



Dave Howard
FOX Promo Spots
6/3/2013

Why Baseball is Better (2:00)
Sizzle Reel: MLB on FOX

Audio	Video
<p>Announcer: Remember watching sports before FOX?</p> <p>(SOT: Vin Scully: Gibson hits a little drubber down the first base line.)</p>	<p>1988 World Series: Kurt Gibson is at bat against Dennis Eckersley. There are no graphics in the frame, in fact if you just tuned you would have no idea where you were in the game. It's a few pitches in to the at bat, Gibson hits a weak foul ball down the first base line and attempts to hobble to first.</p>
<p>Announcer: Then we changed everything</p>	<p>Kirk Gibson calls time and steps out of the box on a 3-2 count. Freeze Frame,</p>
<p>Announcer: FOX is the dominant broadcast team for Major League Baseball,</p>	<p>FOX baseball Logo</p>
<p>Announcer: (continued): ruling the ratings in the Major League Game of the week...</p>	<p>Clips from MLB Saturday Baseball.</p>
<p>Announcer: All the way through the Post Season.</p>	<p>Clips: From 2012 ALCS</p>
<p>Announcer: In 2013, FOX continues our tradition of excellence, with a farewell tour for Hall of Fame broadcaster Tim McCarver, who is retiring after 55 years in baseball.</p> <p>(SOT: Tim McCarver calling games)</p>	<p>Clips: Best Tim McCarver Calls and videos.</p>
<p>Announcer: Summer ignites with a trip to Citi Field in the Big Apple for the All-Star Game.</p>	<p>Clips: Citi Field Stadium, clips from last year's All-Star Game</p>
<p>Announcer: Later, the leaves will fall but the intensity rises in October as FOX continues its tradition of hosting the American League</p>	<p>Logo: ALCS and clips from last year series.</p>

Championship Series.	
Announcer: All culminating in the World Series, the Fall Classic, for the thirteenth consecutive year on FOX.	Memorable World Series defining moments labeled by year number since 2000, each about 2 seconds long.
Announcer: And in 2014, a new chapter begins as FS1 launches baseball in to the upper deck.	Logo FS1 as a hitter launches one in to the upper decks.
Announcer: FOX continues the commitment of incorporating revolutionary new technology that our competitors can't keep up with including adding runs, the count and the Fantom cam. Can you imagine baseball without FOX? (SOT: Vin Scully: It's a high fly ball to deep in to right field.) No, you can't.	The Kirk Gibson freeze frame unfreezes and he gets back in to the box. One by one, all of the new technology FOX has introduced over the years is super imposed on the screen until the 1988 World Series looks like it would today on FOX. Gibson swings and hits legendary home run.
Announcer: FOX. Why Baseball is Better.	Title Card: FOX. Why Baseball is better.

The Super Bowl of Racing (:30)

Sizzle Reel: Daytona 500

Audio	Video
Announcer: Imagine the Super Bowl (SOT: Field level at the Super Bowl. Football players growling at each other, amping up. Joe Flacco: Blue 24, Blue 24))	Close up of football players on the line. Joe Flacco is counting off the cadence.
(SOT: Softly. "Start your engines!" and other sounds of the Daytona 500. Engines rumbling in the background grow louder)	Close up of Flacco but his hands over his helmet, trying to hear better. A 49ers defensive lineman looks across to the Ravens offensive lineman as if to say "What the hell?"
(SOT: Racetrack noises crescendo)	Engines rev. Heat distorts the lens. A starting light goes from red to green.
Announcer: At 200 miles per hour (SOT: LOUD NASCAR ENGINES ROAR)	Both teams look up, they are in the center field of the Daytona 500, surrounded by race cars burning up the track.
Announcer: Kick off the Sprint Cup Season with the biggest event of the year (SOT: engines continue, tires squeal and fans roaring)	Glamour shots of NASCAR racing around the track.
Announcer: On NASCAR's most iconic track.	Clips of last year's most memorable moments of the Daytona 500.
Announcer: With the best technology to put you in the driver's seat.	Clips of different onscreen technologies FOX uses to rev up the viewing experience
Announcer: The Dayton 500. Get FOXed up.	Aerial view of the Daytona 500 with FOX Logo
Joe Flacco: I guess there was a scheduling	Joe Flacco and Colin Kaepernick, in full gear,

conflict. Colin Kaepernick: I'm good.	sit on their helmets drinking a bottle of FOX branded water at the edge of the field. Cars zoom by. They clink their water bottles.
--	---

The Sandlot is Open (:30)

Sizzle Reel: Giants vs. Dodgers, Yankees vs. Red Sox Week One

Note: Derek Jeter and Alex Rodriguez were not playing in this series, so were not included in this script.

Audio	Video
Announcer: For over a hundred years the best have collided	Stock footage of Mickey Mantle, Ted Williams Jackie Robinson and Willie Mays
Announcer: In baseball's greatest rivalries	Fast Jersey Slideshow: Cano, Ortiz, Sabathia, Youkalis, Napoli, Kemp, Posey, Ethier, Sandoval
Announcer: Where pitchers can hit	A Clayton Kershaw strike out, then cuts to him hitting a double.
Announcer: Veterans school	Mariano Riviera striking out Ortiz
Announcer: Big men wield big bats	Pablo Sandoval hits a homer against the Dodgers, David Ortiz puts one over the fence.
Announcer: And Comebacks. Do. Happen.	Schilling's sock, Barry Zito and Tim Lincecum hurling
Announcer: The sandlot it open.	Kemp makes an amazing catch. Napoli throws out a runner.
Announcer: Who wants to play?	Flash montage of great recent moments in the rivalry
Announcer: Robinson Cano and the Yankees take on David Ortiz and the Red Sox,	Clips from Cano and Ortiz
Announcer: Then Pablo Sandoval and the World Series Champion San Francisco Giants travel to Los Angeles to face off against Matt Kemp and Dodgers.	Clips of a Kemp homer and another of Sandoval going yard.
Announcer: All in one day. Only on FOX.	Title Card: Logo with game and time info.