Mike Tomlin, Pittsburgh Steelers coach: "I really think that more than anything it minimized it as a distraction for us and once we came to that determination it was business as usual. The big thing is that we remain united. This game of football is a unique one and we're all blessed to be a part of it.

35 reporters were invited, however only four appeared and were less than enthusiastic about the prospects of the company.[2] Beyus felt the future of ESP was in doubt and departed following the conference.[3]In spite of these initial difficulties, ESP was incorporated on July 14, 1978, for a quinton patton jersey fee of \$91.[3] The trio still had to find a way to broadcast their new sports channel and began their research at United Cable, where they were told about a new james carpenter jersey means of television distribution, satellite communication.[3] They were then directed to RCA, which had experience in satellite communication, having launched Satcom into orbit and frequently using the technology in Europe; the concept was still new in the United States (satellite delivery was first used for full time television broadcasts by HBO in September 1975), and was not immediately embraced.[3] Al Parinello, who was hired by RCA to promote the new will tye jersey technology, received a phone call from Rasmussen and wanted to meet with him in person.[4] At the meeting, Bill explained they were interested in regional sports broadcasting, khiry robinson jersey however Parinello explained that with satellite communication, their channel could be broadcast across the country.[4] Furthermore, when they were informed that buying a continuous 24 hour satellite feed was less expensive than sending the signal across Connecticut via landlines, they agreed to buy the transponder for the satellite.[4]With a wider audience to appeal to, they began to retool their original concept and on August 16, 1978, both father and son agreed that the channel would show all types of sports 24 hours a day, have a half hour sports show every night, hire sportscasters and buy a fleet of trucks to travel across the nation covering various sporting events.[5] Putting together money from various family members and associates, ben ijalana jersey they put down \$30,000 for the transponder.[6] The group then had to search for property to set up

their headquarters. They originally began looking for land in Plainville, however due to an ordinance that prohibited satellite dishes, ESP could not settle there.[7] Instead, they chose to buy a parcel of land for \$18,000 in Bristol that had been built on a dump; the satellite signal was unaffected in the area, making it an ideal location.[7]The Rasmussens received financial aid from J. B.