



FOX SPORTS – NFLPA Experience Overview

Organization Overview

FOX Sports is the umbrella entity representing FOX Corporation's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, the business has ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing relationships. FOX Sports includes the sports television arm of the FOX Network; FS1, FS2, FOX Soccer Plus and FOX Deportes. FOX Sports' digital properties include FOXSports.com and the FOX Sports App, which provides live streaming video of FOX Sports content, instant scores, stats and alerts to iOS and Android devices. Also included in FOX Sports' portfolio are FOX's interests in joint-venture business Big Ten Network, a licensing and commercial relationship with The Stars Group that created the FOX Bet sports betting platform and the FOX Bet Super 6 free-to-play game, and a licensing agreement that established the FOX Sports Radio Network.

Experience Description

The experience will be a 5-day program, rotating through many of the various departments within FOX Sports. It will take place from Wednesday to Sunday on our LA-based Studio Lot. Program attendees will receive an opportunity to see what it is like to work in sports; experiencing how our different departments work together to promote and broadcast sporting events all year long.

Schedule Overview

Each day the individuals will shadow a few specific departments, observing the day-to-day operations and learn the intricacies of the group. This includes how they contribute to the development, production, marketing and broadcasting of FOX Sports content. They will all rotate through the same departments, allowing each individual to have spent the same amount of time in each of the participating departments.

Rotational Departments

- The **Content** group includes Original Studio Programming and FOX Sports Digital. Original Studio Programming is responsible for producing and overseeing all live event programming across FS1 and FS2. This includes all day-to-day production of current FS1 studio shows (***Breakfast Ball, The Facility, The Herd with Colin Cowherd, First Things First and Speak***) as well as the development of new studio programming for the channel. Additionally, Content & Original Programming is responsible for all current original programming as well as the development, acquisition, and execution of short and long form documentary content. FOX Sports Digital is the digital arm of FOX Sports that includes, foxsports.com and the FOX Sports App, which provides live streaming



video, instant scores, stats, and alerts for FOX Sports content. The Digital team also produces video podcasts such as *The Joel Klatt Show*, *All Facts No Breaks with Keyshawn Johnson*, *The No. 1 College Football Show with RJ Young*, *Bear Bets: A FOX Sports Gambling Show*, and *The NFL on Fox Podcast*.

- The **Brand Marketing** group develops and executes multi-platform marketing campaigns to drive brand awareness and tune-in to FOX Sports brands, sports properties and shows. This includes programming launches and sustaining efforts, promotional partnerships, experiential marketing, and special events.
- The **Remote Production** group oversees the production of all our games and broadcasts that take place outside of our Studio in LA, while working on-site or at our LA offices. This includes College Football, NFL, NASCAR, College Basketball, UFL, and Soccer events. This involves both employees and announcers that work on each of these broadcasts remotely throughout the country.
- The **FOX Deportes** group is the first and longest-running Spanish-language network in the United States. They continue to lead the way with the top sports properties including Liga MX, NFL, MLB, and more. Along with producing their own daily shows (*Total Sports 360*, *Punto Final*), FOX Deportes continues to set Spanish-language viewership records with their coverage of the World Series and NFC Championship.

Desired Skills

- Strong people skill
- An interest in production, content development or marketing
- An ability to work in a challenging environment
- A team player who is willing to share innovative ideas and offer suggestions
- A hard worker that loves sports!

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