

MIC CHECK

THE NEXT NFL VOICE

TM



ESPN Original Series | Executive Producer: Rashad Jennings | Written by Tony Loiacono

LOGLINE

ESPN launches a first-of-its-kind competitive series where elite high school broadcasters are tested like NFL prospects. Using real NFL footage, contestants face weekly on-air challenges that mirror the pressure, precision, and performance standards of professional sports television. Think the intensity of the NFL Combine—applied to the microphone.

THE IDEA

MIC CHECK: THE NEXT NFL VOICE is a high-stakes, elimination-format series designed to discover, develop, and debut the next generation of NFL broadcasters. This is not a popularity contest—it is a professional proving ground.

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Contestants are evaluated on football IQ, clarity under pressure, storytelling, on-camera presence, and live performance using licensed NFL game footage. Led by Rashad Jennings—NFL veteran, media personality, and mentor—the show blends credibility, competition, and heart.

WHY ESPN — WHY NOW

ESPN owns the intersection of sports, storytelling, and credibility. As Gen Z demands authenticity and access, *MIC CHECK* creates a visible, responsible pipeline for developing diverse, broadcast-ready talent.

This series doesn't just discover voices—it builds them to ESPN standards, on camera, in real time.

FORMAT SNAPSHOT

- 10 episodes x 45 minutes (15 min. commercial time)
- 12–14 high school broadcasters
- Weekly elimination

Each episode mirrors an NFL preparation week:

- The Broadcast Combine
- Film Room coaching
- Live Performance
- Professional Panel Review
- Elimination

The winner earns an ESPN development opportunity, mentorship, scholarship support, and national exposure.



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SIGNATURE CHALLENGES

- **Mic Check:** One-take NFL play call
- **Tape Talk:** Film breakdown under time pressure
- **Sideline Chaos:** Live reporting amid noise and producer cues
- **30-Second SportsCenter:** Precision reads, no resets
- **Beyond the Stat:** Human storytelling behind the game

Every challenge reflects real ESPN broadcast demands.

THE ESPN ADVANTAGE

Innovative use of NFL footage, cross-platform extensions across linear, ESPN+, and social, and a franchise-ready format expandable to college football and global markets.

MIC CHECK reinforces ESPN's leadership in sports culture, talent development, and storytelling—while efficiently repurposing premium broadcast assets.

TALENT REPRESENTATION OPPORTUNITY (*Creative Summary*)

As part of *MIC CHECK: THE NEXT NFL VOICE*, the series creator and production team reserve the opportunity to support select participants following the show's conclusion through optional career development pathways.

These opportunities may include guidance in media placement, brand partnerships, professional development, and long-term broadcast growth—helping emerging talent navigate the sports media landscape responsibly and ethically.

Participation is voluntary, structured separately from the competition, and designed to support continued growth beyond the show—on air, online, and across the broader sports media ecosystem.



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This ensures the series doesn't just discover voices—it helps launch careers.

THE PROMISE

MIC CHECK: THE NEXT NFL VOICE isn't about who wants attention. It's about who's ready to earn the mic.

Before the contracts.

Before the lights.

Before the call—there's *Mic Check*.

Obvious, marketing for social is key.

APPENDIX: TALENT REPRESENTATION OPPORTUNITY

(Development Draft – Legal-Reviewed Language)

As part of *MIC CHECK: THE NEXT NFL VOICE*, the series creator and producing entity may, at their sole discretion, offer post-series career development and representation opportunities to select participants following the conclusion of the program. Any such opportunity, if offered, would be governed by a separate written agreement and is not a condition of participation in the series or competition.

These optional opportunities may include guidance related to professional development, media training, industry introductions, and evaluation of potential third-party opportunities within the sports media and broadcasting landscape. Participation is voluntary and subject to applicable laws, network standards, and parental or guardian consent where required.

Nothing herein guarantees employment, representation, or future on-air placement. The competition, judging, and outcomes of the series are not influenced by any post-series discussions or arrangements.
