

Ghost Player: Relive the Magic Program Description

Program Title:	Ghost Player: Relive the Magic
Genre:	Documentary
Length:	0:56:46
Closed Captioned:	Captioning: 608 & 708
Stereo:	Yes
SAP:	No
Format/version:	SD Base
Video:	4:3
Suggested TV Rating:	TV-G

Short Description: A collage of formats from over 600 hours of home and professional video taken since 1989 is skillfully crafted to tell the stories of the “Ghost Players”. “GHOST PLAYER” is a documentary that chronicles the adventures and misadventures of a boisterous and unlikely team of middle aged baseball players. In 1989, Hollywood went to Iowa to shoot the FIELD of DREAMS. Little did anyone know this blockbuster would spawn a comedic baseball show starring local ballplayers that would have an 18 year run and travel the world. GHOST PLAYER tells the story of how this zany team ranging from a hog farmer to a state representative moved audiences around the world and changed the players’ lives forever. From Dyersville, we follow the Ghost Players around the world as warm hearted, comedic ambassadors of the best that the American Heartland has to offer – baseball, tomfoolery, and good old-fashioned family fun. We see them bring the comfort that only baseball can give to men and women stationed in the military in the far-flung corners of the world. But most of all, we witness how America’s favorite pastime and a Hollywood movie set can give one group of men a second chance to live the life they’ve always dreamed.

Broadcast History: Public Television - July '09Iowa
Wisconsin Public Television - August '09
Bally Event, Las Vegas - September '09
Naperville Film Festival - September '09
National Baseball Hall of Fame Festival, October '09

Tag: Relive the Magic
The Team, The Times, The History

Target Audience: 1 - Joe Chicago - 2 or more kids, 30 – 60 yrs old, baseball fan, low/mid income
2 - Grandparents of Joe Chicago
3 - Wife of Joe Chicago
4 - Baseball fans
5 - Rural Americans
6 - Spiritual and religious groups
7 - Armchair and real-world travelers
8 - FIELD of Dreams fans
9 - Military personnel.
10 - Narrative and documentary film fans
11 – Japanese Joe Chicago and the above

Rights: UNLIMITED releases over two years (IPTV) beginning July 1st , 2009
The Major League Baseball trademarks depicted in the motion picture were licensed by Major League Baseball Properties, Inc.

Producer: Joe Scherrman, DreamCatcher Production

Date Produced: July 2009

Funding: Funded-in-part-by grants from:
Iowa Community Cultural Grant Program
Historical Resource Development Program
Joe Scherrman

Underwriting: BrandSource
US Military All Stars
Louisville Slugger Museum &Factory
Ringor

Web Site: www.ghostplayer.us

Viewer Contact: joescherrman@mac.com
Ghost Player
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563-875-2163

Notes: TR 56:46 can be adjusted for individual broadcast.

Companion book available: <http://www.ghostplayer.us/media/traveling/>
“TRAVELS WITH GHOST AND OTHER TALES”

Hometown heroes and MLB Hall of Famers grace the pages of this retrospective on Ghost Player baseball. Roughly 200 pages of 4-color photos. The book holds stories, poems and images of the team told through the voices of players, family and fans

Internet presence: www.ghostplayer.us

17,000 visits, 61,000 page views with an average of 00:05:09 time on site from 87 countries/territories.

Extensive promotion material available:

One sheet - customizable

Mini poster – customizable

Lenticular postcards

Video promo spots, :20 & :30

Trailers

Press kit on-line: <http://www.ghostplayer.us/media/>

Press kit DVD