



THE COLLEGE FOOTBALL PLAYBOOK

FOX Sports | April 2017



THE PURPOSE OF THIS DOCUMENT

A photograph of two hands reaching towards each other in a field of tall grass under a blue sky. The hands are positioned in the center-right of the frame, with the fingers almost touching. The background is a clear blue sky with some light clouds, and the foreground is filled with golden-brown grasses. The lighting is warm, suggesting a sunset or sunrise.

This document presents a strategic framework through which FOX Sports, FS1 and BTN can organize a coordinated college football offense

As a strategic framework, it is intended to be directional rather than executional – designed to guide and inspire the team moving forward



WHAT ABOUT THE BIG10/BTN?

In many ways, the **values** inherent to our POV **are also BIG10 values**

Blue-collar, black-and-blue, in-the-trenches

A strong commitment to the amateur work-ethic

Gritty, determined, stout

Team first, school second

Reserved, humble, tough

As such, the BIG10/BTN can be our “catalytic product” **bringing our POV to life** in a tangible, believable way

LET'S THINK LIKE A POLITICAL CAMPAIGN

HOW CAN WE
"WAR GAME"

EACH WEEK
TO DEVELOP A

SATURDAY-SPECIFIC
ATTACK?

Although the schedule is fluid, we'll have a sense for our games vs. theirs – **let's anticipate how they will communicate and build our plan accordingly**

Always in a way that is informed by our overall positioning strategy – how can we **most effectively frame our games** within the context of our CFB POV?