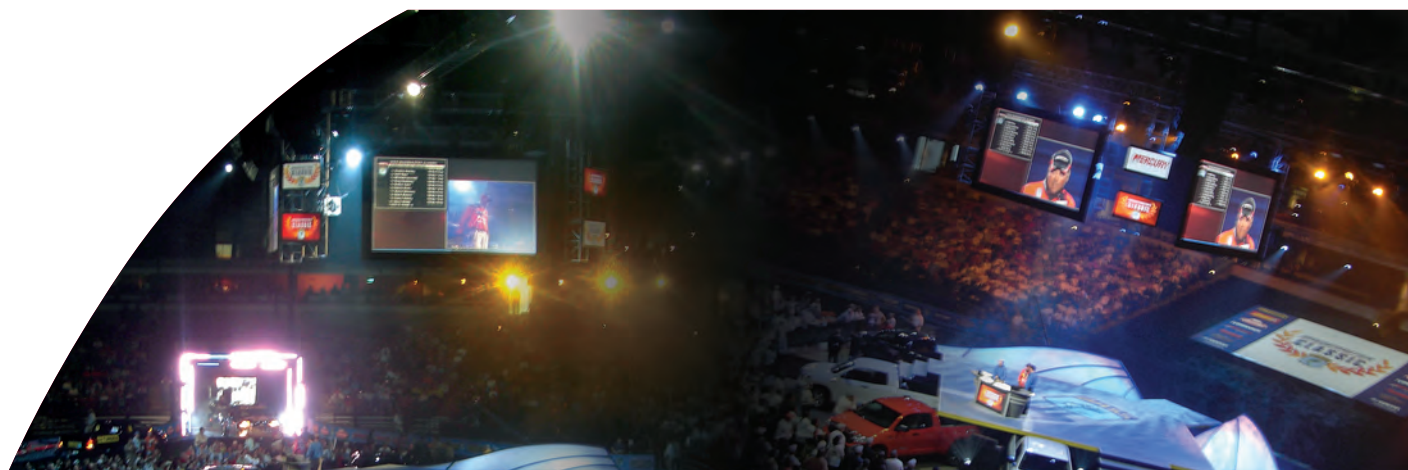




PRG is one source, with unlimited resources.



Photos by Michael Wohltitz

2008 BASSMASTER CLASSIC — LIVE WEIGH-IN TELECASTS

The Challenge: Provide an integrated, one-stop solution for a complex live television event.

The Solution:

ESPN2's telecasts of the daily weigh-ins at the 2008 Bassmaster Classic — often referred to as the Super Bowl of bass fishing — combined the drama of high-level competition with the energy of a rock concert. Staged at the BI-LO Center in Greenville, SC, the event played to a live audience of 15,000 as well as millions of viewers.

PRG helped Executive Producer Larry Ganson and Technical Director Kevin Gros pull it all together with a complete package of lighting, audio and video — the first time one company provided all three services for the show.

"With so much going on, dealing with multiple vendors was not a good use of our time," explains Gros. "We needed someone who would come in, immediately understand our needs, and provide excellent equipment and service with class. We called on PRG because we knew they could get it done."

Account Executive Michael Wohltitz oversaw the project from PRG's Chicago office, coordinating the lighting system and a video package that used a Barco Encore high-resolution switcher to integrate playback, animation, IMAG and broadcast feeds. Wohltitz worked with PRG Account Executive Kevin McKnight to provide an audio package for the arena audience as well as a subfeed to the broadcast. The lighting system consisted of 162 automated fixtures controlled by PRG's Virtuoso® DX2 Control Console.

"Having Mike as a single point of contact saved us time, which means that it saved us money," explains Gros. "PRG was able to give us A-1 service and an extremely polished product for our tight budget."