

# 2019

## NATIONAL CHAMPIONSHIP GAME WEEK MEDIA SCHEDULE

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### FRIDAY, JANUARY 4

#### Team Arrivals

Norman Y. Mineta San Jose International Airport Time TBD

#### FWAA Past President's Dinner hosted by the National Football Foundation

Silicon Valley Capitol Club (invitation only) 6:30 p.m. PT

### SATURDAY, JANUARY 5

#### Media Day

SAP Center

Higher-Ranked Winner of the Playoff Semifinals 8:30 - 9:30 a.m. PT

Lower-Ranked Winner of the Playoff Semifinals 10 - 11 a.m. PT

#### Media Access at Team Practices

Time TBD

#### Eddie Robinson Coach of the Year Reception presented by the Allstate Sugar Bowl

San Jose Marriott, Willow Glen 5:30 p.m. PT

### SUNDAY, JANUARY 6

#### Head Coaches News Conference

San Jose McEnery Convention Center, Executive Ballroom 9 a.m. PT

#### FWAA Board Meeting

San Jose Marriott, San Carlos 4 p.m. PT

#### Media Party

San Pedro Square Market 7 - 10 p.m. PT

### MONDAY, JANUARY 7

#### FWAA Awards Breakfast presented by ESPN

San Jose Marriott, Blossom Hill 8:30 a.m. PT

#### 2019 College Football Playoff National Championship

Levi's Stadium 5 p.m. PT

### TUESDAY, JANUARY 8

#### Champions News Conference

San Jose McEnery Convention Center, Executive Ballroom 9 a.m. PT

#### Host Committee News Conference: Bay Area to New Orleans

San Jose McEnery Convention Center, Executive Ballroom 10 a.m. PT



## NATIONAL CHAMPIONSHIP GAME WEEK, CFP FOUNDATION AND BAHC COVERAGE OPPORTUNITIES

For more information on the below Fan Events, CFP Foundation and Bay Area Football Host Committee coverage opportunities or to inquire about the availability of spokespeople, please contact Tony Fay with CFP Media Operations (972-273-0794; [tony@tonyfaypr.com](mailto:tony@tonyfaypr.com)) or Roger Hacker with the Bay Area Football Host Committee (408-986-4890; [roger.hacker@49ers.com](mailto:roger.hacker@49ers.com)).

### AT&T PLAYOFF PLAYLIST LIVE! MEDIA WALK THROUGH

**Date:** Wednesday, January 2  
**Time:** 3 p.m. PT  
**Location:** Discovery Meadow Park

- An informational session designed for news producers to get a first look at the layout of the concert venue and learn more about where to park vehicles and coverage opportunities for ATT Playoff Playlist Live!
- Spokespeople will be available for interviews on the progress of set up, which will be very active and visual that day.
- The AT&T Playoff Playlist Live! concert series will bring three days of music to San Jose, serving as the soundtrack for championship weekend. The free event will feature a variety of national recording artists, firework shows and sponsor giveaways. Past performers have included The Chainsmokers, Jason Derulo, Darius Rucker, Bebe Rexha, Usher, Flo Rida, Ciara, Walk the Moon, John Mellencamp, The Band Perry, Sting and Lenny Kravitz.
- To coordinate an interview, please contact Tony Fay at [tony@tonyfaypr.com](mailto:tony@tonyfaypr.com) or 972-273-0794.

### BEAUTY SHOT PLATFORM

**Dates:** Thursday, January 3 - Thursday, January 8  
**Location:** Levi's Stadium (located on the west side of the stadium; in the parking lot adjacent to the Hilton Hotel, near Great American Parkway and Tasman Drive)

- Satellite truck parking is available near the platform (Beauty Shot parking pass access only).
- Opens Thursday, January 3 and is available through Tuesday, January 8 at Noon.
- Hours are 6 a.m. – 6 p.m. (except game day on Monday, January 7, in which it opens as early as needed for morning shows and remains open for post-game as well).
- Spots on Beauty Shot are available on a first come, first served basis. Platform is available for live shots and stand-ups with an excellent shot of Levi's Stadium in the background. No tents on the platform, please.
- Please contact Rob Scichili at [rob@tonyfaypr.com](mailto:rob@tonyfaypr.com) or 214-663-3734 for any questions or to arrange parking or other special requests.

### PLAYOFF FAN CENTRAL MEDIA PREVIEW

**Date:** Thursday, January 3  
**Time:** 4:30 - 5:30 p.m. PT  
**Location:** San Jose McEnery Convention Center

- First look inside Playoff Fan Central, a 200,000 square-foot interactive experience. The three-day, family-friendly event features games, youth sports clinics, pep rallies and exhibits celebrating college football and its history. Playoff Fan Central will also include sponsor activations, special guest appearances and autograph signings.
- Spokespeople: CFP Executive Director Bill Hancock and executives from the Bay Area Host Committee will be available for LIVE shots during this window; please contact Elon Werner at [elon@tonyfaypr.com](mailto:elon@tonyfaypr.com) or 214.244.1184.

### TEAM ARRIVALS

**Date:** Friday, January 4  
**Time:** Time TBD  
**Location:** Norman Y. Mineta San Jose International Airport

## EXTRA YARD FOR TEACHERS SUMMIT MEDIA PREVIEW

**Date:** Friday, January 4  
**Time:** 1:30 - 2:30 p.m. PT  
**Location:** San Jose McEnergy Convention Center - Lower Level

- A College Football Playoff Foundation event
- Preview of national championship weekend gathering of more than 1,000 local educators, inspiring speakers and incredible performers.
- To coordinate an interview with spokesperson, please contact Betsy Dixon at [betsy@tonyfaypr.com](mailto:betsy@tonyfaypr.com) or 214-534-8909.

## AUDIO AVENUE

**Dates:** Friday, January 4 - Tuesday, January 8  
**Location:** San Jose McEnergy Convention Center

- Radio shows, podcasts and online platforms from across the nation will broadcast live and tape interviews with celebrities attending national championship week activities.
- To inquire about reserving a broadcast position at Audio Avenue, please contact Ivan Sokalsky at [isokalsky@mountainbeachmedia.com](mailto:isokalsky@mountainbeachmedia.com) or 303-918-8584. To inquire about coverage opportunities of Audio Avenue, please contact Elon Werner at [elon@tonyfaypr.com](mailto:elon@tonyfaypr.com) or 214-244-1184.

## PLAYOFF FAN CENTRAL

**Dates:** Friday, January 4 - Sunday, January 6  
**Time:** Noon - 6 p.m. PT  
**Location:** San Jose McEnergy Convention Center

- Live shot opportunities are available each day from inside Playoff Fan Central, beginning as early as 4 a.m.
- To coordinate guests and after hours access, please contact Elon Werner at [elon@tonyfaypr.com](mailto:elon@tonyfaypr.com) or 214-244-1184.

## EXTRA YARD FOR TEACHERS SUMMIT

**Dates:** Saturday, January 5 - Sunday, January 6  
**Time:** 10 a.m. - 6 p.m. PT  
**Location:** San Jose McEnergy Convention Center - Lower Level

- To coordinate an interview with a spokesperson, please contact Betsy Dixon at [betsy@tonyfaypr.com](mailto:betsy@tonyfaypr.com) or 214-534-8909.

## AT&T PLAYOFF PLAYLIST LIVE!

**Dates:** Friday, January 4 - Sunday, January 6  
**Location:** Discovery Meadow Park

- Approved photographers must check-in at media entrance of ATT Playoff Playlist Live! to be placed on a list and issued a photo vest.
- To coordinate guests and after hours access, please contact Bianca Gamez at [Bianca@tonyfaypr.com](mailto:Bianca@tonyfaypr.com) or 817-437-2929.

## THE QUAD

**Dates:** Friday, January 4 - Monday, January 7  
**Time:** Noon - 6 p.m. PT  
**Location:** Plaza de Cesar Chavez

- The free multi-day outdoor experience includes fan activities, games and entertainment. Attendees will enjoy the ultimate pregame atmosphere and tailgating favorites, along with ziplining, sponsor activations and more.
- To coordinate guests and after hours access, please contact Aimee Clark at [aimee@tonyfaypr.com](mailto:aimee@tonyfaypr.com) or 918-351-3399.

## **MEDIA DAY**

**Dates:** Saturday, January 5  
**Time:** 8:30 - 11 a.m. PT  
**Location:** SAP Center

- Featuring coaches and student-athletes from the two competing teams. The event is free and open to the public. Fans will experience more than 1,000 media members previewing the national championship game. A free event, Media Day also features live ESPN broadcasts.
- For inquiries on covering the Media Day, please contact Katie Cavender at [kcavender@collegefootballplayoff.com](mailto:kcavender@collegefootballplayoff.com) or 775-750-2800.

## **EXTRA YARD 5K**

**Dates:** Sunday, January 6  
**Time:** 8 a.m. PT  
**Location:** Plaza de Cesar Chavez

- The Extra Yard 5K will include live entertainment, sponsor activities and more. The top overall male and female finishers will each receive two tickets to the 2019 College Football Playoff National Championship. All proceeds benefit Extra Yard for Teachers, the CFP Foundation's primary platform.
- To coordinate an interview with a spokesperson, please contact Betsy Dixon at [betsy@tonyfaypr.com](mailto:betsy@tonyfaypr.com) or 214-534-8909.

## **ECKRICH TASTE OF THE CHAMPIONSHIP**

**Dates:** Sunday, January 6  
**Time:** 7 p.m. PT  
**Location:** The Tech Museum of Innovation

- The Eckrich Taste of the Championship is hosted by the CFP Foundation as a fundraising opportunity for the Extra Yard for Teachers platform. Attendees will enjoy samplings of gourmet food and beverage from more than 20 Bay Area chefs and the communities of the two teams competing in the 2019 College Football Playoff National Championship.
- Chefs are available ahead of time for interviews and on-camera opportunities.
- To coordinate an interview with a chef or other spokespeople, please contact Betsy Dixon at [betsy@tonyfaypr.com](mailto:betsy@tonyfaypr.com) or 214-534-8909.

## **MEDIA PARTY**

**Dates:** Sunday, January 6  
**Time:** 7 - 10 p.m. PT  
**Location:** San Pedro Square Market

- The Bay Area Host Committee will host a party for media covering the national championship game and fan events. Please RSVP to Amelia Huie at [amelia.huie@49ers.com](mailto:amelia.huie@49ers.com) if you are interested in attending.

## **HOST COMMITTEE NEWS CONFERENCE**

**Dates:** Tuesday, January 8  
**Time:** 10 a.m. PT  
**Location:** San Jose McEnery Convention Center, Executive Ballroom

- College Football Playoff and Bay Area Host Committee representatives will recap championship weekend and officially "pass off" hosting responsibilities to the New Orleans Host Committee.
- For inquiries on covering the Host Committee News Conference, please contact Tony Fay at [tony@tonyfaypr.com](mailto:tony@tonyfaypr.com) or 972-273-0794.