

## **NFL EXTRA**

### **Week 9**

<b>Segment</b>	<b>TRT</b>
Rex Ryan	1:36
My Favorite Player	5:58
In Game Promos	6:41

#### **1:15:58:03 - REX RYAN**

THEY CAN'T SCORE, WE CAN'T LOSE REX. GOOD LUCK TODAY. THANK YOU. WE NEED A FIRST DOWN HERE BOYS. RUN IT RIGHT OWN THE FIELD. MARCH IT RIGHT DOWN THE FIELD. HE'S THERE. GO STEVEN . GO STEVEN. GO STEVEN. THAT A WAY. THERE HE GOES. THAT A WAY. CURLY. NICE JOB KID. THAT A BABY. NICE JOB. NICE JOB. YEA! HOLDING! DOESN'T MATTER. WHAT A CATCH!! WHAT A CATCH!! YEA BABY! GET IN THERE KID. BAMB! THAT A WAY. TOUCHDOWN. BOOM! HELL YEA BABY. TELL THEM NO PENALTIES. CAN WE GET OFF THE FIELD DO YOU THINK? SUB. STAY THE F...ONside! O.K. I GOTTA CALM DOWN. I GOT YOU. LET US THROW. LET U GO THE GAME OUT ALRIGHT. LET'S GO. LET'S GO BABY. GET A PICK HERE. FOR THE LOVE OF GOD GET A PICK. WE GOTTA EAT IT UP. WE JUST GOTTA BALL. WE GOTTA LINE UP AND BALL. THAT'S ALL. WAY TO GO. HERE WE GO. YES! YES! YES! THAT A BABE! THAT A BABE!

RADIO - THROWS A BOMB DOWN THE RIGHT SIDELINE FOR SANTONIO HOLMES. MAKES THE CATCH! STAYS ON HIS FEET! TOUCHDOWN!

STAND OVER. THAT'S IT.

#### **1:17:41:21 - MY FAVORITE PLAYER**

JUST 10. ALL I KNOW IS I LIKE THAT JERSEY SHE'S GOT ON.

MANY FANS WEAR THE JERSEY OF THEIR FAVORITE STARS. BUT THE MEN WHO ACTUALLY WEAR THE UNIFORM HAVE FAVORITE PLAYERS TOO.

YOU KNOW IT'S ONE OF THOSE THINGS. EVERYBODY HAS A PLAYER THAT THEY JUST LOVED WHEN THEY WERE GROWING UP.

THE JERSEY WE PICK IS OFTEN THE ONE WORN BY THE HOMETOWN TEAM. OUR FAVORITES ARE USUALLY LOCAL HEROES.

I DREAMT ABOUT BEING THE QB OF THE S.F. 49ERS. I USED TO DRAW LITTLE PLAYS ON NOTECARDS AND DREAM I WAS JOE MONTANA THROWING PASSES IN THE BACKYARD WITH DAD.

I GREW UP IN VIRGINIA BEACH AND WE LIVED IN AN AREA CALLED PRINCESS ANN PLAZA. AND IN MY FIRST COMPETITIVE YEARS OF FOOTBALL WE WERE

THE PLAZA PACKERS. WE USED TO EMULATE JIM TAYLOR, BART STARR. I THINK EVEN AT TIMES I USED TO BE HERB ADDERLEY IN THE BACKYARD.

I KNOW THIS. I WORE A CHRIS HAMBURGER JERSEY. I'M LIVING IN N.J., RIGHT. I WORE A CHRIS HAMBURGER JERSEY EVERYDAY THE ENTIRE 5TH GRADE. EVERYDAY FOR 1 YR. I HAD 2 OF THEM THOUGH IF THAT MAKES IT BETTER.

PICKING 1 FAVORITE IS EASY FOR SOME BUT NOT FOR OTHERS.

JOHNNY UNITAS AND GALE SAYERS. THOSE WERE MY FAVORITE PLAYERS. WHEN I WAS IN ELEMENTARY SCHOOL THOSE WERE THE PEOPLE I WAS EMULATING. WHEN I PLAYED QB I WAS JOHNNY UNITAS. WHEN I WAS CARRYING THE FOOTBALL I WAS GALE SAYERS. I REMEMBER SO MANY DAYS, "I'M GALE SAYERS. YOU GUYS CAN'T TACKLE ME."

JOE MONTANA WAS THE FIRST PERSON THAT MADE ME BELIEVE IN MIRACLES IN FOOTBALL JUST DOING THINGS THAT WEREN'T POSSIBLE, AND LOOKED GOOD DOING IT. SO JOE MONTANA WAS MY HERO GROWING UP ON THAT SIDE OF THE BALL. THE OTHER SIDE, HOWIE LONG, NO DOUBT. WHEN YOU HAVE TO HAVE TEAMS AND OFF. LINES DEVELOP WAYS TO HOLD YOU, NOT BLOCK YOU. TO HOLD YOU BECAUSE YOU'RE THAT DOMINANT...YOU'RE MY HERO. THAT'S WHY I WORE 75.

IT WAS RONNIE LOTT AND STEVE ATWATER. I MEANING RONNIE LOTT GOT HIS PINKY STUCK IN SOMEBODY'S HELMET. TOLD THEM TRAINERS, "HEY MAN, GET THE REST OF THIS PINKY OFF. WRAP ME UP SO I CAN GET BACK IN THE GAME. WHO DOES THAT? RONNIE LOTT. STEVE ATWATER, CHRISTIAN OKOYE. ONE-ON-ONE IN THE HUDDLE, STEVE ATWATER, CHRISTIAN OKOYE. STEVE ATWATER WON THAT BATTLE AND YOU HEARD THAT HIT THROUGH THE TV. WAS AWESOME.

FOR THOSE WHO DO SETTLE ON ONE FAVORITE, THERE'S ONE REASON. HE'S THE ONE WE ADMIRE THE MOST. THE ONE WE WISH WE COULD BE.

MY FAVORITE PLAYER GROWING UP WAS OZZIE NEWSOME. I PLAYED T.E. SO I TRIED TO DO EVERYTHING THAT OZZIE COULD. HE WOULD MAKE SOME UNBELIEVABLE CATCHES, ONE-HANDED CATCHES. I REMEMBER GROWING UP AND WHEN WE PLAYED FOOTBALL, ALWAYS TRIED TO MAKE THOSE DIVING ONE-HANDED CATCHES THAT OZZIE COULD MAKE.

BRIAN SIPE WAS MY FAVORITE PLAYER. HE WAS THE LEADER OF THE CARDIAC KIDS AND HE WAS SOMETHING ELSE. JUST A RARE GUY. HE WAS TOUGH. HE WAS A GREAT LEADER. HE PLAYED GREAT IN THE CLUTCH ,AND A HARD GUY NOT TO LIKE.

WALTER PAYTON. LOVED WATCHING WALTER RUN. ONE POINT I LOVED WATCHING HIS HEART, HIS WILL. HE WOULD NOT BE DENIED. JUST HIS CHARACTER AS A MAN. I LOVED WATCHING HIM RUN.

YOU KNOW THE FIRST THING THAT COMES TO MY MIND WAS CHUCK FOREMAN.

YOU KNOW ALL GUYS THAT HAD THE SHAKE. ALL THE GUYS THAT LIKED TO DANCE IN THE END ZONE WHEN THEY SCORED. MERTON HANKS. HE WAS OUT THERE HAVING FUN OUT THERE ACTING A FOOL. SO MY LITTLE SHIMMY AND SHAKE IS KIND OF TRYING TO EMULATE HIM.

BARRY SANDERS WAS MY GUY. HE WAS SHORT LIKE ME. I WAS ALWAYS THE SHORTEST GUY ON MY TEAM . JUST SEE HIM MAKE SPECTACULAR PLAYS. I WAS LIKE, MAN, ONE DAY I WANT TO DO THAT.

WOW. DREW PEARSON. HE MADE THE TDS., THE SPLASH PLAYS, THE SWAGGER. OF COURSE I DIDN'T KNOW WHAT SWAGGER WAS AT THAT TIME. I THOUGHT HE WAS COOL. I THOUGHT HE WAS A COOL GUY ON AMERICA'S TEAM.

DEION SANDERS. HE WAS FLASHY AND THAT ATTRACT KIDS. HE'S PRIMETIME. LIGHTS COME ON, YOU KNOW IT'S THE DEION SHOW BASICALLY.

PROBABLY TIM RUDDY. HE'S A CENTER WHO PLAYED FOR THE DOLPHINS. PLAYED WITH MARINO. WE'RE BOTH BIG GUYS WITH PHENOMENAL HANDSOME BEARDS. SO I THINK MAYBE THAT'S WHAT IT WAS THAT JUST KIND OF DREW ME TO HIM.

FOR THE RARE FEW, THEY ACTUALLY GET TO MEET THEIR FAVORITE. THE STAR THEY LOOKED UP TO AS A KID.

OH WARREN MOON. THAT'S SO EASY. THAT'S SO EASY. HE WAS JUST MAGICAL FOR ME. AS A KID GROWING UP IN HOUSTON TEXAS, TO SEE WARREN MOON PLAYING QB FOR MY OILERS WAS AWESOME. I WAS PLAYING AGHAST WARREN MOON FOR THE FIRST TIME AS A ROOKIE, AND I HIT WARREN MOON AND KNOCKED HM DOWN TO THE GROUND. AND I LOOKED AT HIM. I SAID, "I'M SORRY MR. MOON. IM' SORRY." AND HE LOOKED AT ME. HE SAID, "OH IT'S O.K. ALFRED. IT' O.K." I SAID, "OH MY GOD HE KNOWS MY NAME!!"

INEVITABLY THOUGH, MOST YOUNG MEN SET THEIR SIGHTS ON A NEW INTEREST. THEY FIND THEMSELVES BLINDED BY A DIFFERENT STAR.

POSTERS ON THE WALL? DID YOU HAVE THEIR JERSEYS?

I HAD FARRAH FAWCETT ON MY WALL. YEA ,I WOULD'VE LIKED TO HAVE MET HER IN PERSON BUT THAT DIDN'T WORK OUT.

1:23:54;20 - IN GAME PROMOS

THERE'S A SCIENCE TO BROADCASTING FOOTBALL. SIGNALS SENT OVER THE AIR OR THROUGH A CABLE BECOME THE SOUNDS AND PICTURES YOU ENJOY.

THERE'S AN ALCHEMY TO IT TOO. WORDS ON A PAGE BECOME MONEY IN THE BANK.

WE CALL THEM DROP-INS.

WE CALL THEM PROMOS.

WE HAVE TO DO A LOT OF WHAT WE CALL ENHANCEMENTS.

A DROP-IN IS A SHORT COMMERCIAL THAT WE WORK INTO THE BROADCAST BETWEEN PLAYS. CHIP KELLY DOESN'T TRUST THE REF'S CALL BUT YOU CAN TRUST HUTCH WITH ALL YOUR HEATING AND PLUMBING NEEDS. JOE MCPEAK IS OUR PRODUCER. HE PICKS AN OPPORTUNE MOMENT, AND WHEN HE GIVES ME A CARD I KNOW THE SECOND THAT PLAY ENDS THAT I AM TO WORK IN THAT DROP-IN.

TODAY'S GAME BROUGHT TO YOU BY XFINITY ONLY FROM COMCAST. BACK TO THE GAME BROUGHT TO YOU BY PENN. LOTTERY. AT GEICO YOU HAVE A CHOICE OF WAYS YOU CAN SAVE ON CAR INSURANCE.

THROUGHOUT THE COURSE OF A SEASON YOU'LL DO THEM SO MANY TIMES, I'VE WOKEN UP OUT OF DREAMS AND I'VE ACTUALLY BEEN THINKING ABOUT THE GEICO SCORING DRIVE.

WITHOUT ADVERTISERS WE CAN'T AFFORD TO PRODUCE THE GAME.

LOOK, YOU GOTTA MAKE YOUR MONEY SOMEHOW. EVERY BROADCASTER KNOWS, YOU JUST PAY THE BILLS.

SO THAT'LL DO IT FROM THE \_\_\_ L.R. BROUGHT TO YOU BY JEFFY'S PIZZA AND PAPA JOHNS, AND WE'LL BE BACK WITH MORE ON THE UNDER ARMOR POST GAME SHOW RIGHT AFTER THIS BROUGHT TO YOU BY GEICO.

SPONSORS HAVE ALWAYS HAD THEIR OWN NICHE IN THE BROADCAST.

TODAY'S STARTING LINEUP BROUGHT TO YOU BY THE UNITED ASSOC. OF COMMERCE.

THE COIN TOSS HAS BEEN BROUGHT TO YOU BY HARDY'S, HOME OF THE BIG BURGER.

WE HAD A SACK BROUGHT TO YOU BY WAFFLE HOUSE CALLED "STACKED, SMOTHERED AND COVERED."

THERE WILL BE A CHALLENGE ON THE RULING ON THE FIELD. JUST LIKE COACH WANTS TO MAKE A GOOD DECISION, MILLER WANTS TO MAKE A GOOD BEER DECISION.

THE SAINTS MOVE INTO THE SLAP YA MAMA CAJUN SEASONING RED ZONE.

THIS AFTERNOON'S HOME DEPOT TOOL FOR SUCCESS. IT'S THE HOLE SAW. THE FALCONS ARE GONNA HAVE TO CREATE BIGGER HOLES FOR JASON SNELLING.

BOB'S CARPET MART CONGRATULATES THE BUCS ON ANOTHER TD.

STEELERS HAVE JUST SCORED FROM THE HEINZ RED ZONE. YOU TOO CAN SCORE WITH THICK AND RICH HEINZ KETCHUP.

AND THAT IS OUR SONIC DRIVE OF THE GAME, LEN DAWSON. THE CHIEFS HAVE ANSWERED. THAT'S A GREAT CALL.

RADIO DROP-INS TELL US ABOUT STUFF WE CAN BUY OR EAT. BUT AS A NATION WE'RE HUNGRY FOR SPORTS AND TELEVISION WAS NEVER AFRAID TO SAY, "HEY, YOU LIKE THIS SPORT. MAYBE YOU'LL LIKE THESE OTHERS.

THE ITALIAN GRAND PRIX. THE HIGHLIGHTS WILL BE TELEVISED AND WE'LL HAVE A PREVIEW OF THE U.S. ROLLER-SKATING CHAMP. THAT WAS HELD ON AUG. THE 11TH.

IT WAS VERY DIFFICULT FOR THE ANNOUNCERS TO MAKE EXCITING THE FIRESTONE PBA CLASSIC AFTER FOOTBALL. AFTER YOU'VE SEEN PERHAPS THE MOST EXCITING SPORT THAT AMERICA HAS TO OFFER, WHICH IS PROF. FOOTBALL, TO THEN GO TO LIKE CLIFF DIVING IN ACAPULCO.

AS PLAYERS AND COACHES MOVE TO THE BOOTH THEY PLUG THEIR NETWORK'S OUT OF THIS WORLD SHOWS.

THE X-FILES! WE HAVE TO GET YOU A ROLE ON THE X-FILES. HEY, I CAN PLAY SOME OF THOSE PARTS.

MR. T. HE'S ON THE A-TEAM. HE LOOKS LIKE HE'S READY TO GO AFTER SOMEBODY. I'D LIKE TO MATCH HIM UP AGAINST YOU. LOOKS LIKE HE MIGHT FIT IN WITH THE HOG DOWN THERE.

PERHAPS NO ONE DID BETTER THAN THE LATE PAT SUMMERALL. HIS READS RESONATED ALMOST AS MUCH AS THE FOOTBALL HISTORY UNFOLDING ON THE FIELD.

IF YOU GO BACK AND WATCH AND WATCH S.B. 14, THE CULMINATION OF THE GREAT PITTS. STEELERS DYNASTY, CHUCK NOLL'S GREAT TEAMS. THEY'RE ABOUT TO PUT THE FINISHING TOUCHES ON THE RAMS AND ON THEIR 4TH S.B. RING. AND RIGHT IN THE MIDDLE OF IT PAT SUMMERALL GOES, "DON'T FORGET TONIGHT ON CBS, 60 MINUTES." EXCEPT ON THE WEST COAST. YOU COULD HEAR THAT VOICE AS THE GAME WAS WINDING DOWN.

MIKE WALLACE SITS DOWN WITH THE KING OF FRANCE.

TONIGHT ON CBS, 60 MINUTES REPORTS A STORY ABOUT SOME GREEN BERETS SELLING GUNS TO THE JAPANESE MAFIA. SHE ASKED GOD TO SEND HER TO THE MOST RETCHED PLACE ON EARTH, AND HE DID IT. WOULD YOU BELIEVE OUR GOVERNMENT HAD A HAND IN GIVING AWAY JOBS THAT USED TO BE FILLED BY AMERICAN WORKERS? DO YOU THINK WE'RE KIDDING? WELL WE'RE NOT.

IN 1984 SUMMERALL HELPED INTRODUCE AMERICA TO JESSICA FLETCHER AND MADE PROMO MAGIC OUT OF MURDER.

THE GREATEST INSIDE JOKE AT CBS WAS PAT SUMMERALL READING THE SUNDAY NIGHT LINEUP HIGHLIGHTED BY MURDER...SHE WROTE.

FOLLOWED BY MURDER..SHE WROTE.

IT WAS MURDER, COMA, SHE WROTE. SO PAT READ IT MURDER, COMA, SHE WROTE.

AND IT'S THE SEASON PREMIER OF MURDER...SHE WROTE.

AS TIME AND YEARS WENT BY, THE COMA STARTED TO BECOME LONGER AND LONGER. SO IT WOULD BE MURDER...AND HE'D DO THIS WITH HIS AND. MURDER...SHE WROTE.

MURDER....SHE WROTE.

MURDER...SHE WROTE.

MURDER..SHE WROTE.

WE WOULD HAVE BETS ON HOW LONG IT'S GONNA BE BETWEEN MURDER AND SHE.

THE GREATEST PAT SUMMERALL MURDER SHE WROTE WAS THE NFC CHAMP. GAME BETWEEN THE GIANTS AND REDSKINS.

THEN IT'S MURDER..SHE WROTE.

BECAUSE MURDER SHE WROTE WAS FOLLOWED BY THE CBS SUNDAY NIGHT MOVIE, "GONE WITH THE WIND."

GONE WITH THE WIND STARRING CLARK GABLE AND VIVIEN LEE ALL COMING UP.

I LAUGHED SO HARD. I HAD TO TAKE MY HEADSET OFF AND GO OUT IN THE HALLWAY.

IT WAS THE GREATEST PREGNANT PAUSE IN TV HISTORY.

NOT EVERY MOVIE OF THE WEEK HAD THE LASTING POWER OF RHETT BUTLER AND SCARLET O'HARA.

THEN IT'S THE CBS SUNDAY NIGHT MOVIE, "CASUALTIES OF LOVE". THE LONG ISLAND LOLITA STORY. LEONA HELMSLEY, THE QUEEN OF MEAN. ALONE IN THE NEON JUNGLE, A PSYCHOLOGICAL THRILLER STARRING MARGOT KIDDER, GARY BOSTWICK. WHERE THE HELL'S THAT GOLD STARRING WILLIE ELSON AND JACK ELAND.

THAT'S THE CASE WITH MOST DROP-INS, ENHANCEMENTS AND PROMOS. THEY END UP GONE WITH THE WIND.

THESE MOMENTS ON THE FIELD ARE WHAT ENDURE. THE DROP-INS ARE AN IMPORTANT PART OF ETH BUSINESS BUT THE MIRACLE OF THE MEADOWLANDS OR THE FOG BOWL. THESE PLAYS STAND OUT FOREVER AND EVER AND EVER.

FOOTBALL WILL MAKE MORE MEMORIES.

TOUCHDOWN RAVENS!

AND SPONSORS WILL BRING THEM TO US . AFTER ALL, TOMORROW IS ANOTHER SUNDAY.

TOUCHDOWN!!! DESEAN JACKSON!!

(END)