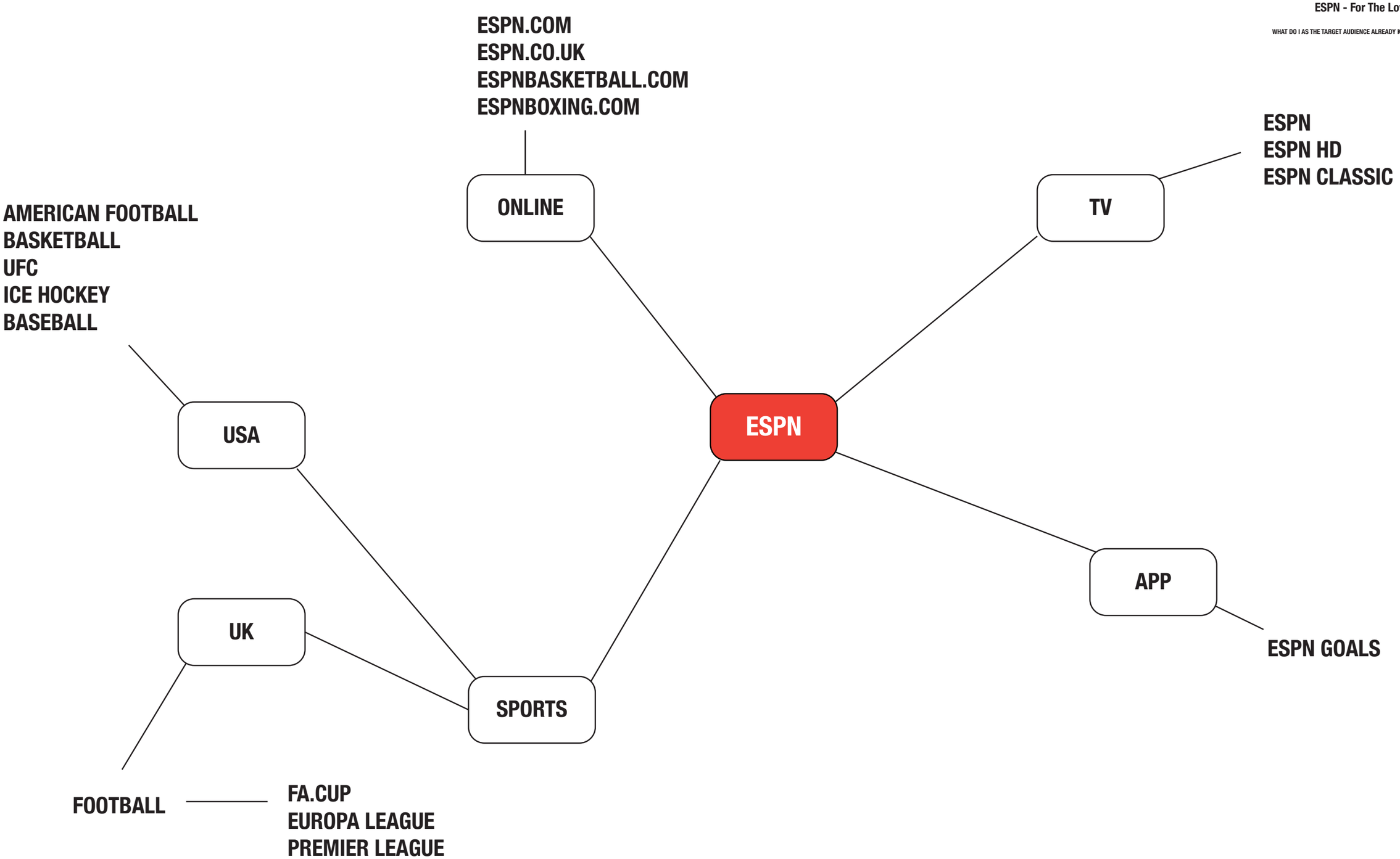
Presentation and Communication
Sean Jones
ESPN - For The Love Of Sport

WHAT DO I AS THE TARGET AUDIENCE ALREADY KNOW ABOUT ESPN?