

Promo Scripts
College Football Playoff
CW: Nate Gendler

00:60 CFP PROMO SCRIPT #1 – “WHO’S NEXT”

SFX: Stadium lights are clicked on, row by row.

A football field in the black of night begins to glow from an aerial view.

MX: Crowd noise plays.

NARR: EVERY OCTOBER, WE SEE THE PRETENDERS.

B-roll of teams like USC, Kansas St., Oklahoma St., and Penn St. play.

NARR: AND, COME NOVEMBER, WE SEE THE CONTENDERS.

B-roll of Georgia, Oregon, Michigan, Tennessee, and TCU are shown.

NARR: SO, INSTEAD OF ASKING ‘WHO’S IN?’

Playoff trendsetters Alabama, Clemson, Ohio St., and LSU are shown

NARR: MAYBE WE SHOULD ASK . . .

The camera cuts back to the field, wherein the middle, the 2022 College Football Playoff National Championship trophy sits, glimmering in all its glory.

NARR: WHO’S NEXT?

Stadium lights cut out. The screen fades to black. All that’s left is an ESPN College Football logo and the playoff trademark.

CARD/GFX: WHO’S NEXT?

TITLE: WHO’S NEXT?

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00:60 CFP Promo Script #2 – “A Year of Firsts”

We start with a revolving graphic of the current CFP contenders.

NARR: WILL IT BE A FIRST-TIME REPEAT PLAYOFF CHAMPION?

Show b-roll of the Georgia Bulldogs.

NARR: COULD IT BE A TWO-LOSS CINDERELLA?

We stop on LSU, b-roll shows prominent moments from the Tigers' first year under head coach Bryan Kelly.

NARR: A CONFERENCE CLIMBING BACK TO THE TOP?

Next, we see b-roll of Caleb Williams, USC, and Lincoln Riley in the Pac-12.

NARR: OR, A TEAM SHOWING WHY THEIR CONFERENCE IS ONLY GETTING BETTER?

TCU, head coach Sonny Dykes, and the Horned Frogs appear on the screen, representing the Big 12.

NARR: WHOEVER, WINS . . .

B-roll of CFP champions past.

NARR: THIS PLAYOFF IS A YEAR OF FIRSTS.

CARD/GFX: WHO'S IN?

TITLE: “A YEAR OF FIRSTS”