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## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## **Michigan Television presents ‘Michigan Football Memories’ airing statewide September 16**

### **New Wolverine documentary 125 years in the making**

**ANN ARBOR**—Ask any fan in Michigan Stadium and chances are they can tell you anything you want to know about the past 25 years of Michigan Football. Names like Harbaugh and Carter, Howard and Woodson, and the dream season of the 1997 National Championship. But there’s much more to Michigan’s 125 year-old football program—more than even the most passionate fans are aware of.

*Michigan Football Memories* is a new documentary that features a unique, behind the scenes look inside the game day experience while at the same time regaling viewers with stories about the most legendary names in the history of Michigan football.

Public television stations across the state will broadcast the original documentary *Michigan Football Memories* on Thursday, September 16 at 8pm.

Produced by Michigan Television, WFUM-TV in Flint—the public television station of the University of Michigan and HKO Media—*Michigan Football Memories* will also be available on DVD to the public as part of Michigan Television’s 2004 Fall Pledge Drive.

“*Michigan Football Memories* is not about where we are now, it’s about where we came from,” says Athletic Director Bill Martin. “For a lot of people, names like Yost and Crisler are just names on a building. But this video does a great job of reminding everybody of exactly who all these great coaches and players were who brought us here.”

*Michigan Football Memories* was the brainchild of Executive Producer Jay Nelson, station manager at Michigan Television, WFUM-TV in Flint. Enlisting the help of HKO Media, an award-winning Ann Arbor-based production company as well as some of the best producers, cinematographers and editors in the Southeast Michigan, Nelson was able to make his vision a reality.

“This is a project I’ve wanted to do for years,” says Nelson. “The history of Michigan’s Football program is so rich and full of memorable traditions and stories, I wanted to do a documentary that honored that—not just highlights, but the whole phenomenon.”

Crews spent the 2003 regular season documenting every facet of the Wolverine's march to the Big Ten Championship, while at the same time interviewing more than 20 former coaches and players, as well as several fans.

"For me, *Michigan Football Memories* is not just about football," says Harvey Ovshinsky, Emmy and Peabody winning producer and the documentary's co-executive producer. "It's about the community of Michigan football. It's about what brings all of these people together to connect and share in this amazing, exhilarating experience week after week, year after year, generation after generation."

Based on legendary Wolverine football broadcaster Bob Ufer's quote that Michigan Stadium is "the hole that Yost dug, Crisler paid for, Canham carpeted and Schembechler filled every Saturday in the fall," *Michigan Football Memories* spends a segment each on these legendary names. At the same time, the documentary explores the stories behind the cornerstones of the Michigan tradition: the stadium, the fight song, the band, and the winged helmet.

Narrated by Michigan Radio and Michigan Television's Todd Mundt, *Michigan Football Memories* includes interviews with former players and coaches such as Bo Schembechler, Jim Brandstatter, Bob Chappuis, Jamie Morris, Reggie McKenzie, and Bump Elliot as well as former athletic director Don Canham and current head coach Lloyd Carr.

From Fielding H. Yost's arrival in Ann Arbor in 1901 to Bo's retirement in 1990, *Michigan Football Memories* documents such stories as:

- The point-a-minute teams of the early 1900s,
- The Benny-to-Bennie combination that helped to popularize the forward pass,
- Michigan's first Heisman trophy winner Tom Harmon, the Mad Magicians of 1947,
- Don Canham's marketing genius in the 1970's and the pinnacle of Michigan Football lore,
- Bo Schembechler's rookie defeat of Woody Hayes' Ohio State Buckeyes in 1969.

"This is the best thing I've ever seen on Michigan football...by far!" says former University of Michigan Athletic Director Don Canham.

Michigan alums Oliver Thornton and Alex Wright are co-producers of *Michigan Football Memories*. "We wanted to give people a view of Michigan Football most fans hadn't seen before," says Thornton, a Hopwood award winner and graduate of Jim Burnstein's screenwriting program in the University of Michigan's Film and Video Studies Department. "I thought we knew everything there was to know about Michigan Football, but by the time we finished filming, I was struck by how little I actually knew about the team and its traditions."

Field producers for *Michigan Football Memories* are Chris Cook and Todd Hasting. The Directors of Photography are Michael Shamus and Bob Berg, Primary Audio Recordists are Thomas Moore and Roger Smith, Unique Film & Video provided post-production facilities, editorial director was Christa Kindt, editors were Matthew Zacharias and Nick Bryant, and Dana Newhouse provided music & sound design.

DVDs of *Michigan Football Memories*, including special bonus features with rare archival footage and team statistics, will also be available at the M Den On the Fifty inside the stadium after September 14<sup>th</sup>, as well as other retail stores across the state. For more information on where to purchase *Michigan Football Memories* or to purchase it online, visit [www.michiganfootballmemories.com](http://www.michiganfootballmemories.com) beginning September 2.

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