

First-of-its-kind Comprehensive University Program Implements Esports Campuswide

Ohio State offers opportunities for students from academics to competition

The Ohio State University Wexner Medical Center

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NEWS PACKAGE

SUGGESTED TEASE	THERE WILL SOON BE A NEW COLLEGIATE SPORT TO CHEER FOR THAT IS QUICKLY GROWING IN POPULARITY.
ANCHOR LEAD	COMING UP, HOW ONE MAJOR UNIVERSITY IS EMBRACING E-SPORTS AND GAME STUDIES MAJORS.
(PACKAGE START) -----	MILLIONS OF VIEWERS TUNE IN TO WATCH VIDEO GAMING COMPETITIONS WORLDWIDE. ¹
CG: Courtesy: The Ohio State University Wexner Medical Center :00 - :03	IT'S AN INDUSTRY THAT'S GROWING QUICKLY AND THE ACADEMIC COMMUNITY IS TAKING NOTICE.
Shots of students playing esports	BARB CONSIGLIO HAS THE DETAILS ON HOW YOU MAY SOON BE CHEERING ON YOUR FAVORITE COLLEGE E-SPORTS TEAM.
Shots of students on campus	(Nats - treadmill athletic test :02)
Deborah Grzybowski, PhD The Ohio State University College of Engineering	MORE THAN SEVENTY PERCENT OF STUDENTS UNDER THE AGE OF EIGHTEEN PLAY VIDEO GAMES. WHEN THEY HEAD TO COLLEGE, A NEW PROGRAM ALLOWS THEM TO INTEGRATE THEIR GAMING INTERESTS INTO EVERY ASPECT OF COLLEGIATE LIFE, FROM HOW THEY INTERACT ON CAMPUS TO THEIR ACADEMIC FOCUS. :14
Shots of Lucas in EEG testing, researchers reviewing data	<i>"With Ohio State being a leader in engineering, in education, in research and medicine, in student life, it seems a natural fit." :12</i>
CG: Lucas Lumbra Esports athlete	THE OHIO STATE UNIVERSITY IS EMBRACING ELITE E-SPORTS ATHLETES, AND TO BETTER UNDERSTAND WHAT MAKES THEM TICK, RESEARCHERS AT OHIO STATE'S WEXNER MEDICAL CENTER ARE STUDYING ATHLETES LIKE LUCAS LUMBRA. :11
	<i>"It's not something that's easy to do. You know, it's no</i>

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<p>CG: James Onate, PhD The Ohio State University Wexner Medical Center</p>	<p><i>easier to do than any other professional sport.” :06</i></p> <p><i>“We’re looking at their cognitive capabilities, some of their physical capabilities, some of their personalities and health behaviors.” :05</i></p>
<p>Shots of Lucas in EEG testing</p>	<p>THE GOAL IS TO BETTER UNDERSTAND THE RELATIONSHIPS BETWEEN THEIR BRAINS, BODIES AND BEHAVIORS – FROM QUICK REACTION TIMES TO RAPID DECISION-MAKING SKILLS, EXPLORING THE BEST WAYS TO KEEP THEM HEALTHY AND PERFORMING THEIR BEST. :12</p>
<p>Deborah Grzybowski (CG’d earlier)</p>	<p><i>“The research side really feeds the curriculum and other things, so it’s really important to have those together.” :06</i></p>
<p>Shots of students on campus and in class</p>	<p>NEW MAJORS IN GAME STUDIES WILL PROVIDE DIVERSE CAREER PATHS. CLASSES WILL BE OFFERED ACROSS FIVE COLLEGES ON ALL ASPECTS OF GAME STUDIES. :07</p>
<p>Deborah Grzybowski (CG’d earlier)</p>	<p><i>“Included in these paths will be the business side of esports, if you want to go into production of events, if you want to go into, also, the design of games.” :11</i></p>
<p>Shots of Lucas playing video games at home</p>	<p>SOON, E-SPORTS ATHLETES WILL COMPETE AGAINST OTHER MAJOR UNIVERSITIES IN A LEAGUE COMMISSIONED BY THE ELECTRONIC GAMING FEDERATION, AND WILL PLAY IN A NEW STATE-OF-THE-ART E-SPORTS ARENA BUILT BY STUDENT LIFE. :11</p>
<p>Rendering of future esports facility</p>	<p><i>“People think about Ohio State and high performing athletics. The esports is just another piece to that puzzle.” :05</i></p>
<p>James Onate (CG’d earlier)</p>	<p>THE MOST COMPREHENSIVE GAME STUDIES AND E-SPORTS PROGRAM TO DATE, IT’S AN OPPORTUNITY FOR STUDENTS TO TURN THEIR PASSIONS INTO BRIGHT FUTURES.</p>
<p>Shots of students playing video game at home</p> <p>Shots of Lucas playing video game at home</p>	<p>AT THE OHIO STATE UNIVERSITY, THIS IS BARB CONSIGLIO REPORTING. :09</p>
<p>(PACKAGE END) -----</p>	<p>OHIO STATE WILL BEGIN OFFERING SCHOLARSHIPS TO EXEMPLARY E-SPORTS ATHLETES, AND OTHER LARGE UNIVERSITIES ARE EXPECTED TO FOLLOW SUIT AS COMPETITION RAMPS UP.</p>
<p>ANCHOR TAG</p>	<p>THE RESEARCH GATHERED FROM THESE ATHLETES WILL REACH FAR BEYOND E-SPORTS TO THE MEDICAL FIELD, WHERE VIDEO GAMES AND</p>

<p>CG: Lucas Lumbr Esports athlete</p>	<p><i>like in high school, I want to be an esports athlete.”</i></p> <p>Lucas talks about the attributes and training of esports athletes: <i>“They’re doing their own training in their own way, and they, you know, might have much faster reaction time than the average person, you know, even someone who’s playing other professional sports like baseball.”</i></p> <p>Lucas says esports athletes now have lucrative careers: <i>“People who five, ten years ago might have been, ‘I’m really good at this game. What do I do about that,’ you know. Today, people are getting paid hundreds of thousands of dollars or more to play a game professionally.”</i></p>
<p>CG: Brandon Smith The Ohio State University Office of Student Life</p>	<p>Smith describes some features in the esports arena: <i>“We will not only have a place for our teams to practice and compete, but it also encourages open gaming, virtual reality experiences and we will have our production studio built in, so the students have a chance to actually shoot and produce broadcasts from there.”</i></p> <p>Smith says the program gives students opportunities in esports: <i>“We want to make sure that students have an opportunity to look at career opportunities through the production of the games, or maybe through team management. We also want to make sure they have a chance to be the best competitors they can be.”</i></p> <p>Smith describes the comprehensive nature of the program: <i>“The research embodies more than just data analytics, it also includes some things in the medical field. The academic team is developing a brand new program that’s interdisciplinary from the start. And from the competitive side, we really want to amplify what the student teams have already been doing, and move it from a student org focused program all the way to the top of the field.”</i></p>

References

¹The esports audience is escalating quickly, **Business Insider, March 20,2017**. Online:
<https://www.businessinsider.com/the-esports-audience-is-escalating-quickly-2017-3>

²Newzoo: Global Esports Economy Will Reach \$905.6 Million in 2018 as Brand Investment Grows by 48%. **NewZoo, Feb. 21, 2018**. Online:
<https://newzoo.com/insights/articles/newzoo-global-esports-economy-will-reach-905-6-million-2018-brand-investment-grows-48/>

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