

DV PROFILE

Eagles Television Network, ETN

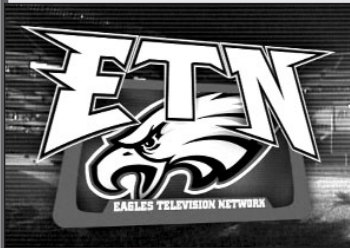
Featured on the DVD

The Eagles Television Network, ETN, has set the standard for locally produced broadcast digital video in the mid Atlantic region. Built from the ground up in 1997 by Director of Broadcasting and Executive Producer Rob Alberino, ETN has consistently been a leader in both nominations

and victories for private production houses by the National Academy of Television Arts and Sciences, NATA. Some of the programming produced by ETN includes *Inside the Eagles with*

Andy Reid, Eagles Total Access, and The Donovan McNabb Show. ETN also produces exclusive player features, interviews with the coaches, and game highlights, in addition to covering live events like the Eagles' press conferences, NFL 101, and special events hosted by the team and the Eagles Youth Partnership.

In 2003, ETN traversed over to the live events world and became the production entity in charge of audio and video throughout Lincoln Financial Field, the Eagles's new stadium which opened in July 2003.



64 MID ATLANTIC EMMY NOMINATIONS

13 MID ATLANTIC EMMY VICTORIES

- OUTSTANDING DIRECTOR
- OUTSTANDING EDITOR
- OUTSTANDING LIVE SPORTS COVERAGE SERIES
- OUTSTANDING SPORTS SERIES
- OUTSTANDING CAMERA OPERATOR (nominated)
- OUTSTANDING SPORTS FEATURE
- OUTSTANDING TECHNICAL ACHIEVEMENT
- OUTSTANDING BEST DESIGN
- OUTSTANDING ONE-TIME ONLY SPORTS SPECIAL
- OUTSTANDING COMMERCIAL CAMPAIGN



Dana Heberling

Position: Editor, Eagles Television Network, ETN

Number of Years in Current Position: Two

Number of Years in Field: Sixteen

Degree: Bachelor of Arts, Radio, Television, and Film, Temple University

Previous Work Experience: Production Equipment Coordinator, Audio Production, Field Production, On-line Post-production

Special Skills: Adobe After Effects, Avid Symphony, Adobe Illustrator, Adobe Photoshop

Job Note: Dana has won several Emmys in several categories for his work as a feature editor, as well as back to back Best Editor wins. On game day, he operates the DNF Shot Box, which is the controller that selects all of the digital video segments that appear live on the Daktronics Pro Star Video Displays at either end of the stadium at Lincoln Financial Field. In addition, Dana's duties include editing, designing, and directing.



Advice to Students: "To enter this field you need to have a real desire to do so. As much glamour as there seems to be, there are also long, strenuous hours and work involved. This is not a 9 to 5 career. Some of my favorite projects were also the longest and hardest and were usually finished around 2 to 3 in the morning. As grueling as it can be though, I love the creative outlet it provides. I never dread going to work in the morning as many people often do. This is not a job. It is a career. As a career you must also stay on top of changes in technology. If you are standing in place, you are falling behind. As a former analog on-line editor, I found it very important to learn nonlinear editing—After Effects, Photoshop, etc.—to further my career. To wrap this all into a simple thought, stay hungry and you will succeed."



DV PROFILE

continued

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Network, ETN*

Ron Schindlinger

Position: Editor, Eagles Television Network, ETN

Number of Years in Current

Position: Two

Number of Years in Field: Ten

Previous Work Experience: Sound Designer, Graphics Designer, Avid Editor, and Graphic Artist

Special Skills: Avid Symphony, Adobe Creative Suite, Adobe After Effects, Acid 4.0, and Cakewalk Sonar

Job Note: Ron edited the Philadelphia Eagles' stadium grand opening video for the unveiling of Lincoln Financial Field, which premiered on Monday Night Football in 2003. His work was recognized by both local and national media as a "Super Bowl caliber event" and "one of the greatest video openings for a building ever." In addition to editing, Ron's duties also include designing and directing.

Advice to Students: "Education is important, but I think that it is equally vital to observe the work of others in the field. The inspiration of seeing work that you like can affect your projects greatly. Being a musician, music has always driven my editing and design. I always try to select the music choices first. The flow of the edit is often dictated by the tempo and the mood of the piece. Finally, without a voracious appetite for learning new technologies and programs, you will find yourself falling behind the curve. Being able to always offer your clients something new is invaluable."



Robert Alberino

Position: Director of Broadcasting and Executive Producer, Eagles Television Network, ETN

Number of Years in Current Position: Eight

Number of Years in Field: Fourteen

Degree: Bachelor of Arts in Media Production and Sound Recording Technology (Dual Major) with a Minor in Still Photography, Duquesne University

Previous Work Experience: Associate Development Director, National Public Radio Station; Associate Director, ABC Sports Affiliate; Associate Producer, Production House; Producer/Director, College Football Programming; Filmmaker, NFL Films

Job Note: My favorite project that I worked on was the initial creation of shows for the Eagles. In 1997, I was asked to create ETN from the ground up—carte blanche—and I was asked by ownership to simply “Make our regional shows look national.” This task was daunting, as we did not own a piece of equipment at the time—no camera, no decks, not even a place to edit what we would eventually shoot. As a matter of fact, there was no room for me at Veterans Stadium, so I was given a makeshift office in the mailroom. I created relationships in the city with post and rental houses and rented all of the equipment that I needed to get the startup off the ground, and then I spent eight straight hours at a local diner conceiving the shows. I did not plan on it, but halfway through a grilled cheese sandwich, the ideas came and



when they come, you have to be prepared. I asked the waitress for a pen and started writing and formatting the shows on table napkins, and soon, I had three shows plotted out. Eight hours later the shows were on paper, so to speak. To this day, the formats remain the same, and the project was—and I did not realize this at the time—the Genesis of ETN and the benchmark for the shows we produce and what many other teams produce as well.

Advice to Students: “In my estimation, persistence and ambition combined with common sense are the most valuable assets when trying to enter the field of production. I receive resume upon resume from young producers and editors who are hoping to break into our group. I search for the person who is most apt to learn, take risks, take initiative and become valuable through using their instincts and common sense, as opposed to theory that they have been taught. I feel that I can teach anyone to be a great producer, director, camera operator or editor. It is becoming a versatile businessperson and team member that will separate the great from the exceptional.”