

"Schooled: The Price Of College Sports" To Premiere On EPIX October 16th

Written by Australian Business

NEW YORK, NY, September 14, 2013 **/24-7PressRelease/** -- Today, premium network EPIX announced that it has set October 16 at 8PM ET as the premiere date for SCHOOLED: The Price of College Sports. The timely and controversial documentary will air on the network and will be available on all platforms including EPIX On Demand, EpixHD.com and EPIX apps on hundreds of devices including Xbox, PS3, Roku, iPads, iPhones and more.

SCHOOLED: THE PRICE OF COLLEGE SPORTS is a new original documentary that examines the provocative issues surrounding the business of college sports and the NCAA's treatment of its athletes. Pulitzer Prize winning civil rights scholar, Taylor Branch, bases the expose on a controversial 2011 article that ran in The Atlantic "The Shame of College Sports". Narrated by actor Sam Rockwell, the documentary weaves interviews, archival and behind-the-scenes footage to tell the story of how college sports has become a billion dollar industry built on athletes who are robbed of monetary privileges.

Those interviewed include: former college and NFL player and president of the NFL Players Association Domonique Foxworth (also now attending the Harvard Business School), UCLA star and NBA player Ed O'Bannon, former University of Tennessee All-American and star running back for the Houston Texans Arian Foster, former UCLA standout now Green Bay Packers running back Johnathan Franklin, former UCLA punter now member of the Minnesota Vikings Jeff Locke and former University of North Carolina fullback Devon Ramsay, whose eligibility case was one of the most controversial in recent NCAA history. Also interviewed for the film are Emmy-winning sportscaster Bob Costas, ESPN analyst Jay Bilas, New York Times reporter Joe Nocera and Dave Zirin of The Nation.

Sports Illustrated reporters Frank Deford, George Dohrmann, BJ Schecter and Michael Rosenberg join them; and longtime college sports marketing innovator Sonny Vaccaro is also featured in the film.

Mark Greenberg, EPIX President and CEO says, "The treatment of college athletes is an increasingly disturbing issue in the sports world. SCHOOLED: THE PRICE OF COLLEGE SPORTS does an excellent and responsible job of addressing a controversial issue and creating a springboard for discussion." When first published Branch's article set off a firestorm of controversy and admiration. At the time, Sports Illustrated's Frank Deford said the story "may well be the most important article ever written about college sports."

Branch, who also appears in the documentary, argues that decades of greed and self-interest have finally caught up with the NCAA and that the organization is poised to collapse under the weight of its own hypocrisy. For more information about SCHOOLED: THE PRICE OF COLLEGE

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SPORTS, go to <http://press.epixhd.com/> or epixhd.com. The Twitter handle is @schooledfilm.

SCHOOLED: THE PRICE OF COLLEGE SPORTS is an EPIX Original Documentary. It is executive produced by Bobby Valentine (former Major League Baseball manager and now Director of Athletics at Sacred Heart University); and produced by Andrew J. Muscato, Taylor Branch, and Domonique Foxworth (former college and NFL player and now head of the NFL Players Association). Ross Finkel, Jon Paley and Trevor Martin are the directors. Jill Burkhart is the EPIX Executive-in-charge of Production.

EPIX is the newest premium entertainment network delivering the latest movie releases, classic library titles, plus original films, comedy, music and sports events on TV, on demand, online and on devices. Launched October 2009 as the first multiplatform premium network with online accessibility for subscribers through EpixHD.com, EPIX pioneered the development and proliferation of TV Everywhere for American consumers. EPIX was the first premium network to launch on Xbox 360 consoles, first on Android tablets and phones, first on Roku players and first to launch in the U.S. on PlayStation 3 (PS3) systems. EPIX is available to authenticated subscribers on hundreds of devices including Apple iPads, iPhones, Kindle Fire tablets, Samsung Smart TVs and Blu-ray players and more. Today EPIX remains the only premium service providing its entire monthly line-up from new Hollywood hits to original programs on all platforms and provides more movies than any other premium network.