

AOL MAIL You might also like MMA Fighting, Fleafflicker

[Sign In / Register](#)

- [Main](#)
- Choose A Sport
 - [NFL](#)
 - [MLB](#)
 - [NBA](#)
 - [NHL](#)
 - [NCAA Football](#)
 - [NCAA Basketball](#)
 - [Motorsports](#)
 - [Golf](#)
 - [Tennis](#)
 - [Boxing](#)
 - [MMA](#)
 - [Women's Basketball](#)
 - [Soccer](#)
 - [English Premier League](#)
 - [Cricket](#)
- Video
 - [FanHouse TV](#)
 - [MMAFighting](#)
 - [SportsLodge](#)
- Fantasy
 - [Free Fantasy Games / Check Your Teams](#)
 - [Fantasy Main](#)
 - [Fantasy Baseball](#)
 - [Fantasy Basketball](#)
 - [Fantasy Football](#)
 - [Latest Player News](#)
- Writers
 - [Jay Mariotti](#)
 - [Kevin Blackistone](#)

- [Lisa Olson](#)
- [Greg Couch](#)
- [Terence Moore](#)
- [David Whitley](#)
- [Thomas George](#)
- [All FanHouse Writers](#)
- More
 - [Back Porch](#)
 - [Sports Business & Media](#)
- [Feedback](#)

Search Sports News	<input type="text"/>
Search the Web	<input type="text"/>

- [NBA Home](#)
- [Scores](#)
- [Standings](#)
- [Stats](#)
- [Teams](#)

◦ **EASTERN CONFERENCE**

- Atlantic Division
 - [Boston Celtics](#)
 - [New Jersey Nets](#)
 - [New York Knicks](#)
 - [Philadelphia 76ers](#)
 - [Toronto Raptors](#)
- Southeast Division
 - [Atlanta Hawks](#)
 - [Charlotte Bobcats](#)
 - [Miami Heat](#)
 - [Orlando Magic](#)
 - [Washington Wizards](#)
- Central Division
 - [Chicago Bulls](#)
 - [Cleveland Cavaliers](#)
 - [Detroit Pistons](#)
 - [Indiana Pacers](#)
 - [Milwaukee Bucks](#)

◦ **WESTERN CONFERENCE**

- Northwest Division
 - [Denver Nuggets](#)

- [Minnesota Timberwolves](#)
- [Oklahoma City Thunder](#)
- [Portland Trail Blazers](#)
- [Utah Jazz](#)
- Southwest Division
- [Dallas Mavericks](#)
- [Houston Rockets](#)
- [Memphis Grizzlies](#)
- [New Orleans Hornets](#)
- [San Antonio Spurs](#)
- Pacific Division
- [Golden State Warriors](#)
- [Los Angeles Clippers](#)
- [Los Angeles Lakers](#)
- [Phoenix Suns](#)
- [Sacramento Kings](#)
- [Players](#)

- Player
- Position
- Team
- [Transactions](#)
- [Injuries](#)
- [NBA D-League](#)
- [Tickets](#)
- [Live Odds](#)
- [NBA Gear](#)

FANHOUSE COVERAGE OF
THE NBA FINALS

Shadowing the Lakers for a Season

- 2Comments
- [Say Something »](#)

6/09/2010 10:30 PM ET By [Kyle Stack](#)

[Print](#) [Text Size](#)

[Email](#)

[More](#)

- ○ Kyle Stack



If the [Los Angeles Lakers](#) win the NBA championship this June, their 16th title season will be possibly the most documented campaign in their storied history.

That's due to a pair of NBA Entertainment film crews which followed them from the start of training camp last September through a deflating loss to the [New Orleans Hornets](#) in late March. Their mission: Follow the [Lakers](#) at practice, during games and on the road to document their quest to win the franchise's seventh back-to-back championship.

The hour-long documentary for ESPN, titled *The Association: Los Angeles Lakers* and narrated by actor and long-time Lakers fan Andy Garcia, debuted April 16. It tracked several major story lines during the season as the team pursued another path to the Finals after defeating the [Orlando Magic](#) for the 2008-09 championship.

There was free agent signee [Ron Artest](#) trying to incorporate himself onto a new team and native New Yorker [Lamar Odom](#) reflecting on life in Los Angeles. There was the possibility of this being Phil Jackson's last season as head coach. There were also unexpected hiccups along the way, such as [Kobe Bryant](#)'s cornucopia of injuries and its effect on his and the team's play.

NBAE has experience following teams, notably with its Real Training Camp coverage of various teams every preseason. However, they had never attempted to follow a team around the clock from the onset of training camp through much of the regular season. The Lakers were a "logical choice" to follow, according to Dion Cocoros, VP of Original Production for NBA Entertainment, who oversaw the project.

11 retweet

Share

"We were talking about how it would be pretty cool to do a season-long documentary and to do it for an ESPN special," Cocoros said by phone from NBAE's Secaucus, N.J. offices. "We got on board with the Lakers, they said 'come along for the ride' and we just started filming."

Even with the major story lines, there are smaller, spontaneous moments littered throughout the documentary which reflect the inside access NBAE was afforded.

One example was captured at a practice in which Phil Jackson verbally expressed his dissatisfaction to [Pau Gasol](#) about his effort during a drill. That scene represented the unique look into an NBA team's season that Cocoros and his crew wanted to give viewers.



"Nobody sees what Jackson says to Gasol when he's frustrated with him," Cocoros said. "Nobody gets to see what Kobe says in the back of the bus on his way to the [Madison Square] Garden."

Another unplanned scenario in which the film crew adapted on the fly was when they captured [Miami Heat](#) guard [Dwyane Wade](#) embracing Bryant in the hallway outside the Lakers locker room after Bryant hit a game-clinching three-pointer at the buzzer in a December 4 contest in Los Angeles.

According to Cocoros, the film crew was planning to interview Bryant as he was leaving Staples Center with his family when Wade suddenly approached him and began chatting about Bryant's acrobatic game-winner.

"There's an example of [the crew] deciding on the fly that the Kobe-Wade conversation was more important than an interview with Kobe," Cocoros emphasized.

Nearly all the coverage for the documentary was compiled from two film crews shooting in HD. One primary crew -- a producer, camera man and sound man -- tagged along with a second group working in rotation. The experience NBAE and its film crews had compiled with the Lakers front office, the coaching staff and the players from their past championships helped the film run smoothly from the beginning.

"There's no question the familiarity helped the project," Cocoros said.

There was also no question that the Lakers coaches and players would co-exist with an embedded film crew following them into areas normally deemed off-limits to the media, such as visits into the training room, an area typically regarded as sacred by coaches and players.

"I don't think our being there ruffled them because they're pros and they know they have a job to do and we have a job to do," Cocoros explained while adding that players gave their cell phone numbers to the film crew to assure access.

Lakers spokesman John Black conceded that documentaries and other media responsibilities are a distraction but that they're simply a fact of life in pro sports.

"That's part of the job. ... It's not just walking into a gym and playing basketball," Black said. He also noted that the Lakers trust NBAE "implicitly" and were thrilled with the documentary.

Despite all the story lines and subplots offered by a franchise nearly as famous for its off-court drama as it is for its on-court success, Cocoros dismissed the notion that fitting a season's worth of footage into one hour could be overwhelming.

"It's a nice challenge to have," Cocoros said. "We're covering the basketball journey so we're able to knock off a few of those story lines that might be for other people to tell. It's important that Artest is learning the Triangle [offense] and struggling with it. It's not as important about following him home at night."

Following the team wasn't the only responsibility for the film crews. Producers spent up to a



couple days taking scenic shots around Los Angeles, whether it was of a sunset-soaked beach, one of L.A.'s famous congested freeways or the main entrance to Staples Center. It was a vital way to establish a "scene-setter," as Cocoros termed it, for an impending scene.



Scenic shots as well as all team footage were sent regularly during the season to a 10-person staff in the New Jersey office. Film editors would break down footage as production assistants worked with producers to sort through game broadcasts for an announcer's memorable call to a key play, which would be included in the final cut to bring emphasis to that storytelling moment.

The pressure of gathering footage into late March for a documentary which was scheduled to air in mid-April created an environment of "controlled chaos" as the editing process revved up, according to Cocoros.

"Everybody is used to that," Cocoros said. "Putting it all together is what it's all about. It's crazy the last week or so but everybody here has been doing it for so long that I wouldn't have it any other way."

Spending a season with one team gave Cocoros and his crew insight that the typical NBA fan could never be familiar with, such as Bryant keeping the locker room loose. Yes, the same Kobe Bryant of the cold-blooded glares and jutted-out jaw.

"Kobe keeps them loose in terms of him being so tough on the younger guys," Cocoros said. "Even though he's so serious, in a way that keeps everyone loose because that's what they're expecting. They know everything is okay when he's getting on them."

Surprises also existed in how the team handled their own struggles. The documentary ended with the Lakers losing 108-100 to the Hornets on March 29, their second loss in three games which eventually led to a disconcerting 4-7 end to the regular season.

Cocoros noted that he expected the players to reject any claim that they were worried about their play heading into the postseason. Instead, they were sincere in their admission that the road back to the NBA Finals wasn't a given simply because they had been there the previous two seasons. (The Lakers lost the 2008 Finals to the Boston Celtics.)

"The guys were very honest with them not knowing what to expect," Cocoros said.

The same could be said for Cocoros and his crew regarding their uncertainty of what they would capture as they followed the Lakers. Only now they realize they were tracking a Lakers team that's close to fulfilling the goal they set out to achieve the first day of training camp. And NBAE was there to record it.

Read More: [Lakers NBA Media Watch Sports Business and Media ESPN](#), [Kobe+Bryant](#), [Lamar+Odom](#), [Phil+Jackson](#), [Ron+Artest](#)

- 2Comments
- [Say Something »](#)

[Print](#)

[Email](#)

[More](#)

Outside the 'House



Getty Images

- [Ex-Knick Oakley to LeBron: Don't Go to New York](#) -- SI.com
- [Fans Flock to Strasburg's Pro Debut](#) -- SI.com
- [Former NFL Pro Bowler Wins Election](#) -- SI.com
- [Poker Player Dies on Flight to World Series of Poker](#) -- Huffington Post
- [Golfer Lets Someone Drive Ball Off His Body](#) -- Out of Bounds
- [Kobe Bryant's Legacy Hangs in Finals Balance](#) -- SI.com

Sponsored Links

[Obama Urges Homeowners to Refinance](#)

Rates Hit 3.54% APR! Calculate New Mortgage Payment Now.
www.SeeRefinanceRates.com

[2010 #1 Energy Stock Pick](#)

AEGY. Find out why investors love this MAJOR green energy player!
www.EnergyStockReports.com

[TODAY: iPads for \\$23.74?](#)

Special Report: Apple iPads are being auctioned for an incredible 80% off!
www.QuiBids.com

[Buy a link here](#)

Related Articles

POWERED BY [surphace](#)

From  FANHOUSE

- 1. [Strasburg Sparks Cleveland Ticket Rush](#)
23 hours ago
- 2. [No History Lesson Needed: Lakers, Celtics Understand Rivalry](#)
7 days ago
- 3. [Kobe the Scorer Transforms into Facilitator in Game 2](#)
21 days ago
- 4. [Kobe Bryant to Miss Final Two Games of Regular Season](#)
58 days ago

Around the web

- 1. [Los Angeles Lakers players given money for taking charges - ESPN Los Angeles](#)
7 days ago
ESPN.com - NBA
- 2. [Lakers-Celtics, Part 12: Kobe gets another chance - NBA - SI.com](#)
11 days ago
CNN - Sports Illustrated
- 3. [Jackson's imminent return as coach of Lakers makes team top contender in next NBA season](#)
2 days ago
Planet Basketball
- 4. [NBA Finals Betting Game 1: Boston Celtics vs. Los Angeles Lakers](#)
6 days ago
Ron Raymond's Sports Betting Blog

[See More Related Articles and Blog Posts](#)

Comments (Page 1 of 1)

kjsdfhkdsjfh 6-10-2010 9:03AM

<http://www.dearsales.com>

have some cheap things ...(Jew erly...)

nike shoes , fashion clothes ; brand handbags , wallet ...

If you think our website is good , you can put this website to bookmarks or other places , easy to find ...

★★★★☆  [reply](#)

kjsdfhkdsjfh 6-10-2010 9:08AM

<http://www.dearsales.com>

have some cheap things...(Jewelry...)

nike shoes, fashion clothes; brand handbags, wallet...

If you think our website is good, you can put this website to bookmarks or other places, easy to find...

★★★★☆  [reply](#)

GOT SOMETHING TO SAY?

- [AOL/AIM Screenname](#)
- [New Users](#)
- [FanHouse Log-In](#)

If you have an AOL or AIM screenname, you can use it to add a comment.

Screenname:

Password:

Your comments:



- Remember me
- E-Mail me when someone replies to this comment

- [Facebook](#)
- [Twitter](#)
- [RSS](#)
- [Mobile](#)

- [Submit Tips](#)
- [Download Toolbar](#)
- [Send Feedback](#)


NBA HOT TOPICS


[Byron Scott](#) | [Derek Fisher](#) | [Ray Allen](#) | [Lakers-Celtics](#) | [Brian Shaw](#) | [Evan Turner](#) | [NBA Mock Draft](#) | [LeBron James](#) | [Danny Ferry](#)


- [Headlines](#)
- [FanHouse Wire](#)


['Pacific Rims' Delves Into Basketball Madness in the Philippines](#)
[Heritage Gives Spoelstra an Inside View of Filipino Basketball](#)
[Byron Scott Remains in Cavs' Picture Even as Tom Izzo Schedules Visit](#)
[Nets Hire Avery Johnson](#)
[Shadowing the Lakers for a Season](#)
[Daniels May Be Loneliest Man in Finals](#)
[Phil Jackson, Doc Rivers Still Complaining About Referees](#)
[Ron Artest Annoyed Paul Pierce Won't Give Him Credit](#)
[View All Stories on FanHouse »](#)
[Fisher and Bryant, friends and champions](#)
[Avery Johnson agrees to coach Nets](#)
[Postseason NBA Schedule](#)
[Beat LA? Not recently at home for the Celtics](#)
[MSU assistant says Izzo told team of Cavs talks](#)
[NBA leads way in diversity among men's pro sports](#)
[Lakers' win earns top ratings for ABC](#)
[Celtics, Lakers standing toe to toe](#)

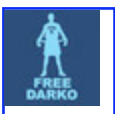
NBA TWEETS

- 

Sam Amick [Tonight's refs: Scott Foster, Greg Willard, Eddie Rush #nbafinals \(via @Jpdabrams\)](#)
- 

Sam Amick [Byron Scott in the running for Cavs job, and you know who - yep, LBJ - has done his homework on him already - <http://bit.ly/9JN0kZ>](#)
- 

NBA FanHouse [Interesting twist: Byron Scott is talking to the Cavs -- and LBJ recently talked to CP3 about playing for Scott <http://bit.ly/aMFv4g>](#)
- 

Sam Amick [Re: Chris Broussard's ESPN report, league sources confirm to FanHouse that Byron Scott is in discussions with Cleveland about coaching job.](#)
- 

Free Darko ["The Damned Don't Cry" is on TCM right now, you should watch it.](#)

NBA FINALS VIDEO



[More FanHouse TV Video](#)

iPhone Apps

FanHouse



FanHouse for iPhone is Here!

Our iPhone app delivers the latest sports news straight to your iPhone or iPod touch, instantly - powered by the best writing staff on the Web.

[Download Now!](#)

Fantasy Sports



Follow your favorite pro players and teams from anywhere like never before with fantasy enhanced box scores, live leader boards, expert analysis and customizable watch lists.

[Download Now!](#)

MMA Fighting



MMAFighting.com is a premier destination for MMA fans looking for breaking news, provocative commentary and extensive event coverage that reflects our love of MMA -- and yours.

[Download Now!](#)

Writers

NBA

[Sam Amick](#)

[Byron Scott Remains in Cavs' Picture Even as Tom ...](#)

NBA

[Tim Povitak](#)

[Heritage Gives Spoelstra an Inside View of Filipi...](#)

[Chris Tomasson](#) NBA

[Celtics Regret Not Riding Garnett Longer](#)

NBA

[Tom Ziller](#)

['Pacific Rims' Delves Into Basketball Madness in ...](#)

NBA

[Bethlehem Shoals](#)

[What Pau Gasol Gave to the NBA](#)

1 of 2 [«prev](#) [next»](#)



Sponsored Links

[\\$13/Month Car Insurance?](#)

Insurance deal just passed now allows you to get car insurance for \$13
GoGetAutoInsurance.com

[LA Clippers Tickets](#)

We have a huge selection and great prices on Clippers tickets!
JustClickLocal.com

[Watch Soccer on Your PC](#)

Don't miss the World Cup! Get software to watch soccer on your PC.
Soccer.TV-On-Your-PC.net

[Buy a link here](#)

Top NBA Players

- [LeBron James](#)
- [Kobe Bryant](#)
- [Dwyane Wade](#)
- [Dwight Howard](#)
- [Steve Nash](#)
- [Rajon Rondo](#)
- [Ron Artest](#)
- [Chris Bosh](#)
- [Carlos Boozer](#)
- [Dirk Nowitzki](#)
- [Joe Johnson](#)
- [Derrick Rose](#)
- [Kevin Durant](#)
- [Allen Iverson](#)
- [Carmelo Anthony](#)
- [David Lee](#)
- [Gilbert Arenas](#)
- [Amar'e Stoudemire](#)
- [John Wall](#)
- [Evan Turner](#)

Most Discussed

1. [Dear LeBron James, I Take It All Back](#) 74 comments
2. [Source: LeBron James Plans Elaborate Free Agency Tour](#) 71 comments
3. [Ray Allen's Barrage Helps Bury Lakers](#) 71 comments
4. [Pau Gasol: Media 'Pretty Pathetic' for Playing Up Comments on Garnett](#) 65 comments
5. [Jeff Van Gundy Would Like the NBA to Do Away With Players Fouling Out](#) 54 comments

Sports News from FanHouse Partners

- [SI](#)
- [FanHouse: Artest wants credit for sluggish Pierce](#)
- [FanHouse: L.A's Shaw waiting for Jackson's job](#)
- [News, rumors involving James](#)
- [TV analyst Johnson agrees to be next Nets coach](#)
- [More Stories >>](#)

- [SBN](#)
- [Graphical Lottery Chances by Team from Golden State of Mind](#)
- [The "What If" Strategy](#)
- [2009-10 Season Review: Jerryd Bayless](#)
- [D'Oh!](#)
- [More Stories >>](#)

- [SFL](#)
- [Putting Ray Allen's Ice-Cold Game 3 In Proper Perspective](#)
- [No Thanks To LeBron, But Finally Cleveland Can Spell C-H-A-M-P-I-O-N-S-H-I-P](#)
- [Celtics Need Pierce To Attack](#)
- [Ray, Rajon And Rasheed Riddle Lakers](#)
- [More Stories >>](#)

- [Cricket20](#)
- [Bell half century seals Bears victory](#)
- [Pollard blitz seals stunning victory for Sabres](#)
- [Falcons struggle as bowlers hold the advantage](#)
- [Yardy seals thrilling victory for the Sharks](#)
- [More Stories >>](#)

- [TMZ](#)
- [NFL Stadium Offered \\$25M to Promote Adultery](#)
- [Tiger Woods Mistress Kicks It with Footballer](#)
- [Oregon Ducks Starting QB Booted from Team](#)
- [Big Ben -- Dancing Fool Before Alleged Rape](#)
- [More Stories >>](#)

- Sports
- [NFL](#)
- [MLB](#)
- [NBA](#)
- [NHL](#)
- [NCAA Basketball](#)
- [NCAA Football](#)
- [NASCAR](#)
- [Golf](#)
- [Soccer](#)
- [MMA](#)
- [UFC](#)
- [Boxing](#)
- [Tennis](#)
- [Cricket](#)
- [IPL](#)

- Scores & More
- [MLB Scores & Schedule](#)
- [MLB Standings](#)
- [NBA Scores & Schedules](#)
- [NBA Standings](#)
- [NHL Scores & Schedules](#)

- [NHL Standings](#)
- [Golf Leaderboard](#)
- [NASCAR Results](#)
- [All Sports Scores](#)
- [Fantasy Baseball](#)
- [Fantasy Basketball](#)
- [Fantasy Football](#)

- NBA Finals
- [Lakers vs. Celtics Schedule](#)
- [2010 NBA Playoff Schedule](#)

- Inside FanHouse
- [2010 NBA Free Agents](#)
- [2010 NBA Draft](#)
- [2010 NBA Draft Order](#)
- [John Wall NBA Draft](#)
- [Evan Turner NBA Draft](#)
- [Derrick Favors NBA Draft](#)
- [DeMarcus Cousins NBA Draft](#)
- [Ed Davis NBA Draft](#)
- [Wes Johnson NBA Draft](#)
- [Greg Monroe NBA Draft](#)
- [Cole Aldrich NBA Draft](#)
- [Al-Farouq Aminu NBA Draft](#)

- More Sites & News
- [AOL News](#)
- [Asylum](#)
- [Auto Blog](#)
- [Budget Travel](#)
- [Celebrity Money](#)
- [Engadget](#)
- [Business News](#)
- [GameDaily](#)
- [Good News Now](#)
- [Politics Daily](#)
- [Small Business News](#)
- [Stock News](#)
- [Mundial de Fútbol 2010](#)
- [Gary Coleman Dead](#)

- Buzzworthy
- [Get Chicago Blackhawks Parade Details](#)
- [Jeremy Roenick Gets Emotional After Chicago's Win](#)
- [Reports: USC Punished Heavily by NCAA](#)
- [Jonathan Toews Wins Conn Smythe Award, Blackhawks' First Ever](#)

- [Blackhawks Win Stanley Cup in Overtime](#)
- [Oregon Dismisses QB Jeremiah Masoli](#)
- [FanHouse TV: MLB Draft Winners and Losers](#)
- [Jackson, Rivers Still Complaining About NBA Officials](#)
- [Video: Pro Wrestler Punches Fan in Face](#)
- [Ben Roethlisberger Tapes Released](#)

Get NFL, NBA, MLB, NHL, NASCAR and college sports news from FanHouse including stats, scores, results, and player updates from pro and college leagues.

Aol Sports. [Back To The Top](#)

- [Terms of Use](#)
- [Privacy Policy](#)
- [Trademarks](#)
- [AOL A-Z HELP](#)
- [Advertise With Us](#)
- © 2010 All Rights Reserved. © 2010 AOL Inc. All rights Reserved.