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## **ARCTEK Goes The Distance For ESPN**

*ARCTEK logs 6000 miles for the first-ever "Mort Goes to Camp"*

(Minneapolis) ARCTEK Satellite Productions LLC is just coming off a nearly month-long tour providing transmission services for ESPN's innovative and first-of-a-kind *Mort Goes to Camp* segments.

As the National Football League and the network counted down the days to the season opener, ARCTEK accompanied senior NFL analyst Chris Mortensen as his bus tour broadcast from 21 NFL training camps in just 23 days.

The distance covered by ARCTEK uplinks was the equivalent of traveling round trip from Virginia Beach, VA to San Jose, CA...a distance of nearly 6000 miles.

*Mort Goes to Camp* started in Dallas on July 31st and concluded in Miami just under a month later on August 23<sup>rd</sup>. With stops throughout the Midwest and Northeast, ARCTEK was there for each live insert.

ARCTEK devised creative solutions to cover all the stops. "We involved both KU trucks and ran them in leap-frog fashion from camp to camp," said Brian Stanley, ARCTEK's vice president of sales and operations. "We also used a second driver to make most of the overnight drives so, in effect, we were operating nearly round the clock for 23 days."

"The long hours weren't a surprise," said Matt Muilenburg, ARCTEK's uplink operator for most of the tour. "They come with the job. However, the fun was a pleasant surprise. People came out to see Mort and the bus. The fans knew where we were heading next and came out to see us at the next stop. In Green Bay [WI] there were more than 100 people hanging out at the bus the whole time. We were like a rock band on a month long tour of the country."

ESPN's *Mort Goes to Camp* provided coverage for a number of network programs including SportsCenter, NFL Live and Monday Night Count Down as well a number of international clients when the Michael Vick story broke in the middle of the tour.

"It was a pleasure to provide service for this first season of Mort Goes to Camp," added Stanley, "and we look forward to touring with Mort again next season."

ARCTEK Satellite Productions operates digital and high-definition uplinks using the latest MPEG-4 encoder technology, as well as provides single and multiple camera productions, production management, satellite media tours, webcasting, field producing and directing, planning and covering broadcast events, shooting b-roll and editing.

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