



# Rich Feinberg

Sports & Entertainment Executive

When he was a junior high school student in his native New Jersey, Rich Feinberg was always fascinated with the mechanics of television, film, photography and other visual arts. He was the one who would volunteer to help set up video equipment for a school sports event broadcast or, as a member of the A/V club, run the projector for a film screening.

He knew what he wanted to do with his life, and his childhood passion has resulted in a long and decorated career in the television industry that includes numerous Sports Emmy Awards.

As ESPN Vice President Production, Feinberg managed all aspects of the giant media company's production of the Verizon Indy Car Series, including the famed Indianapolis 500, NASCAR, X Games, Winter X Games, the ESPY Awards, the NHRA, and professional Tennis. Feinberg's teams were responsible for the look and feel of what sports fans see on their television, computer, tablet, and smart phone when they tune into a telecast on one of ESPN's multiple platforms or ABC.

Like his interest in visual arts, Feinberg's passion for motorsports dates back to his childhood, when watching the Indianapolis 500 was a Memorial Day tradition. One of his first jobs in TV was as a runner for ABC Sports at the famed Brickyard. From 2006 through 2015, ESPN's enormous live production of the greatest spectacle in racing, the Indianapolis 500 was one of his primary responsibilities.

Feinberg's road to ESPN took some turns through various aspects of the television business, including production, audience analytics, and programming rights negotiations, both in sports and non-sports television, helping him build a well-rounded knowledge of the industry.



After graduating from Boston's Emerson College with a degree in mass communications, Feinberg went to work in 1983 as a Production Coordinator for the *Lifestyles of the Rich and Famous* program. He then joined ABC in 1984 as a prime-time Programming Research Analyst. From 1986-1988, he worked as an independent producer for various clients including ABC, ESPN and NBC.

From 1988-1991, Feinberg was Director of Planning and Production for Sports Television International (STI), an independent sports production company based in New York City. At STI, he oversaw production for Showtime Championship Boxing, the NFL's World League Football, NASCAR and the Acapulco Cliff Diving Championships. He also participated in media rights negotiations with ABC, ESPN, and Showtime.

With many contacts at ESPN made over the years, Feinberg joined ESPN on a full-time basis in 1993 as a Coordinating Producer. In 1997, he was promoted to Senior Coordinating Producer and to Vice President in 2008.

During his ESPN career, projects and staff managed by Feinberg earned 69 Sports Emmy nominations from the National Academy of Television Arts and Sciences since 1996, capturing 18. Feinberg himself has won 13 Sports Emmys including a two-time winner of Best Live Sports Series (ESPN Speedworld) and is a three-time winner of the George Wenzel Technical Achievement Award (ESPN Speedworld, X Games, Tennis). Feinberg has also won a total of 16 N.Y. Festival International Television & Film Awards, 14 of them for his work on the Indy 500 including the prestigious Grand Award for ABC's 2011 "Centennial Celebration" Indianapolis 500.



Traditionally, the Indy 500 is one of ESPN's largest single day sporting event productions, often utilizing more than 80+ cameras including 48 in-car systems on a dozen cars. Feinberg's team produced the first ever HD broadcast of the race in 2007. They were the first motorsports team to use "BatCam", a flying cabled camera above the race track reaching speeds close to 100mph providing unique shots of the pits, front-stretch, and fans at Indianapolis Motor Speedway. He also evolved the use of onboard cameras with the innovation of "Dual Path Technology", which for the first time allowed viewers to see simultaneous feeds from multiple cameras on the same Indy Car live. For the 99th running of the Indy 500 in 2015, Feinberg delivered another motorsports tv "first" with the introduction of live real time human biometrics from the cockpit measuring driver's heart rate, respiration, and body temperature throughout the 500 mile race.



Feinberg served as the key production executive for all NASCAR broadcasts on ESPN platforms (ESPN, ESPN2, ABC, ESPNNews, and ESPN.com) from 1995 through 2007. This included over 600 NASCAR races, 14 Sprint Cup Championships, Daytona Speedweeks, NASCAR's 50th Anniversary "The Fifty" (critically acclaimed documentary), NASCAR's Night in Hollywood (hosted by actor James Woods), National Series Championship Banquets, NASCAR Now, NASCAR's Winter Heat, and numerous specials.



Always ready to explore and develop, in 2007 under Feinberg's leadership, ESPN launched the most technically advanced production of NASCAR coverage in television history. Among the innovations was the ESPN Pit Studio, a one of a kind mobile tv studio featuring state of the art camera, lighting, and lift technology. Feinberg's team also designed and rolled out the first ever NASCAR high definition in-car cameras systems and the ESPN Tech Garage, a mobile studio containing a cutaway NASCAR race car, a cutaway engine, transmission and dozens of parts and pieces that could be used to educate viewers on the technical aspects of racing.

For ESPN's owned-and-operated X Games and Winter X Games, Feinberg was the lead production innovator and integral part of the executive event development team from its inception in 1994 through 2007. In 2014 he returned to the X Games as Vice President, Production. Since the inaugural X Games broadcast, his priority and ultimately a signature of all X Games broadcasts were progression, athlete storytelling, technical innovation, culture, and style. X Games is widely recognized as the world's premier action sports event. Seven of the 18 Emmy wins were related to X Games.



Feinberg also previously oversaw production of the ESPY Awards for nine years as a Producer, Co-Producer, and Coordinating Producer of the in New York, Las Vegas, and Hollywood. Each year, the ESPY Awards bring together the world of sports and entertainment to celebrate the top moments, the most emotional stories and best performances of the past year in sports. His responsibilities included working with celebrity hosts of the program, among them actors Samuel L. Jackson, Jamie Foxx, Matthew Perry, Jimmy Smits, comedian Jimmy Kimmel and NBA star, LeBron James.



Music has always been one of Feinberg's passions. During his career at ESPN he worked directly with many world renowned artists, their management, and record companies infusing music into sports through concert performances, special videos, and marketing partnerships. Among the artists: Aerosmith, Kid Rock, Santana, Destiny's Child, No Doubt, Snoop Dog, Slash, Gretchen Wilson, and more.

During his career at ESPN, Feinberg was known as an innovative and results driven leader focused on achieving exceptional content at the highest levels of global sports and entertainment production. A seasoned executive with fiscal oversight of production budgets exceeding \$65 million dollars, Feinberg increased audience ratings, expanded digital content offerings, reduced expenses, and inspired unprecedented creative growth.

Feinberg is widely recognized as a champion of one of ESPN's core principles: diversity and inclusion. ESPN was the first network to have a female pit reporter and host for the Indianapolis 500. In NASCAR, assigned multiple female pit reporters for numerous events and was the first television network to have an African-American analyst as part of its NASCAR coverage. Behind the scenes, the motorsports, X Games teams included several women whom themselves achieved unprecedented opportunity and success as Producers, Coordinating Producers, and leaders.

A native of Scotch Plains, N.J., Feinberg currently lives in Farmington, CT with his wife and two children.