

MUHAMMAD ALI: MADE IN MIAMI
A DOCUMENTARY ABOUT MUHAMMAD ALI'S FORMATIVE
YEARS IN MIAMI
A PRODUCTION OF WLRN
PRODUCED BY ALAN TOMLINSON AND GASPAR GONZALEZ

MEDIA KIT

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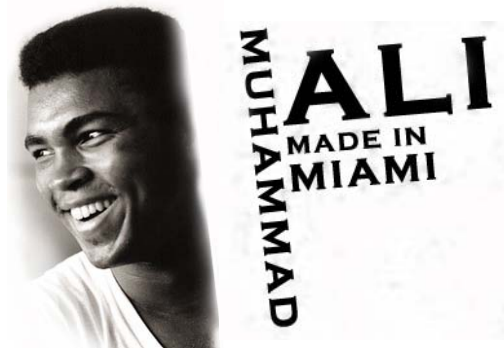
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Public Television for South Florida

MEDIA RELEASE

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MUHAMMAD ALI: MADE IN MIAMI

A Documentary about Muhammad Ali's Formative Years in Miami
A Production of WLRN, Produced by Alan Tomlinson and Gaspar González

MIAMI, FL, OCTOBER 19th, 2007 - Muhammad Ali is clearly one of the most compelling sports figures ever, and one that perhaps best engages our consciousness. For a man who etched his name(s) into our nation's cultural lexicon, it seems that no amount of coverage is too much; we are always willing to hear another story about The Greatest of All Time. His excellence, his principles, his bravado, his physical and mental endurance, the silken grace with which he fought and the dogged determination with which he navigated a hostile world. These are attributes we collectively embrace, and we thirst for their source.

The new documentary *Muhammad Ali: Made In Miami* examines the champion's years in the Magic city as some of his most formative, the crucial time of transformation that rendered the talented Cassius Clay into the larger-than-life legendary Ali. Produced by South Florida's preeminent documentary makers, the film airs on WLRN Channel 17 on November 19th, 2007. It delves into the societal shifts of the sixties, set against the backdrop of booming and volatile Miami, tracking not only Ali's sporting ascent as a recent Olympic gold medalist and budding professional, but also his tribulations as a black man in America contemplating conversion to Islam.

Muhammad Ali: Made in Miami touches on so many resonant points: Angelo Dundee and his 5th Street Gym, Ali's meeting with the Beatles, his friendship with Malcolm X, and his stunning victory over Sonny Liston in 1964. It also looks at the character and makeup of Overtown, where a young Clay lived while training on the Beach, and the composition of Miami's black community at large. Interviews with neighbors, Dundee, and some of the most prominent local and national sportswriters and photographers are compelling highlights.

Muhammad Ali: Made In Miami contends that the legend's time in Miami was not merely a warm-up to his wider fame - it was a vital and contributing source of his persona. Without Miami, there might never have been a Muhammad Ali. *Muhammad Ali: Made in Miami* manages to blend the cultural upheaval of 1960's Miami with the unique nature of the city and the man, providing a clear picture of the 'why' of Ali. WLRN's documentary is can't-miss, must-see viewing for anyone interested in the history and motivations of a great man - an inspiration to millions - and the great town that formed him.

The world premiere screening of *Muhammad Ali: Made In Miami* will be held on November 15th at the Byron Carlyle Theater in Miami Beach. . More than 300 guests are expected, including sporting and film celebrities, artists, activist and sportswriters from Ali's time in Miami. Guests attending will also be treated to various exhibits, stills and promotional materials on display. The regional airing for the film is set for November 19th, 2007 with national airing slated for Fall 2008.

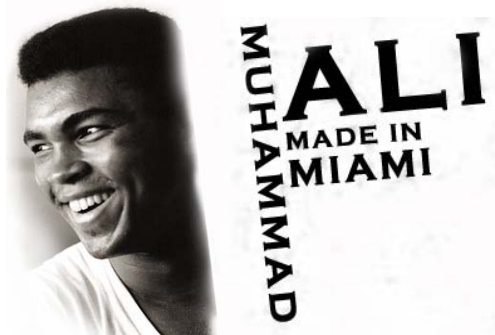
For more information, please contact Vanessa Horwell at 305.776.8817 or vanessa@thininkpr.com.

CALENDAR LISTING

MEDIA CONTACT:

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MUHAMMAD ALI: MADE IN MIAMI A Documentary from WLRN Public Television Premiering in South Florida on November 19th, 2007

AIRING DATE - NOVEMBER 19th 2007

South Florida's preeminent documentary making team – WLRN Television – scores a first with its fascinating new documentary/film called ***Muhammad Ali: Made In Miami***. Directed by award-winning journalist and producer Alan Tomlinson and Gaspar Gonzalez, ***Muhammad Ali: Made In Miami*** explores the struggles and tribulations of Muhammad Ali's life in Miami. The locally produced film is slated to air on PBS stations nationally, during Fall 2008. However, South Florida viewers will get the chance to see the groundbreaking new film months in advance of the nation, on November 19th, 2007.

As the title suggests, ***Muhammad Ali: Made in Miami*** is a story about the creation of a human brand, and of rebirth and reinvention. Miami is a city that breeds reinvention. People arrive looking to escape the shackles of a former life, and the glory of a new one. Ali's time in Miami was not only transformative, but defining. Ali was just 18 years-old when he arrived, as Cassius Clay. Despite his Olympic gold-medalist status, Ali spent four years, at times controversial, defining his unique brand that is now ingrained in the hearts and minds of people everywhere. From legendary Cassius Clay, to immortal Muhammad Ali, Miami played an immensely important role in helping the boxer discover his true essence. This exclusive documentary from WLRN ***Muhammad Ali: Made in Miami***, transports viewers back to that pinnacle in the 1960's and demonstrates how Miami and its people truly shaped the boxer, who overcame adversity and struggles and made fighters of us all. Without Miami – there might have been no Muhammad Ali. *A poignant truth that no Miamian should ever forget.*

Muhammad Ali: Made In Miami celebrates Ali's formative years in Miami and emphasizes the role and importance that Miami played in the development of one of America's most iconic figures, sporting or otherwise. *Made In Miami* is must-see viewing for anyone interested in the history and motivations of a great man – an inspiration to millions - and the great town that formed him.

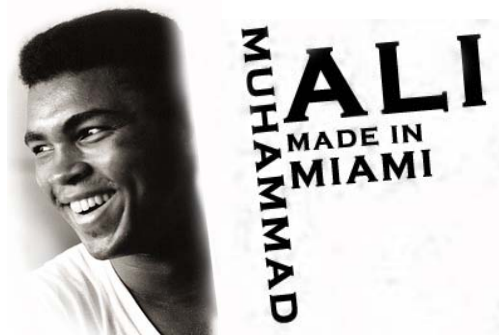
***Muhammad Ali: Made In Miami* airs on WLRN Channel 17 on November 19th, 2007 at 8pm and on;**

Tuesday, November 20 at 10pm
Sunday, November 25 at 8pm
Friday, November 30 at 8pm

Thursday, November 22 at 9pm
Wednesday, November 28 at 7pm

For more information, please visit <http://ali.wlrn.org> or contact Vanessa Horwell at 305.776.8817 or vanessa@thininkpr.com.

PRODUCER'S NOTES



MUHAMMAD ALI: MADE IN MIAMI **A Documentary from WLRN Public Television** **Produced by Alan Tomlinson and Gaspar Gonzalez**

Since his emergence in the 1960s, Muhammad Ali has been omnipresent in American culture, the subject of countless books, television shows, and movies. Yet few, if any, of these books and films have explored what might be the most fundamental of all questions: How did a young boxer from Louisville, Kentucky, named Cassius Clay become Muhammad Ali, and why? That is precisely what we have set out to answer in *Muhammad Ali: Made in Miami*.

Through rarely seen footage and interviews with Ali's friends, confidantes, respected biographers, sportswriters, and photographers, *Muhammad Ali: Made in Miami* traces Ali's years in Miami, from his arrival in the city as a young Olympic champion in 1960 through his historic clash with heavyweight champion Sonny Liston, his friendship with Malcolm X, his battle against the U.S. government (over his refusal to fight in the Vietnam War), and his subsequent banishment from boxing. Indeed, *Muhammad Ali: Made in Miami* makes a strong case that Cassius Clay might not have become Muhammad Ali anywhere else.

Clay trained in Miami, often running the distance between his home and the Fifth Street Gym in South Beach. And it was in Miami that Clay lived—first in Overtown, a vibrant black nightclub district once known as "Harlem South", and later in a nearby, black middle-class enclave. It was in Miami that he first became acquainted with the teachings of the Nation of Islam and developed a friendship with Malcolm X. And, of course, it was in Miami that he met the Beatles, fought Liston for the heavyweight title, and famously declared that he had "nothing against them Viet Cong."

As Miami-based filmmakers, we thought it was important to reassert the role that Miami played in the creation of this cultural icon, and to integrate Ali's story with that of the tumultuous era in which it unfolded (an era that included lunch counter sit-ins, freedom marches, the assassinations of civil rights leader Medgar Evers and President John F. Kennedy, and American escalation in Vietnam.)

Each of us also has a personal connection to this story. Growing up in Miami in the '70s, Gaspar González remembers when Ali was still a presence in the city's collective imagination. He may no longer have trained at the Fifth Street Gym (by the early '70s, he had moved his training camp to Pennsylvania), but the gym was still open, and stories about Ali were numerous. More people than one could possibly imagine claimed to have met him at one time or another, in the gym or a restaurant or on the street. And most of them were probably telling the truth. Muhammad Ali, it seemed back then, somehow belonged to Miami.

Alan Tomlinson's recollections of Ali go back even farther, to the very period we examine in *Muhammad Ali: Made in Miami*. A teenager in England in the '60s, Alan vividly recalls the enormous impact the brash and beautiful Clay made on the world stage with his doggerel verse and his round predictions, and the tremendous anticipation of the meeting between the young boxer and the fearsome Liston. Despite the fact Clay was an 8-to-1 underdog and many fans feared for his life at Liston's hands, he had publicly goaded the

PRODUCER'S NOTES

champion for months before the fight. Clay and Liston clashed the evening of February, 25, 1964—while Europe slept. Alan remembers running downstairs the following morning to learn from the radio not whether Clay had won, but whether he had *survived*.

It's been almost 44 years since Cassius Clay and Sonny Liston fought that night in the Miami Beach Convention Center, and almost 50 years since Ali first came to Miami. When we set out to make this film, we knew it might be one of the last opportunities anyone might have to get the story from the people who were there. In many cases, the witnesses to history—including Liston—are no longer around. In other cases, age has taken its toll. People have simply lost their ability to recall the past, or, in the case of Ali, poor health precludes their sitting for an interview.

It was important to us, then, that *Muhammad Ali: Made in Miami* become a lasting historical record. That's one of the reasons we opted not to have a narrator—we wanted the account of that time to come directly from the people who experienced it. Like boxing trainer Angelo Dundee and Dr. Ferdie Pacheco, who were both in Cassius Clay's corner the night of the Liston fight, and who would remain in Ali's inner circle for the rest of his career. Or neighborhood barber Sonny Armbrister, who remembered a 19-year-old Cassius Clay hanging around his place in Overtown, picking up the rhythms and rhymes associated with barbershop talk. Or Dr. Nelson Adams, who grew up as Ali's next-door neighbor, and told of how the fighter, just a kid himself at the time, would often set up "movie nights" on the front lawn of his house for the neighborhood children.

Of course, the film also features the people who covered the young phenom for the media, including former *Miami Herald* sports editor Edwin Pope, *New York Times* writer Robert Lipsyte, and famed photographers Flip Schulke and Harry Benson. Even these interviews, however, provided rich, and sometimes unexpected, glimpses into the fabric of Miami in the early 1960s. Schulke, on assignment for *Life* magazine, was there the day in 1961 that the young Clay was told by the manager of a Miami department store that blacks were not allowed to try on clothes. He shared the story—and Clay's reaction to the incident—with us.

Truth be told, we got lucky like that more than a few times. We interviewed Harry Benson because we knew he had introduced the Beatles to Cassius Clay in 1964. What we *didn't* know was that Benson, at the time a photographer for *Life*, had also been at the Clay/Liston fight—close enough to the action to hear the stunning, ominous words of Liston's trainer as the contest drew to its unexpected conclusion.

Likewise, we went to respected Columbia University professor Manning Marable for a historian's perspective on Ali's friendship with Malcolm X. We were hoping Marable, who is currently working on a biography of Malcolm X, would be able to provide some special insight into the relationship. We got everything we hoped for and more, including Marable's account of how Cassius Clay being renamed "Muhammad Ali" had *everything* to do with Malcolm X's dramatic split from the Nation of Islam in 1964. Also, as it turned out, Robert Lipsyte was the *only* observer present the day Ali received notice that he had been reclassified for the military draft—and might be headed to Vietnam. Just minutes before, the two men had been sitting in lawn chairs in Ali's front yard in Miami.

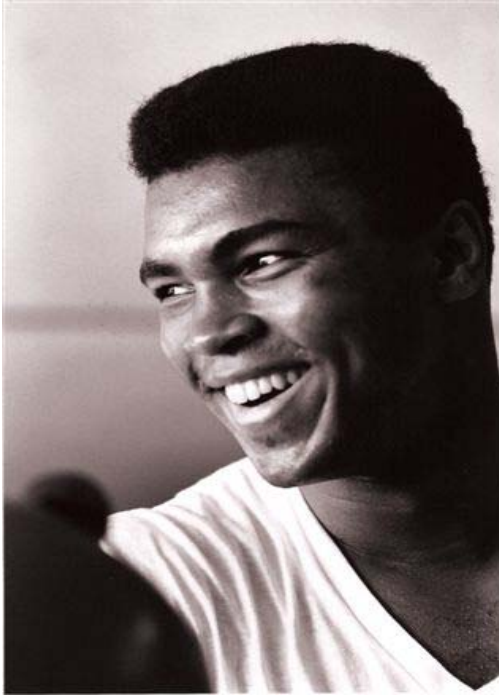
So while we worked hard to tell this story the right way, it would also appear that the angels were smiling on us. But, then, that's not hard to explain. *Muhammad Ali: Made in Miami*, we always knew, was a special project. We hope you think so, too.

Best,

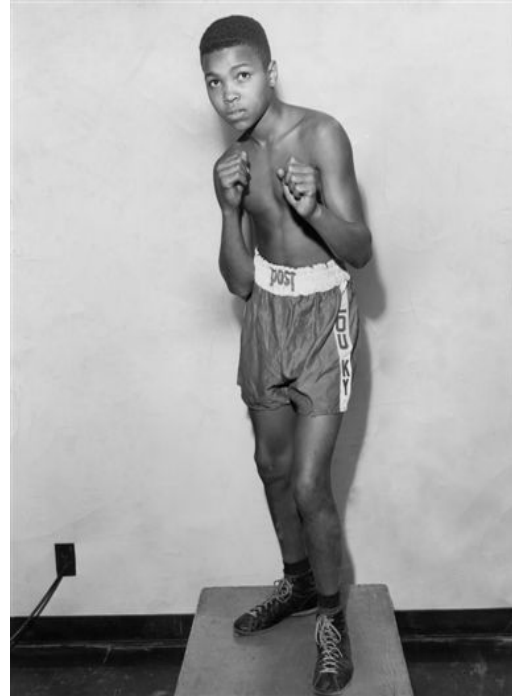
Alan Tomlinson & Gaspar González

To arrange an interview with Alan Tomlinson or Gaspar Gonzalez, please contact Vanessa Horwell at 305.776.8817 or vanessa@thininkpr.com. More information can also be found at the companion website at <http://ali.wlrn.org>

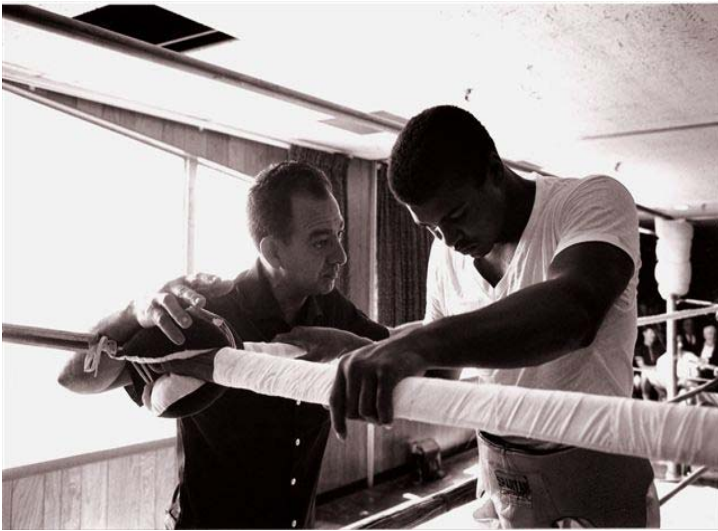
STILLS



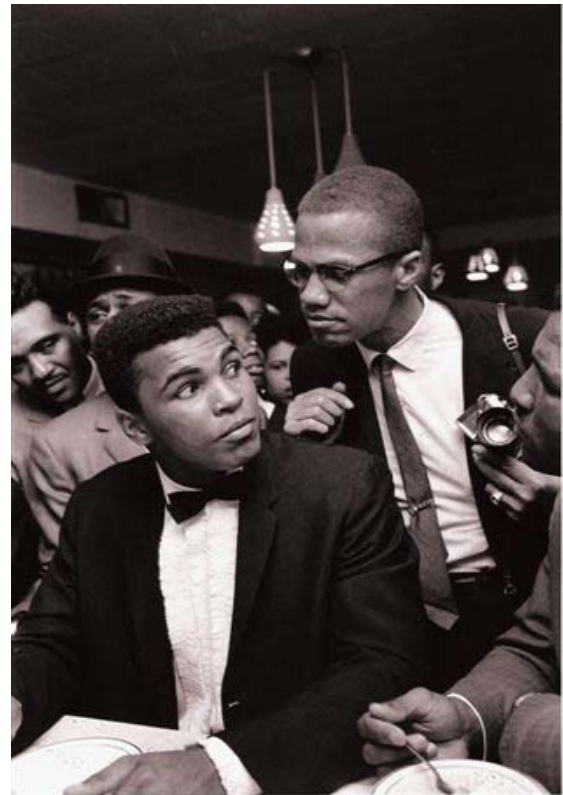
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WLRN INFORMATION

WLRN Public Radio and Television, producers of *Muhammad Ali: Made in Miami*

The Mission of WLRN Public Radio and Television is to provide information, entertainment, and learning services with a commitment to excellence in serving local, national and international communities.

The Vision of WLRN Public Radio and Television is to be the most trusted, valued, and supported public media organization in South Florida.

Today, WLRN provides quality public radio and television programming and services to well over a million South Floridians every week from Palm Beach to Key West. WLRN also provides media support to Miami-Dade County Public Schools comprised of 400 district locations and school sites with an enrollment of over 360,000 students

Reflecting the interests, attitudes, and lifestyles of South Floridians through a wide variety of local and national productions is what sets apart WLRN Channel 17, a Public Broadcasting Service (PBS) member station.

WLRN-TV Channel 17 presents the best of the PBS nationally recognized series to compliment locally produced specials. Our prime time programming features an array of cultural, informational, arts, science and documentary specials to address the curiosity and interests of our local community.

WLRN's local productions address the arts, culture, education and public affairs issues. Series include *WLRN Perspectives*, *Celebrate South Florida*, *ArtStreet*, and *Class Act* with monthly installments that air Mondays at 7:30 pm. Tuesdays nights highlight Latino culture with *Voces*, *LaPlaza Conversations with Ilan Stevens*, and *Visiones*. Thursday nights offer a look into the world of science with the signature PBS award-winning programs *NOVA*, *National Geographic*, and *Nature*. The weekends offer PBS' traditional fare of cooking and how-to programs keeping viewers on the steady path of life-long learning. Saturday evenings are reserved for Performance and Arts specials.

Throughout the year, WLRN produces and presents programming dedicated to special events such as the Junior Orange Bowl Parade, Martin Luther King Day festivities and special holiday programming. These community specials reflect the broad range of people and cultures in South Florida including recognition programming such as the *Silver Knight Awards* and the *Wolfson Media Awards*

To that end, WLRN is proud to produce and present the documentary *Muhammad Ali: Made in Miami*, a film which documents and celebrates Muhammad Ali's formative years in Miami.

"South Floridians have come to rely on WLRN Public Television for quality in-depth, local, national and international programming. We are pleased to have produced this national documentary on such a pivotal character as Muhammad Ali in the style our audiences have come to expect."

John LaBonia, General Manager, WLRN Public Television

"To be part of this journey from day one when the proposal of Muhammad Ali: Made in Miami landed on the front steps of WLRN has been exciting. In keeping with our mission as South Florida's Public Television station, we didn't hesitate to make this incredible story happen. The journey will continue when our city and one of the most significant cultural figures of our time is told nationally next year on PBS."

Adrienne Kennedy, Special Projects Manager, WLRN Public Television

For more information about WLRN, please visit www.wlrn.org or contact Adrienne Kennedy Special Projects Manager for WLRN Public Radio and Television on 305-995-2256.



MUHAMMAD ALI: MADE IN MIAMI
World Premiere Screening,
November 15th, 2007

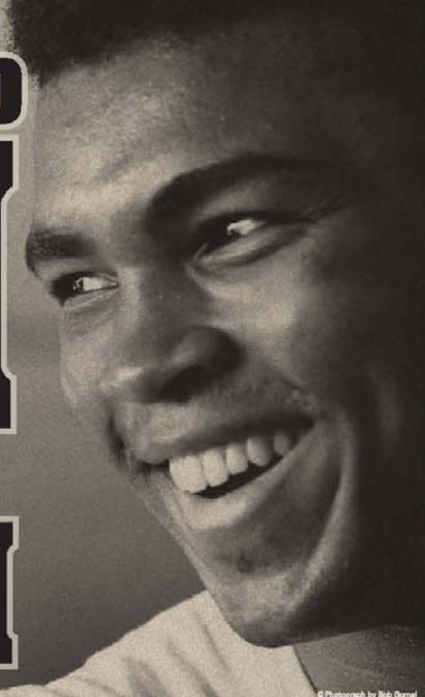
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THE LEGEND IS COMING...

SEATING IS
LIMITED



WLRN PRESENTS
**MUHAMMAD
ALI
MADE IN
MIAMI**



© Photograph by Bob Dornal



“Cassius Clay was born in Louisville;
Muhammad Ali was born in Miami.”
A new film from WLRN about Ali's life in Miami

[HTTP://ALI.WLRN.ORG](http://ali.wlrn.org)

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