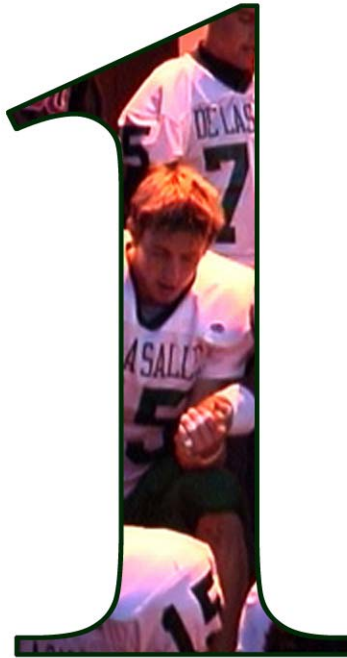




Presents



Produced by Gavin Davis and Tim O'Hara
Directed by Tim O'Hara

For information, please visit:

www.gdfilms.com

goingdigitalfilms, LLC

650.387.5782

pressinfo@gdfilms.com

RUNNING TIME: 89 minutes

Unrated

1



THE FILMMAKERS

Executive Producers	Gavin Davis and Tim O'Hara
Produced By	Michael Bragin and Gavin Davis
Associate Producers	Rachel Morse and Jessica Ringel
Filmed and Directed By	Tim O'Hara
Written and Edited By	Rachel Morse, Tim O'Hara, and Jessica Ringel
Written By	Gavin Davis
Original Musical Score By	Daniel Hulsizer and Christopher Kemp

THE DE LA SALLE COMMUNITY

De La Salle High School - Concord, CA
DLS Varsity Football - The 2002 Spartans
Terry Eidson - Religion Teacher, Athletic Director, Varsity Football Assistant Coach
Bob Ladouceur - Religion Teacher, Varsity Football Head Coach
Mike Blasquez - Strength and Conditioning Coach
Joe Aliotti - Dean of Students, Varsity Football Offensive Coach

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ABOUT THE FILM

You'd think it was a high school football factory, you'll find it's something much more... "1" is a rare behind-the-scenes chronicle of the most successful high school football team ever and follows the De La Salle Spartans through a season on a quest not to win another championship or break another national record, but on a journey to become a cohesive team bound by love.

It's not about X's and O's... it's about having faith in something larger than yourself.

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ABOUT THE DE LA SALLE COMMUNITY

DE LA SALLE HIGH SCHOOL (DLS), founded in 1965, is a Roman Catholic educational community where students are loved, instructed, and guided according to the traditions of the Brothers of the Christian Schools and the charism of Saint John Baptist de La Salle, Founder of the Brothers and Patron of Teachers. DLS is located 30 miles northeast of San Francisco, in Concord, CA. DLS's current student body is composed of 1050 students, and 99% of its graduates continue on to college.

The DLS VARSITY FOOTBALL TEAM is a nationally recognized and acclaimed football program. For the past 12 years, the team has been the undefeated California North Coast Sectional Champions, and considered by many including USATODAY, Student Sports Magazine, FOX FAB 50, and the TonyPoll, to be the U.S. National

Champions of the past 6 years. Only a few DLS players continue on to play football on the collegiate level.

DLS Athletic Director and Varsity Football Assistant Coach TERRY EIDSON is the team's defensive coordinator and head of special teams. Terry has a B.A. in political studies from U.C.L.A. He went on to earn a Masters in Theology from St. Mary's College. Terry has been coaching football since 1981, but he considers himself, first and foremost, a religion teacher.

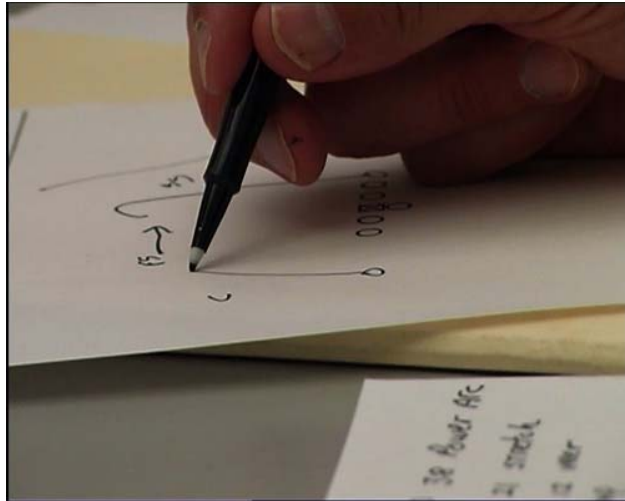
DLS Varsity Football Head Coach BOB LADOUCEUR has been the team's head coach since 1979. Bob has a B.A. in criminal justice administration from San Jose State University. He began teaching religion and coaching football at DLS in 1978, and since then has accumulated an unheard of record of 287-14-1. Bob has been inducted into the National Federation of High School Sports Hall of Fame. He has been voted high school football coach of the year by the National Football League, the National Federation Interscholastic Coaches Association, the California Coaches Association, and USA Today. He has also been voted coach of the decade by Cal Hi Sports. Despite his many football accolades, Bob considers himself, first and foremost, as an educator.

DLS Strength and Conditioning Coach MIKE BLASQUEZ has a B.S. in kinesiology from C.S.U. Hayward and is a certified athletic trainer and a strength and conditioning specialist. He has served as the DLS team trainer, weight coach, and summer conditioning coach for the past 9 seasons. Mike was named the National High School

strength and conditioning coach of the year in 1998 by the Professional Football Strength and Conditioning Coaches' Society.

DLS Dean of Students and Varsity Football Offensive Coach JOE ALIOTTI has a B.A. in physical education from Boise State University. He went on to earn Masters in educational administration from C.S.U. Hayward. An All-American football player, Joe joined DLS as an educator and assistant football coach in 1998.

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ABOUT THE PRODUCTION

The De La Salle Spartans are the #1 ranked high school football team in the nation, and have been for the past 5 years. They are the national record holders for the most consecutive victories in the history of the sport. Over the past 23 years, the Spartans have been a team with a 287-14-1 win-loss record, compiled under the same head coach. What De La Salle is not, however, is a simple system of x's and o's.

"1" is a feature length documentary that chronicles a truly remarkable community, illustrated by one of the most significant sports stories of modern times. Many know that the De La Salle Spartans are a high school football team, second to none. What people do not know is that this accomplishment is the result of a yearly journey to become a cohesive community bound by love. Through the lens of first time director and executive producer Tim O'Hara and executive producer Gavin Davis, the audience shares in a never-before-seen behind-the-scenes look at an unparalleled story, team, and community. Over the course of an hour and a half, the viewer participates in

De La Salle's philosophy and experience of team throughout the season. The viewer witnesses first-hand the amount of time, dedication and commitment that is required to excel, and begins to discover a love which elevates the Spartans above physically stronger, faster, and more talented opponents. All preconceived notions of high school football are quickly lost, while the viewer begins to question the importance of being #1 while beginning to understand the power of being "1."

The film follows the Spartans from their days of summer training through major competitions. One of their first opponents, the dominant St. Louis High School of Honolulu, Hawaii, has won 15 of the last 17 Hawaii State championships. The two teams meet at Aloha Stadium in front of an estimated crowd of 30,000. Another adversary, the athletically superior and #2 ranked team in the U.S., Long Beach Poly (LBP), graduated more players to the NFL than any other high school and outweighs the De La Salle line by 40 pounds on average. The prior year, the Spartans edged out the LBP Jackrabbits in a game which inspired a short film by NFL-Films and which was billed as the Super Bowl of High School sports.

Toward the middle of the film, "1" slowly shifts attention and focuses less on the football footage and more on an ongoing dialogue about high school and community. The viewer realizes by the end of the documentary that the constant football victories are secondary to the process, and therefore begins to participate actively in the philosophy of the De La Salle program.

The idea to make "1" occurred to Gavin Davis in September of 2001, when his fascination with the "paranormal" success of the De La Salle Spartans turned towards obsession. In his research, Gavin found an abundance of newspaper articles that focused

on whatever record the team was currently breaking or on whichever national football power the Spartans had recently trounced. But he was frustrated when he only discovered allusions to what made the Spartans tick. He saw only a glimpse into a team, community and philosophy that he believed to be atypical for either the sport of football or the environment of high school.

“I was always drawn to De La Salle for some reason. Maybe it was because my father was a prep sports writer for many years. My mother has been involved in high school education for many years as well. And I played a multitude of sports at the prep level, so perhaps it was some combination of all of these. But there is something different with De La Salle, something hard to articulate, there’s a weight that felt and feels larger than life.”

Not able to shake this weight, Gavin got in touch with the school’s Athletic Director, Terry Eidson, to articulate his vision of a story that was more about community than football. He wanted to document the team, not the win streak, and focus on the team’s ability to bond with each other and love each other above all else. De La Salle had turned down previous offers from other, more established, filmmakers who were not as interested in this side of the story; however, Terry agreed to meet with Gavin to discuss a project in more detail.

Recognizing the difference between passion and practicality, Gavin set out to find a filmmaker and director capable of handling such a project and willing to spend the next year or more dedicated to making the picture a reality for others. College friend Tim O’Hara had studied film at Cornell and had produced a documentary short on two custodians and their relationships with each other, their co-workers, and the students. Gavin contacted Tim while he was working as an intern for National Public Radio’s WBUR station in Boston. At first, Tim was hesitant to switch coasts, particularly to pursue a film on high school football, a subject he admits to having known little about.

“Having grown up in Ohio, I was aware of the big high school football dynasties. And I had seen a few films that played into the stereotypes inherent in some of these programs. But this program seemed to be the antithesis of all that. I was really impressed with the story Gavin had in mind. I was even more curious to know if it was true.”

While Gavin was adamant that De La Salle not make any final decisions on the film before meeting Tim, June was approaching. The players were well underway with their strength and conditioning program and preparations had to be made in short order if the project was to go forth. Tim flew to California for a meeting Gavin had set up with the head coaches and school administrators.

“I am east coast guy; Gavin and I both showed up in suits. I think they enjoyed seeing us sweat a little bit before demanding we take our jackets and ties off. By the end of the lunch, though, we all seemed to be on the same page. At least everyone but Bob.”

Gavin recalls being a bit taken aback and discouraged, as Head Coach Bob Ladouceur “remained silent for the majority of the hour long lunch meeting, then turned to [him] and said, ‘I don’t get the point.’” Gavin tried to convince Bob that he was not interested in an expose on the school or in a reality series on high school life.

“We, as a modern civilization, have always looked to those of great success for inspiration. With a web following that gets over 4 and ½ million hits per season, certainly De La Salle has reached this level. What was really of the utmost importance here, was to relate to others, not the fact that they were doing it, not a highlight reel, but how they were doing it, with a hope that anybody, a parent, a coach, a teacher or a kid themselves could apply any of the principles or philosophy into their own lives to enrich them and grow from. Some of this philosophy is certainly spiritual, but not necessarily Catholic—they are ideas that transcend religion.”

After much deliberation, the school gave the project the green light and the independent production company, goingdigitalfilms, LLC, was formed with the goal of carrying out the project. The two jumped into their new roles as producers by raising additional funds for the film. A major contributor to this process was Gavin’s banking

colleague Michael Bragin, who assumed the role of the company's director of business affairs.

The team began to acquire the equipment necessary to carry out the documentary, and decided for both monetary consideration as well as increased flexibility when shooting, to shoot the film digitally on MiniDV. This decision to "go digital" was new for Tim who had previously worked in film and required the cinematographer to learn the technicalities of the company's new Canon XL-1s cameras, along with their new lighting and sound equipment, in a very short amount of time. Gavin devised a rough story line and shooting schedule, while Tim began to spend most of his free time with the school and team in order to become acquainted with his subject matter and to learn the game of football.

"Before we knew it, we definitely had our backs to the wall. With Tim initially working as a waiter and me putting in long hours as a banker, all of our free time was spent on the film. I think I was averaging less than five hours of sleep a night. It was certainly a labor of love."

The filmmakers began capturing footage during the last two weeks of pre-season strength and conditioning practice, and by the time the first day of school and regular season practice rolled around, the crew was a regular fixture around campus. The company had unprecedented access to classrooms, playing fields, chapel, faculty workshops, and private team meetings at the players' homes.

"Our philosophy was to keep the cameras rolling. I followed them everywhere and filmed everything: from the exciting to the mundane. You never know what is going to happen spontaneously when you're filming a documentary...you have to be ready for anything."

When the football games rolled around, the gdfilms' team was mic-ing the coaches and filming from both the sidelines as well the press box. For the second match-

up, Gavin found himself at the top of Aloha Stadium, where the reality of the situation struck him.

“Here I was in Honolulu, looking down on 30,000 people and next to me, the Fox Sports crew was setting up. I sort of wondered to myself, ‘What am I doing here? How did I get here?’”

Tim had felt similar wonderment and anxiety during those first hectic weeks, and the unease only increased as the season drew on.

“I was very happy with the footage, I knew we were going to have some great images. And I still believed that there was a powerful story here. But we both began to question whether any narrative story would actually translate to the screen.”

Since De La Salle was very protective of the private lives of their underage students, it was difficult for the filmmakers to utilize any of the athletes as character through lines. A lack of student character development threatened the narrative structure of the film as no dramatic story was surfacing.

In addition, on a more serious level, Gavin was soon realizing that he had over-committed himself and his workload began to take a serious effect on his health. Gavin was forced to remove himself from the project, putting the films’ financial stability and future at risk. At the close of the Spartans’ football season in December, Tim realized that he would not be able to continue the film alone. Tim was sure the project was over.

“Not to sound too cheesy about it, but I began to take a lot of Bob’s and Terry’s lessons to heart. I figured, here I was, making a film about two guys that stress accountability and effort above all else. I sure as hell better, at least, try and finish this thing.”

Tim turned to college friend Jessica Ringel for help with post-production. Jess had been working in Palo Alto at a psychiatry neuroimaging laboratory at Stanford University.

“It was crazy, I was already working a full-time job and joining the project meant giving up pretty much all of my free time. On the other hand, I’ve always loved movies so how could I give up the chance to actually make one?”

Tim was also able to convince Cornell film classmate Rachel Morse to join the team by offering equal creative control of the post-production phase to both her and Jess. Having worked for a top talent agency in Los Angeles, Rachel was excited to return to a more creative role. Interested in “projects that highlight the stories of modern American Life,” Rachel agreed in the value of presenting a story at a human-interest level.

Faced with 160 hours of footage and a company deadline of summer 2003, the new editors had their work cut out for them. After reviewing and logging each of the tapes, Tim, Jess and Rachel constructed a story outline that followed the season chronologically while exploring the themes that Gavin and Tim had chosen to highlight. As a strategic build-up to the film’s overall message, the editors decided to literally taper the inclusion of football-related material while swelling such diverse themes as love and animosity. In this way, the filmmakers were able to overcome the obstacle placed on character development, by creating a compelling dialogue that interweaves and eventually overcomes the mounting football coverage. With a game plan in place, the editors devised a rotating editing schedule, working a total of 14 hours a day. Using an Apple G4 and Final Cut Pro editing software that Gavin and Tim had purchased, the three editors worked out of Tim’s apartment 7 days a week.

As the gdfilms’ team neared the end of post-production, Gavin was able to rejoin the group. His first order of business was to approach “Spellbound” (2003) composer Daniel Hulsizer to write the film’s score. After viewing a rough cut of the film, Danny accepted the position, along with his fellow Elias Arts colleague Christopher Kemp.

It had been one year since the school signed off on the project. The filmmakers found themselves once again in a meeting with the coaches and administrators, this time to show them the near-complete project. Similar to Gavin's reaction to the first meeting, Tim was a bit nervous. "In my mind, my toughest critics were always going to be Terry and Bob. I always felt challenged by Bob's stance on the documentary." While acknowledging the difficult nature of a journalist's job, Bob has always been skeptical that the De La Salle story could be told. It is his belief that "to know means you have to live it and experience it...in order to understand you must be willing to participate." Needless-to-say, his influence is apparent in the final product, for the viewer is given privileged access to participate chronologically in all aspects of the team's journey. The film is successful because it is a sincere portrayal of a real school without including a fabricated and dramatic story.

"I" reveals the full experience of being a De La Salle Spartan, something Tim knows a lot about. "In a lot of ways, I had become part of the team. I had gotten used to the bombardment of insults from Terry," he jokes. "I was really moved when Terry was silent after seeing the film." When Terry did finally speak, he expressed how proud he was of the filmmakers. This helped ease Tim's nerves. "Usually this is the most nerve-racking part of the process: handing the film over to the viewer. But we are all very satisfied with the final product. And both [Terry and Bob] have told me that they are very pleased with the film. I couldn't be happier."

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ABOUT THE FILMMAKERS

Executive Producer and Writer GAVIN DAVIS has a B.S. from Cornell University. Since graduation, he has been working as an investment banker. After developing the idea to do a documentary on De La Salle High School's (Concord, CA) renowned football program and soliciting the school, Gavin co-founded goingdigitalfilms, LLC with college friend Tim O'Hara in order to produce the picture, which became "1."

Executive Producer and Director TIM O'HARA has a B.A. in film studies from Cornell University. In College, he spent a summer working in Jim Henson Pictures' creative development department in Hollywood. Upon Graduation, Tim joined Boston's WBUR, National Public Radio station, as a photojournalist intern in their new media division. Most recently, Tim co-founded goingdigitalfilms, LLC with college friend Gavin Davis in order to produce "1."

Writer and Editor RACHEL MORSE has a B.A. in film studies from Cornell University. After spending two years at a talent agency in Los Angeles she decided to change paths and pursue her interest in editing. In January 2003 she teamed up with Cornell classmates Tim O'Hara and Jessica Ringel to complete post-production on "1." This is her first feature film as an editor. Rachel currently lives in Boston where she continues to look for projects that highlight the stories of modern American Life.

Writer and Editor JESSICA RINGEL has a B.A. in Psychology from Cornell University. After graduation, she moved to California and accepted a job working as a Research Assistant in a Psychiatry Neuroimaging Laboratory at Stanford University. A lover of film, Jessica jumped at the chance to work on post-production of "1." Currently, she continues her work at Stanford, while preparing to enter a Ph.D. graduate program.

Producer MICHAEL BRAGIN has a BA from the University of California at Berkeley and an MA from Northwestern University. Michael has worked as a public policy analyst and, most recently, as an investment banker. In this latter career, Michael met and established a friendship with Gavin Davis, and was subsequently persuaded to invest in the goingdigitalfilms' documentary project that became "1". Michael currently resides in Madison, Wisconsin where he is pursuing graduate studies in biotechnology.

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ABOUT THE COMPANY

goingdigitalfilms, LLC, is a production company committed to bringing novel stories that imitate life and human existence to a judicious audience through both neoteric and venerable fashions using the medium of motion picture.

goingdigitalfilms was established in the summer of 2002 by Gavin Davis and Tim O'Hara. Its first production is a documentary on De La Salle High School in Concord, CA, entitled "1."

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FULL CREDITS

Executive Producers

Gavin Davis
Tim O'Hara

Produced by
Michael Bragin
Gavin Davis

Associate Producers

Rachel Morse
Jessica Ringel

Filmed and Directed by

Tim O'Hara

Written and Edited by

Rachel Morse
Tim O'Hara
Jessica Ringel

Written by

Gavin Davis

Original Musical Score by

Daniel Hulsizer
Christopher Kemp

Featuring
The 2002 Coaching Staff:

Bob Ladouceur	Terry Eidson
Joe Aliotti	Mike Blasquez
Mark Panella	Nate Geldermann
Terrell R. Ward	Justin Alumbaugh

The 2002 Spartans:

Carlo Alvear	Ian Babione
Kyle Balough	Chris Biller
Jackie Bates	Tony Binswanger
Chris Bizot	Aharon Bradley
Alex Briner	Britt Cecil
John Chan	Cameron Colvin
Drew Curto	Mike Dominguez
Jason Dove	Matt Drazba
Maurice Drew	Erich Faustman
De'Montae Fitzgerald	Joe Fontana
Dan Fujimoto	Steve Fujimoto
Brad Garrett	Willie Glasper
Garth Gorrall	Mark Guardado
Parker Hanks	Alex Harrington
Ryan Hatheway	Damon Jenkins
Matt Kavanaugh	Terrance Kelly
Chris Kinsel	Kevin Lopina
Jon Llama	Eric Love
Sean Matlock	Chris Mulvanny
Gino Ottoboni	Mike Pittore
Matteo Richie	Erik Sandie
Cole Smith	Alex Stroud
Terrell Ward	Drew Weir
Chris Wilhelmy	Sean Wilhelmy

Jodi Alford Smith
Louisa Binswanger
Br. Chris Brady
Al Del Grande
Belinda Hudkins
Raul Lara
Manny Lopez
Kirk Pulver
Margaret Silva
Bud Truchan
Mary Yonekawa

Frank Allocco
Robert Braunstein
Jeff Cortez
Matt Gutierrez
Paula Kavanaugh
Lissa Leigh
Leo Lopo
Chris Rodriguez
Bruce Shoup
Don Wallace
Robert Zorad

Keith Amemiya
Dalton Brown
Chris Cummings
Shaun Eidson
Jean Kuznik
Debbie Llama
Mike Marseille
Dave Samson
Mark Tennis
Jim Watson

Very Special Thanks

Terry Eidson
Bob Ladouceur
Bruce Shoup

Br. Chris Brady
Al Del Grande
Roger Hassett
Jay Lightner
Ed Marcelin
David Stewart

Thank You
Matt Costello
Jack Dyer
Neil Hayes
Steve Lilly
Dave Samson
Mark Tennis

Chris Cummings
Dr. David Flakoll
Raul Lara
Leo Lopo
Jeremy Snepar
Don Wallace

The Battleship Missouri Memorial, Pearl Harbor, Hawaii
The Binswanger Household
Clayton Valley High School, Concord, California
The Faustman Household
The Fujimoto Household
The Garrett Household
The Briner Household
The Kavanaugh Household
Liberty High, Brentwood, California
The Llama Household
Saint Francis High School, Mountain View, California
The Sheraton Waikiki Hotel and Resort
The University of California, Berkeley
The University of Hawaii

Opening Credits Featuring
“LIVE”

Music and Lyrics by
Ama
Performed by
Ama

Sound Editing and Other Technical Assistance by
Michael Balas and Edward Dole of Media Group Studios
Fadi Kdayssi of Video Dub International
David Appleby of Scorpio Productions

High Definition Transfer by
Duart Film and Video, NY

Additional Filming by
Michael Bragin
Gavin Davis

Production Assistants

Denis Amselem

Shep Cynamon

Patrick Mace

Chuck Williams

Thank You

Richard and Yvonne Davis

Kathe and Richard Morse

Pat and Judy O'Hara

Richard and Judy Ringel

Dedicated To

The De La Salle Community