

ESPN'S COLLEGE GAMEDAY



JMU hosted ESPN's *College GameDay* on Oct. 14, becoming one of only two schools outside the Division I Football Bowl Subdivision to host the college football pregame show twice. It was just the ninth show in *College GameDay* history to originate from a non-FBS institution.

Television viewership measured 1.884 million, which was the show's second-highest rating of the season behind Alabama vs. Florida State in week one. The combined publicity value of *College GameDay*'s visit to JMU topped \$8.5 million.

(Clockwise from top right): ESPN's Maria Taylor with head football coach Mike Houston; Ralph, the JMU bulldog, entertains celebrity guest picker James Madison and cast members Lee Corso and Kirk Herbstreit; *GameDay* personalities (L-R) David Pollack, Desmond Howard and Rece Davis on the set.

