JOUR 311 Karadjov

STEPHANIE HEMMENS

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FINAL BEAT STORY PROPOSAL

To: Chris Karadjov, Editor

I propose to write a story on the 2010 FIFA World Cup, set to begin next month in South Africa. This is a huge sporting event that deserves comprehensive coverage, because it actually does affect the United States in a way. This topic is important to report on, because the American public needs to know what is happening around the world, in this case, to follow their team. Soccer teams from around the world will come together in one place to compete against each other for the trophy. From June 11 through July 11, this event will consist of 64 matches. The teams have been ranked into eight groupings of four teams each. The U.S. Men’s National Team will play against England, Slovenia and Algeria.

I intend on writing a fun and entertaining introduction to South Africa, stating the nine cities where the games will be played. I will also describe the 10 soccer stadiums and the total amount of spectators expected to be looking on from the stands.

Comprehensive coverage of the 2010 FIFA World Cup in the United States will be broadcast on several stations. The games will be aired live and in high definition on ESPN, ESPN2 and ABC. For the first time in ESPN’s 28-year history of covering the FIFA World Cup, the network will be showing the prematch, halftime and postmatch studio segments originating live from the host nation. The prematch shows will include several symbolic FIFA World Cup traditions: teams walking onto the playing field, national anthems and ceremonial handshakes.

In addition, a Web site, ESPN360.com will be available to view live English-language online simulcasts. Archives of the matches will be accessible through the end of the year, with each game uploaded for replay shortly after its live broadcast.

Additionally, I plan on including a link to the complete tournament guide. The 2010 World Cup TV schedule is very lengthy, since this month-long soccer showcase has many matches to air, so I will provide a source for readers to visit on the Internet.

I expect this story’s outcomes to be very positive. By making this information available to the public, I am anticipating more people to watch the games at home and in bars in Southern California, which will ultimately aid in the rise of income, viewings and awareness. It is my hope that my article will get Americans excited for the competition and spread the news. I am very optimistic that by writing this article, I will be influencing others to start playing soccer or maybe even consider traveling to South Africa. This beginning coverage should compare to that of the Olympic Games and inspire those willing to do something different.

Potential sources include the manager of ESPN Zone in Anaheim, since they will be playing the matches in their bar. I would also talk to soccer experts who can mention some expert picks and predictions as well as top players to watch. The rest of my sources will be soccer fans who the readers can relate to.

I am going to report on the 2010 FIFA World Cup by going to bars, such as ESPN Zone and interviewing the fans who are watching the matches on TV. I will also gather information from owners of bars that will be showing the games on the big screens.

I have done some research and plan on doing much more in anticipation of the 2010 FIFA World Cup. Please allocate time and resources to support me in my story development.

Thank you,

Stephanie Hemmens

**Two Preliminary Interviews:**

*Source # 1*: *Source # 2*:

Gregory Johnston, General Manager Peter Nichol

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**3 Additional Sources:**

*Source # 1*: *Source # 2*:

Matt Donoghue and/or Jeff Jensen Jurgen Klinsmann, Studio Analyst, 2010 FIFA World Cup

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[jeffjensen@aulddubliner.com](mailto:jeffjensen@aulddubliner.com) Reason for his selection:

Reason for their selection: A resource for media professionals

Pub is playing live matches 1990 FIFA World Cup winner with Germany

Covering the 2010 FIFA World Cup from South Africa

*Source # 3*:

Robert Lotz

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Reason for his selection:

Played soccer in the past / fan

**Interview with ESPN Zone, Anaheim:**

ESPN Zone will be playing the games every day at the bar. Some games will be live and some will not. They might be in 3D, but their plans can change. They are not sure if they will be opening earlier for the morning matches, since they have had a slow year so far. However, fans should expect to arrive at ESPN Zone two to three hours before the final round begins.

**Interview with Peter Nichol:**

His favorite team is The Three Lions of England, but his wife, who is Dutch, likes the Netherlands’ team, Oranje. They think El Tri of Mexico will beat South Africa’s team, Bafana Bafana (“boys boys”), since they are “useless.” However, Matthew Booth is a good player, the only white man on the South African team. Peter predicts the outcome that England would win the World Cup, because they have quite a good, easier draw. England is expected to beat the U.S.A, Slovenia and Algeria. Spain has a good chance, as well.

A huge amount of money has been spent on building the stadiums, but the question is what to do with them after the tournament. South Africa has spent a lot of money constructing new airports, improving the roads, providing Metro busses for better public transportation and developing a new train that will run from Johannesburg Airport into Pretoria that will be part underground. There is an air of expectation that everything will be fantastic after the World Cup.

South Africans could apply for a lottery special of about R140 per ticket. The next highest price is R350, but Peter wasn’t able to get tickets for a reasonable price. It doesn’t seem as though there will be as much interest from overseas as originally anticipated, but the World Cup will hopefully be good for the economy and help tourism by exposing South Africa to the world. People coming to the games should return for a holiday and those who would not normally have traveled to South Africa will realize it is a terrific destination.