIN, EVERY SING ALONG SONG PUTS THEIR UNIQUE IMPRESSION ON THE GAME EXPERIENCE, WIN OR LOSE.

Exhibit 8

Draft #3

Nat Sound – Crowd in Safeco Field Louie Louie

VO:

SIMILAR TO THE SOUNDTRACK OF A MOVIE, SING ALONG SONGS **provide an overture at the ballpark** ~~ARE THE BALLPARKS~~ OVERTURE. **It's** A TRADITION ~~USED~~ IN MAJOR LEAGUE BALLPARKS THROUGHOUT THE COUNTRY DATING BACK TO 19-75. THAT'S WHEN THE BALTIMORE ORIOLES THANK **GOD** I'M A COUNTRY BOY. THE SEATTLE MARINERS ~~HAVE~~ BROUGHT THE TRADITION TO SAFECO FIELD WITH LOUIE LOUIE, BUT THIS HAS A LONGER HISTORY THEN MOST PEOPLE REALIZE

SOT: Kevin Martinez

41:45:01

You know it kind of happened back in the mid-90s when Lou was our manager. A lot of people thought it started with Lou but it pre-dated Pinella.

41:53:27

Nat Sound – Crowd in Safeco Field Louie Louie

VO:

THE RICHARD BERRY ORIGINAL WAS COVERED BY PORTLAND BASED BAND, THE KINGSMAN IN 19-63. BUT ACTUALLY SEATTLE COMEDIAN ROSS SHAFER TOOK THE SIXTIES HIT TO THE PEOPLE SUGGESTING LOUIE LOUIE REPLACE WASHINGTON MY HOME AS THE OFFICIAL STATE SONG. IN 19-85 THE STATE SENATE TOOK THE PRANK AND MADE RESOLUTION 19-85 DASH 37 DESIGNATING APRIL 12, 19-85 AS LOUIE LOUIE DAY.

SOT: Kevin Martinez – Vice President of Marketing, Seattle Mariners

41:05:16

So, in 1990 that's the first time the Mariners played Louie Louie. Which is the unofficial state song of Washington. The thinking was coming out of Take me out to the Ballgame was it was a fun song to sing along to or groove to. It stuck with it.

41:23:11

Nat Sound – Kauffman Stadium

VO:

OTHER TEAMS HAVE A MORE DIFFICULT TIME SELECTION JUST THE RIGHT SONG TO ROUSE THE CROWD. THE KANSAS CITY ROYALS STARTED THEIR SEARCH IN THE SPRING OF 2008. THEY ULTIMATELY FOUND THEIR SONG IN TULSA, OKLAHOMA BY A COUNTRY SINGER NAMED GARTH BROOKS.

SOT: Chris DeRuyscher – Director, Event Presentation & Promotions, Kansas City Royals

41:14:26

The Garth Brooks Friends in Low Places kind of brain child of a number of people.

41:18:16

Nat Sound – Crown singing in Kauffman Stadium

VO:

~~THIS BRAIN CHILD~~ It DEVELOPED as a result of FROM A BOND BETWEEN THE ROYALS AND THE COUNTRY COONER WHEN HE SPENT TIME WITH THE TEAM AT SPRING TRAINING AND EVEN PLAYED IN A INTRASQUAD GAME.

SOT: Chris

In cue: 42:08:08

Kevin's idea was, hey why don't we see if Garth will do some opens for it and make a complete piece

Out cue: 42:14:21

Nat Sound – Garth opening on big screen? Or shots of Kauffman Stadium

~~SOT: Chris~~

~~43:35:20~~

~~It is something very unique to us. Garth has a great relationship specifically with the Royals and he has allowed us to do it and it's something when you come to Kauffman Stadium you are able to see and you can walk away saying hey I never seen anything else.~~

Nat Sound – Kauffman Stadium transition to Jacobs Field

~~VO:~~

~~OTHER TEAMS HAVE GONE A MORE DISTINCTIVE traditional APPROACH FOR THEIR SONG. IN 2007 THE CLEVELAND INDIANS INITIATED THE MCCOY'S 19-65 HANG ON SLOOPY AS THE SONG OF JACOBS FIELD. THIS ONE-HIT WONDER ACTUALLY IS THE OFFICIAL ROCK SONG OF THE STATE OF OHIO AS RESOLVED BY THE LEGISLATURE TWENTY PLUS YEARS AGO. RESULTING IN ONE OF THE MOST FAN INVOLVED SONGS IN THE M-L-B.~~

Nat Sound – Jacobs Field transition to Fenway Park

VO:

FENWAY PARK'S SWEET CAROLINE IS CONSIDERED one of the most well known THE MOST FAMOS. BEING A STAPLE WITH RED SOX BASEBALL SINCE 19-98, the Neil Diamond classic FENWAY'S SWEET CAROLINE WAS FEATURED IN THE 2005 MOVIE FEVER PITCH. FANS AT THE BALLPARK CAN BE HEARD SINING THE CHORUS DURING THE 8TH INNING. Whether in Seattle, Baltimore, Boston or Kansas City these songs bring life to a ballpark.

SOT: Chris

43:09:15

The fans get into it no matter what's going. If we are up by 5 down by 5 whatever is going on. When that song starts to sing everybody stands up and start swaying together and everyone starts singing along. The coolest part is when you just start the inning break and the batter start to walk to the plate the song carries over enough you go oh that is pretty cool

43:30:28

Nat Sound – Safeco Field

VO:

DESPITE THE ORIGIN, EVERY SING ALONG SONG PUTS THEIR UNIQUE IMPRESSION ON THE GAME EXPERIENCE, WIN OR LOSE.

Exhibit 9

Final Draft

Nat. Sound – Crowd in Safeco Field singing and Louie Louie playing over loud speaker transition to Camden Yards with crowd singing Thank God I'm a Country Boy.

VO:

MUSIC IS A TOOL TO BRINGING EMOTIONS OF AN AUDIENCE. SIMILAR TO THE SOUNDTRACK OF A MOVIE, SING ALONG SONGS IS A BALLPARKS OVERTURE. THIS TRADITION HAS BEEN USED IN MAJOR LEAGUE BALLPARKS THROUGHOUT THE COUNTRY DATING BACK TO THE BALTIMORE ORIOLES IN 19-75. THE SEATTLE MARINERS HAS HAD A SIMILARLY LONG TRADITION.

SOT: Kevin Martinez – Vice President of Marketing, Seattle Mariners

41:45:01

You know it kind of happened back in the mid-90s when Lou was our manager. A lot of people thought it started with Lou but it pre-dated Pinella.

41:53:27

B-Roll – Research...

VO:

OTHER TEAMS HAVE A MORE DIFFICULT TIME SELECTING JUST THE RIGHT SONG TO ROUSE THE CROWD. THE KANSAS CITY ROYALS STARTED THEIR SEARCH IN THE SPRING OF 2008. THEY ULTIMATELY FOUND THEIR SONG IN TULSA, OKLAHOMA BY A COUNTRY SINGER NAMED GARTH BROOKS.

SOT: Chris DeRuyscher – Director, Event Presentation & Promotions, Kansas City Royals

41:14:26

The Garth Brooks "friends in low places" kind of brain child of a number of people.

41:18:16

Nat. Sound – Crowd singing in Kauffman Stadium

SOT: Chris

43:35:20

It is something very unique to us. Garth has a great relationship specifically with the Royals and he has allowed us to do it and it's something when you come to Kauffman Stadium you are able to see and you can walk away saying 'hey I have never seen anything else'.

Nat Sound – Kauffman Stadium transition to Sweet Caroline at Fenway Park

VO:

FAN INVOLVEMENT IS THE MOST IMPORTANT ELEMENT TO A GREAT SING ALONG SONG EXPERIENCE. THE CLEVELAND INDIANS HAVE TAKEN ON THE STYLES OF THE VILLAGE PEOPLE WITH HANG ON SLOOPY. OR THE BOSTON RED SOX GO A STEP FURTHER AND TURN OFF THE VOLUME DURING THE CHORUS.

SOT: Chris

43:09:15

The fans get into it no matter what's going. If we are up by 5 down by 5, whatever is going on. When that songs starts to sing everybody stand up and start swaying together and everyone starts signing along. The coolest part is when you just start the inning break and the batter start to walk to the plate the song carries over enough you go oh that is pretty cool.

43:30:28

Nat Sound – Safeco Field with crowd and Louie Louie

Exhibit 10



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07/06/11 6:39 PM ET

Mariners select infielder Kyle Seager from AAA Tacoma

Catcher Jose Yopez has been designated for assignment

By / MLB.com

SEATTLE -- Seattle Mariners executive vice president & general manager Jack Zduriencik announced the following roster moves following today's game against the Oakland Athletics:

- Infielder Kyle Seager selected from AAA Tacoma.
- Catcher Jose Yopez designated for assignment.

Seager (#15) will join the team in Anaheim tomorrow and be activated for the 4-game series vs. the Angels starting Thursday. To make room for Seager on the 40-man roster, C Jose Yopez has been designated for assignment. Seattle now has 10 days to trade, release or outright the contract of Yopez.

Seager, 23, has blistered the Pacific Coast League since being promoted from AA Jackson on June 23. He has recorded a hit in each of the 12 games he has appeared, batting .455 (25x55) with 4 doubles, 1 triple, 2 home runs and 12 RBI (.500 OBP, .673 SLG, 1.173 OPS). He has made starts at three positions (3B - 6, 2B - 5, SS - 1) and has recorded a perfect fielding percentage.

Prior to being promoted to Tacoma, Seager hit .312 (83x266) with 25 doubles, 1 triple, 4 home runs and 37 RBI in 66 games with Jackson. Since June 1, the left-handed batter has combined to bat .397 (50x126) with 12 doubles, 2 triples, 2 home runs and 18 RBI in 30 games with Jackson and Tacoma.

In 2010, Seager led the minor leagues in hits (192) and runs scored (126) while playing for High Desert. Originally selected by the Mariners in the 3rd round of the 2009 June draft, Seager is a career .329 hitter (342x1039) hitter in 257 minor league games. He was college teammates with current Mariners second baseman Dustin Ackley.

Yopez, 30, was selected from AAA Tacoma on June 29, but did not appear in a game with the Mariners. He saw action in 28 games for the Rainiers, batting .276 (27x98) with 2 doubles, 1 triple, 1 home run and 15 RBI. In 10 games in the month of June he is batting .441 (15x34) with 6 RBI. Yopez has been in the Mariners farm system since 2008, making stops at High Desert (A), West Tenn (AA) and Tacoma (AAA). He is a .268 hitter (547x2042) with 35 home runs and 298 RBI in 611 career minor league games. He will making his Major League debut with his first appearance.

This story was not subject to the approval of Major League Baseball or its clubs.

Mariners.com

Exhibit 11



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07/07/11 9:39 PM ET

Seager thrown right into the mix in debut

By Greg Johns / MLB.com

ANAHEIM -- Manager Eric Wedge wasted no time getting newcomer Kyle Seager into the lineup, as the rookie started at third base and hit seventh when the Mariners opened their four-game series against the Angels on Thursday.

Seager was called up from Triple-A Tacoma after hitting .455 in a dozen games for the Rainiers, having just been promoted from Double-A ball two weeks earlier.

The rapid ascension would be enough to make most 23-year-old's heads spin.

"It's been an absolute whirlwind," Seager said. "It's been amazing."

The whirlwind will continue, as Wedge said that the rookie will be his starting third baseman as the team's search for offense leads to a continued youth movement.

"He's hit everywhere he's been," Wedge said. "We're going to play him at third base regularly and give him an opportunity. We're not just going to sit around. We're going to work to get better offensively and find the pieces that make that happen, and continue to focus on the people we have here to help them get better."

Seager's story is fairly amazing, given that he wasn't even in the Major League camp in Spring Training and was playing Class A ball a year ago, when his 192 hits in Clinton were the most of any Minor Leaguer in the country.

It's that ability to hit at every level that convinced the Mariners that he might just be able to help their offense now as well, so he'll get a shot as the everyday third baseman.

"I was sitting in the airport eating and watching TV last night, and I saw Torii Hunter hit one down the third-base line and I'm thinking, 'Wow, I'm going to be there tomorrow,'" Seager said. "This is as good as it gets. I'm excited to get out there just to see what it's all about and where everything goes."

Seager said it helps to have former North Carolina teammate Dustin Ackley on hand. The two have known each other since they were 11-year-olds, competing against each other on youth traveling teams. They roomed together as freshmen at UNC and played three years together there before being drafted side-by-side by Seattle in '09, Ackley in the first round and Seager in the third.

"It's definitely fun to see him back here again and it'll be fun to play with him again," Ackley said.

"In college he was a guy who hit doubles," Ackley said. "He hit gaps, line drives. He hit some homers, too, but he's one of those guys who will hit solid line drives all over the place and won't swing at a lot of bad pitches. He works counts and is really good at that."

Seager is the eighth rookie to make his MLB debut this season for the Mariners, joining Ackley, Blake Beavan, Michael Pineda, Carlos Peguero, Mike Wilson, Josh Lueke and Tom Wilhelmson.

Greg Johns is a reporter for MLB.com. Follow him on Twitter @GregJohnsMLB as well as his Mariners Musings blog. This story was not subject to the approval of Major League Baseball or its clubs.