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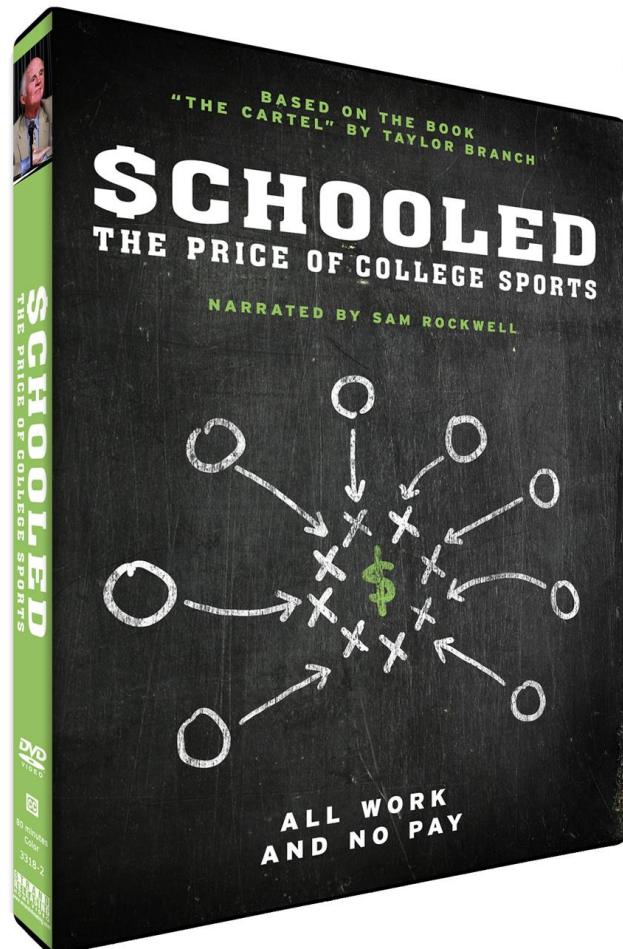
# ***SCHOOLED: THE PRICE OF COLLEGE SPORTS***

A Documentary

Narrated by **Sam Rockwell**

Executive Produced by **Bobby Valentine**

***A Hot Topic That Everyone Is Talking About!***



**Synopsis:**

*Schooled: The Price of College Sports* is a comprehensive look at the business, history and culture of big-time college football and basketball in America. It is an adaptation of "The Cartel" by Pulitzer Prize Winning civil rights scholar Taylor Branch, and his Atlantic Monthly article, "The Shame of College Sports." *Schooled* presents a hard-hitting examination of the NCAA's treatment of its athletes and amateurism in collegiate athletics; weaving interviews, archival and verité footage to tell a story of how college sports became a billion dollar industry built on the backs of athletes who are deprived of numerous rights.

Includes interviews with current and former college athletes, coaches, academic advisors, NCAA compliance officers, historians, sports journalists and university administrators, such as: Houston Texans' running back **Arian Foster**, Emmy-winning Sportscaster **Bob Costas**, ESPN analyst **Jay Bilas**, **Joe Nocera** of The New York Times, Sports Illustrated's **Frank Deford**, and **Michael Rosenberg**.

The documentary, a Makuhari Media Production in Association with The Slater Group, is directed by Ross Finkel, Jon Paley and Trevor Martin (directors of *Ballplayer: Pelotero*); executive produced by Bobby Valentine; produced by Andrew J. Muscato (director of *Branca's Pitch*), Taylor Branch, and former college and NFL player Domonique Foxworth.

*Branca's Pitch* & *Ballplayer: Pelotero* are both distributed by Strand Releasing.

**DVD Street date: November 19<sup>th</sup>, 2013**

**Pre-book date: October 22<sup>nd</sup>, 2013**

**Country of Origin:** U.S.A.

**Language:** English

**Format:** DVD

**Stats:** Color / Widescreen

**Sound Format:** 5.1 Surround Sound

**Running Time:** 81 Minutes

**Genre:** Sports Documentary

**Product #:** 3318-2

**UPC:** 7 12267 33182 6

**Suggested Retail Price:** \$19.99

*Closed Captioned*

Not Rated

**If you'd like more information about this film please call Frank Jaffe at 310.836.7500 or email [frank@strandreleasing.com](mailto:frank@strandreleasing.com).**

## FROM THE FILMMAKERS

*"As an athlete, coach and now athletic director, I am fully aware of the demands placed on college athletes. Taylor Branch shed light on the sensitive subject of athletes' rights, and I'm proud to have aided in creating this stellar documentary that became a medium for many to openly voice their concerns. Considering all the wonderful things that sports bring to a university, it's imperative for schools and their administrators to ensure that these young women and men are treated fairly and given the education that's promised to them."*

*– Bobby Valentine, Executive Producer*

*"The spectacle of college sports is something we passionately cherish and celebrate in this country. However that fervor has overwhelmingly masked certain issues that we conveniently have chosen to ignore. I hope that this film can spark a conversation that is long overdue."*

*– Andrew Muscato, Producer*

## FROM THE PRODUCER

The project began when I first contacted Taylor Branch after reading his article "The Shame of College Sports" in the October 2011 issue of The Atlantic.

As a life-long college basketball fan I found Taylor's argument that NCAA athletes are deprived of their basic civil rights in the name of preserving amateurism to be more cogent than the typical shock job bombast about athletes getting paid. If I was going to produce a documentary about the NCAA, I knew Taylor's involvement would be crucial to the film's success.

The biggest challenge came when looking for current student-athletes to follow. We spoke to many athletes who off-the-record agreed with what we were doing but felt appearing on-camera wasn't worth the risk. Although we were simply asking for them to tell us about their experiences as a student-athlete, everyone's main concern was creating a rift with their former coaches and universities. It was pretty nerve-wracking for a while because we had dozens of journalists, historians, and coaches talking about athletes but we didn't have many athletes speaking for themselves.

Another hurdle was finding a university that was willing to let the film crew on-campus for a typical game day. The directors contacted close to 100 universities engaged in big time college football. We didn't misrepresent the purpose of the film to these schools, we simply told them that we wanted to capture the atmosphere of college football for a documentary we were producing about college sports. After months of rejection, we finally got the break we were looking for. Florida State University contacted us in August 2012 and said our crew was welcome to film any home game that season.

With the help of Domonique Foxworth, the President of the NFL Players Association, all-pro NFL running-back Arian Foster gladly agreed to an interview. We couldn't have asked for a better interview subject than Arian. All the things I had heard off-the-record from former athletes, he was telling us on-camera. He has the perfect mix of star-power and courage to tell it like it is and not be fearful of any potential repercussions.

*– Andrew Muscato, Producer*

## **INTERVIEW LIST IN ORDER OF APPEARANCE**

Domonique Foxworth – President, NFL Players Association / Univ. of Maryland '01-'03  
Arian Foster – Running Back, Houston Texans / Univ. of Tennessee '04-'09  
Wallace Renfro – Retired Vice President, NCAA  
Frank Deford – Sports Illustrated  
Johnathan Franklin – Running Back, UCLA  
Jeff Locke – Kicker, UCLA  
Taylor Branch – Historian / Author  
Bob Costas – Broadcaster  
Michael Rosenberg – Sports Illustrated  
David Ridpath – Professor, Ohio University  
Joe Nocera – New York Times  
Jay Bilas – College Basketball Analyst  
Harvey Perlman – Chancellor, Univ. of Nebraska - Lincoln  
Kevin Anderson – Athletic Director, Univ. of Maryland  
Denise Waldrep – Mother of Kent Waldrep  
Kent Waldrep – Running Back, TCU '72-'74  
Keith Dunnavant – Sports Historian  
Dave Zirin – The Nation  
Sonny Vaccaro – Former Sports Marketing Executive  
Gerald Gurney – Ph.D., Professor, Oklahoma University  
Mary Willingham – Learning Specialist, UNC-Chapel Hill  
Dan Kane – Raleigh News and Observer  
Devon Ramsay – Fullback, UNC  
John Shoop – Former Asst. Football Coach, UNC  
Bob Orr – Retired Justice, NC Supreme Court  
Roger Noll – Economist, Stanford University  
Andy Schwarz – Sports Economist  
Richard Southall – College Sports Research Institute  
Michael Hausfeld – Antitrust Lawyer  
Ed O'Bannon – Forward, UCLA '91-95

## INTERVIEWEE BIOGRAPHIES

**Jay Bilas** – college basketball analyst, ESPN

Jay Bilas is a college basketball analyst for ESPN, a former NCAA Tournament Announcer with CBS Sports, and a practicing lawyer. As a student at Duke University Bilas was a four year starter on the men's basketball team from 1982-1986. In 1986 as a member of the Duke Blue Devils he won the NCAA National Basketball Championship.

**Frank Deford** – Sports Illustrated writer

In addition to his 50-year tenure at Sports Illustrated where he now holds the title of Senior Contributing Writer, Frank Deford appears weekly on National Public Radio and as Senior Correspondent for Real Sports with Bryant Gumbel. He has written 18 books, nine of them novels. A member of the National Association of Sportscasters and Sportswriters Hall of Fame, Deford was six times voted Sportswriter of the Year by the members of that organization, and was twice voted Magazine Writer of the Year by the Washington Journalism Review.

**Arian Foster** – three-time All-Pro NFL running back, Houston Texans

Arian Foster is a three-time All-Pro NFL running back for the Houston Texans. In 2010 he led the league in rushing yards. He signed with the Texans in 2009 as an undrafted free agent after playing for the University of Tennessee. Foster holds the Texans franchise records for rushing yards and rushing touchdowns.

**Jonathan Franklin** – NFL running back, Green Bay Packers

Jonathan Franklin is a rookie running back for the NFL's Green Bay Packers. He was drafted by the Packers in the 4th round of the 2013 NFL Draft after graduating from UCLA. As a running back for the UCLA Bruins Jonathan set the school record for most career rushing yards. After his senior season at UCLA Jonathan was named First Team All-American and First Team All-Pac 12.

**Jeff Locke** – NFL punter, Minnesota Vikings

Jeff Locke is currently the starting punter for the NFL's Minnesota Vikings. A former Kicker for the UCLA Bruins Locke was nationally regarded as one of the best at his position since his freshman year.

**Joe Nocera** – business writer, New York Times

Joe Nocera is a business journalist and author. He is a business columnist and an opinion columnist for The New York Times. An extension of his twice-weekly column, Nocera keeps a New York Times blog on business, finance, the world of college sports and more. He is also a business commentator for NPR's Weekend Edition.

**Roger Noll** – professor of economics emeritus, Stanford University

Roger Noll is professor of economics emeritus at Stanford University and a Senior Fellow at the Stanford Institute for Economic Policy Research, where he directs the Program in Regulatory Policy. Noll also is a Senior Fellow and member of the Advisory Board at the American Antitrust Institute, and a member of the Advisory Board of the AEI-Brookings Joint Center on Regulation. Noll is the author or co-author of twelve books and over three hundred articles and reviews. Noll's primary research interests include technology policy; antitrust, regulation and privatization policies in both advanced and developing economies; the economic approach to public law (administrative law, the judiciary, and statutory interpretation); and the economics of sports and entertainment.

**Ed O'Bannon** – former star UCLA power forward

Ed O'Bannon is a retired professional basketball player, known for his years as a power forward on the UCLA men's basketball team. He was a member of the Bruins 1995 NCAA championship team, and was named the NCAA Tournament Most Outstanding Player. He was the ninth pick in the 1995 NBA Draft, selected by the New Jersey Nets. After two seasons in the NBA, he continued his professional career for another eight years, mainly playing in Europe. O'Bannon is the lead plaintiff in O'Bannon v. NCAA, an antitrust class action lawsuit against the National Collegiate Athletic Association.

**Harvey Perlman** – Chancellor, University of Nebraska-Lincoln

Harvey Perlman is named the Chancellor of the University of Nebraska-Lincoln. A former dean of the University of Nebraska College of Law (1983-98), Perlman has also served as interim senior vice chancellor for academic affairs at UNL (1995-96). In 2011, Perlman was named an Honorary University Professor of Xi'an Jiaotong University, in Xi'an, China. His area of legal expertise lies in torts and intellectual property. He is a member of the Nebraska State and American Bar Associations and is a Life Fellow of the American Bar Association. He previously served as a member of the NCAA Board of Directors and is past chair of the Bowl Championship Series Presidential Oversight Committee.

**Wallace Renfro** – former NCAA vice president and chief policy advisor

Wallace Renfro was vice president and chief policy advisor for the National Collegiate Athletic Association before retiring in 2012. He has worked more than four decades in the communications and public relations field, including nearly 40 years at the NCAA. He has served in various public relations functions and was director of public relations from 1997 until his departure in 2002 to form Renfro & Associates Communications Solutions. Renfro returned to the NCAA in 2003 and in 2008 was named vice president and senior advisor to the president.

**Sonny Vaccaro** – former Sports Marketing Executive

John Paul (Sonny) Vaccaro is probably best known for his tenure with Nike, Inc., and signed Michael Jordan to his first sneaker deal. Vaccaro founded the ABCD All America Camp, an elite showcase of high school basketball standouts, which ran from 1984-2007. It featured future stars Kobe Bryant, Dwight Howard, Sebastian Telfair and LeBron James. In partnership with Pat DiCesare, he cofounded the first national high school All-Star game, The Dapper Dan Roundball Classic in 1965. The game was played for 43 years and its alumni includes: Shaquille O'Neal, Kobe Bryant, Chris Webber, Alonzo Mourning, Kevin Garnett, Vince Carter, Tracy McGrady, Patrick Ewing, Rasheed Wallace and Stephon Marbury. Now, he speaks out against the marketing machine that he helped build for the NCAA. Four years ago, Vaccaro made Ed O'Bannon the face of a potentially game-changing suit against the NCAA.



## FILMMAKER BIOGRAPHIES

### **Taylor Branch** – Producer

Taylor Branch is a Pulitzer Prize winning American author and public speaker best known for his landmark trilogy on the civil rights era, *America in the King Years*. His 2009 memoir, *The Clinton Tapes: Wrestling History with the President*, chronicles an unprecedented eight-year project to gather a sitting President's comprehensive oral history secretly on tape. His cover story for the October 2011 issue of *The Atlantic*, "The Shame of College Sports," touched off continuing national debate. Branch later expanded his article into an e-book, *The Cartel*. He lives in Baltimore, MD.

### **Domonique Foxworth** – Producer

Domonique Foxworth graduated from the University of Maryland in 2005. That same year he was selected by the Denver Broncos in the 3rd Round of the NFL Draft. As a cornerback he played seven seasons in the NFL with the Denver Broncos, Atlanta Falcons and Baltimore Ravens. Domonique has spent four years on the Executive Committee of the National Football League Players Association: leading the organization through the sudden death of longtime NFLPA Executive Director, Gene Upshaw, and the negotiations that staved a lockout and led to a 10-year Collective Bargained Agreement between the NFL and the NFLPA. In April 2012 Domonique was elected to serve a two-year term as President of the NFLPA. He is currently attending Harvard Business School.

### **Andrew Muscato** – Producer

Andrew Muscato produced his first feature documentary, *The Zen of Bobby V* for ESPN Films while still an undergrad at NYU Tisch School of the Arts. *The Zen of Bobby V* followed baseball manager Bobby Valentine throughout the 2007 Japanese baseball season and premiered at the 2008 Tribeca Film Festival to rave reviews from film critics and sportswriters alike. In 2010 Muscato formed the production company Makuhari Media with Bobby Valentine. Muscato and Valentine were Executive Producers on Makuhari Media's first feature documentary, *Ballplayer: Pelotero*. Muscato produced and directed the documentary *Branca's Pitch* which will be released on iTunes and home video October 1, 2013.

### **Sam Rockwell** – Narrator

Sam Rockwell (Narrator) is an American actor known for his leading roles in *Confessions of a Dangerous Mind*, *Choke*, *The Hitchhiker's Guide to the Galaxy*, *Moon*, and *Seven Psychopaths* as well as for his supporting roles in *The Green Mile*, *Iron Man 2*, *Frost/Nixon* and most recently *The Way, Way Back*.

## **Bobby Valentine – Executive Producer**

Bobby Valentine (Executive Producer) is one of the most recognizable baseball personalities in the world and is currently the Athletic Director at Sacred Heart University. In 2000 Bobby managed the New York Mets to the memorable “Subway Series” World Series versus the New York Yankees. In 2005 Bobby became the first foreign manager to win the Japan Series when he managed the Chiba Lotte Marines to the franchise’s first ever championship.

**Narrated by**  
Sam Rockwell

**Based on the book by**  
Taylor Branch

**Executive Producers**  
Bobby Valentine  
Mitch Slater

**Co-Executive Producer**  
Ravi Singh

**Producers**  
Andrew J. Muscato  
Taylor Branch  
Domonique Foxworth

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Anthony Maltese  
Matt Byrnes  
Robert Musumeci

**Associate Producers**  
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Doug Lorentz

**Consulting Producers**  
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Daniel Novack

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