

# THE OHIO STATE UNIVERSITY

Maryland Halftime Football Radio Interview

**Saturday, October 10, 2015**

**Roughly 1:30 pm**

**Home radio booth**

**Purpose:** Do four-minute interview at halftime with Buckeye Radio Network as a promotional vehicle for university highlights. Your remarks this week have been scripted to include:

- Discussion of homecoming weekend.
- Discussion of “Go Pink” game and cancer research work being done at Ohio State.
- Discussion of vet hospital expansion

**Contact:** Skip Mosaic, Ohio State Radio network,

**Audience:** Buckeye fans listening on the radio including many Ohio State alumni.

**Notes/Background:** This interview will be live. The interview is with Skip Mosaic, the radio producer you worked with last year.

**Cautions:** This interview needs to fit into a four-minute window for broadcast.

**Attire:** Business casual

## **1.Introduction/ Homecoming discussion**

## **Speech Notes:**

Skip Mosaic: I'm pleased to welcome President Michael Drake to the booth to talk about all things Ohio State. And what a great weekend it is to talk about the university, Dr. Drake.

**MVD: Hello, Skip, and you're absolutely right. We're celebrating Reunion- Homecoming Weekend, and I've been seeing some tremendous spirit. I've visited a number of tailgates this morning and met alumni who have come back to campus just for the weekend. It really is special here at Ohio State.**

SM: Dr. Drake, I understand this is the 103rd anniversary of Homecoming, which started in 1912. The university has such great traditions, and they were really on display at last night's parade and pep rally.

**MVD: I had a chance to speak at the pep rally in the Ohio Union last night, and the energy was incredible.**

**It really means something when it spreads out into the community. We had folks from our university and nearby neighborhoods lining High Street to listen to the band, watch the colorful floats and cheer on the Homecoming Court and others in the parade.**

**SM: I heard Ohio State had a pretty unique grand marshal for the parade this year too.**

**MVD: Well, you know it's a special occasion when Brutus Buckeye is celebrating a milestone birthday. Our mascot turned 50 this year, so he was the perfect choice to lead the parade.**

**I also have to give a shout out to a one-of-a-kind Buckeye fan who hit a milestone of his own today. John Crawford is not only an alumnus, but he has been to every single home game played in Ohio Stadium since 1943. He's been cheering on the Buckeyes since he was 12 years old.**

**If you're keeping count, that's 446 straight games, and I encourage everyone to read his inspiring story on the Ohio State Alumni Magazine website.**

## **2. Go Pink week and cancer research at Ohio State**

SM: That is an amazing streak and really speaks to the great love for the Buckeyes that so many alumni exhibit. Looking around the stadium today, I see the grandstands are looking a bit pink. Tell our listeners about that.

**MVD: Our fans are out in force today supporting Breast Cancer Awareness Month. We wanted Homecoming to be the official Buckeyes Go Pink game. I can't emphasize enough the importance of supporting our James Cancer Hospital and Solove Research Institute as well as the Stefanie Spielman Comprehensive Breast Center.**

**We have some of the top facilities in the country for the prevention, diagnosis and treatment of cancer. Every day at Ohio State, more than 300 researchers are working hard to cure this disease.**

**SM: Put on your MD hat for a minute, and tell us what sort of advancements we have made in cancer research?**

**MVD: Ohio State is approved to do Phase I and II clinical drug trials. Now, what does that mean to our patients? It means more combinations of drugs and treatments that help battle cancer. In the 1980s, you had about five drugs to treat every type of cancer.**

**Today, we have about 15 drugs that are specifically tailored to treating breast cancer. More and more people are surviving cancer because of the research and testing of new drugs that we do at this university.**

### **3. Expansion of vet hospital**

SM: Dr. Drake, Ohio State also does a great job of taking care of non-human patients too. I understand the Veterinary Medical Center is undergoing a huge expansion.

**MVD: Our pets are part of our families and they deserve quality medical care. Ohio State has always had one of the top-ranked vet med centers in the nation, and this \$32 million expansion is only going to make it better.**

SM: What will the money raised be used for?

**MVD: Well, we just completed a state-of-the-art intensive care unit for dogs and cats at our Hospital for Companion Animals, where we have about 27,000 patient visits each year. And we're renovating the lobby and waiting area to make it bigger. For the first time, cats are going to have their own space.**

**We're building new exam rooms and surgery suites, too. The Veterinary Medical Center has done a great job with fundraising, but it needs to raise \$2 million more by the end of the year. To support this great project, you can visit [go.osu.edu/BuckeyePets](http://go.osu.edu/BuckeyePets) to learn more.**

SM: And that's Ohio State President Dr. Michael Drake visiting with us today. Thanks again for stopping by.

**MVD: Always my pleasure, Skip. Looking forward to a great second half. Go Bucks!**

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