



REALsports

with Bryant Gumbel

Bernard Goldberg: Real Sports on HBO correspondent

To: Rauhmel Fox
Fr: Andrew Bennett
Dt: February 23, 2007
Re: Interview Request

Rauhmel,

As we discussed on the phone, I am producing a segment for the April episode of Real Sports that is going to take a look at the recent launch of the “Starbury” shoe line. In evaluating the importance of the release of Stephon Marbury’s \$15 sneaker, we are hoping to speak with individuals who can describe firsthand the importance that sneakers hold in our current culture. Therefore, we would like to set up a time to speak with you regarding the program you have established as well as with some of the kids and parents you have worked with. Regarding the kids, we are hoping to do a group interview with middle-school/high school aged students who can describe their experiences of dealing with the pressures of having to wear the newest and most expensive sneakers. For the parents, we would like to speak with mothers and fathers who have felt the pressure of providing these items for their children and to get their take on the escalating prices of high-end sneakers. Essentially, through our on-camera interviews, we want to capture what it’s like dealing with our “sneaker-crazed” culture and how that mentality can affect many of nation’s youth and their families.

I look forward to talking to you further about the project.

Thanks.

Andrew Bennett
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Real Sports with Bryant Gumbel examines Stephon Marbury's initiative on affordable athletic shoes; tells the inspiring story of therapeutic horsecback riding, and revisits the proliferation of "Tommy John" surgery among young pitchers.

Stories



Episode 121 April 16, 2007

Story 1:
Marbury's Starburys

Story 2:
Therapy Ride



Marbury's Starburys

For years, high-end basketball shoes, especially those endorsed by NBA stars, have been the ultimate status symbol for inner-city kids. Often priced in excess of \$100, the shoes are unaffordable for many, which results in kids being robbed, beaten, and even killed for their sneakers. While few pro athletes have addressed this issue, New York Knicks star Stephon Marbury, who grew up in the hardscrabble Brooklyn projects, has tackled the problem head-on with an initiative on affordable athletic shoes. Correspondent Bernard Goldberg examines this disturbing trend and profiles one athlete's campaign in this REAL SPORTS/Sports Illustrated collaboration.

Correspondent: Bernard Goldberg
Producer: Andrew Bennett

