

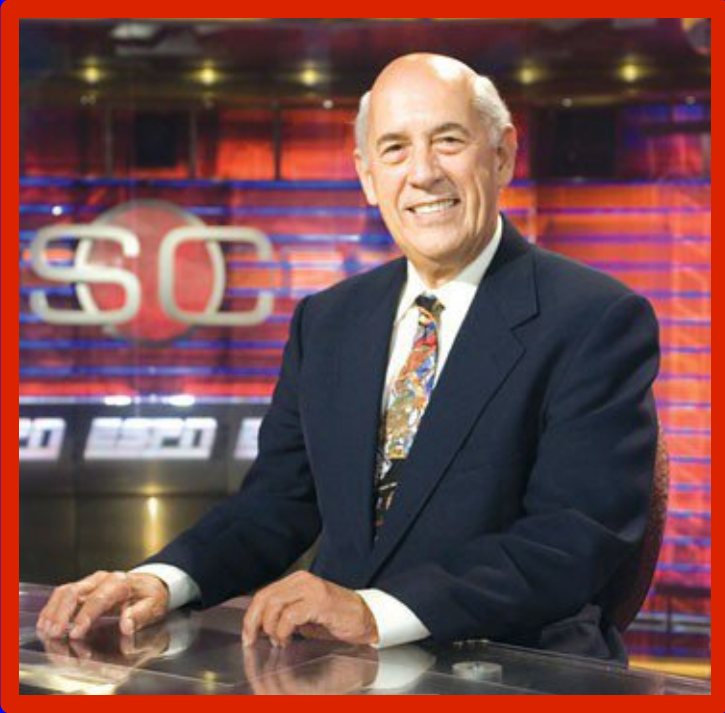
# ESPN Founder Tour 2011-2012

TRY TO IMAGINE THE WORLD WITHOUT

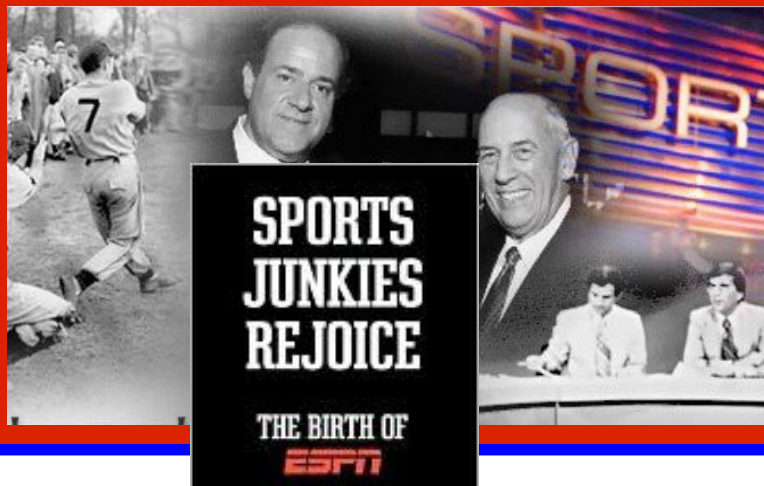
# ESPN

&

# SPORTSCENTER



**"The Father of Cable Sports"**  
USA TODAY



Hear one of the GREATEST stories in television history...

PRESENTED BY THE FOUNDER OF ESPN

## BILL RASMUSSEN

It is an understatement to say that Bill Rasmussen changed the face of sports and the face of television. His entrepreneurial dream of a 24-hour cable sports television network, born out of adversity, became the Worldwide Leader in Sports, ESPN.

Rasmussen founded ESPN in the summer of 1978. He had his innovative brainstorm for an all-sports cable TV network within days of being fired by the New England Whalers of the World Hockey Association.

Funding for his vision started with a \$9,000 credit card advance. As the network began to take seed, Rasmussen sought out cable television systems, content providers, advertisers and investors. Running out of cash, he found one investor who believed in the concept. On September 7, 1979, ESPN went on the air, 14 months from his moment of inspiration.

Rasmussen developed the concepts for "Sports Center," wall-to-wall coverage of NCAA regular-season and "March Madness" college basketball, and coverage of the College World Series.

In Rasmussen's video-illustrated presentation, the audience is given a rare opportunity to hear and feel the stories of a man who was considered by the three major television networks at the time (ABC, NBC & CBS) a dreamer and all around crazy man to even think that he could compete with them.

Today, with a global presence in 200 countries and over 100 million US households, ESPN has indeed turned skeptics into believers.

For more information click [here](#)

**Speaker Representation:**

**ESPN Founder**

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