

(0:00-0:03) **Nats** of Clapping

(0:03-0:10) **(VO)** For basketball fans - tis the season for tip-offs as teams take to the courts with visions of making it to a championship season

(0:11-0:22) **(VO)** But for one of the **winningest** coaches in **collegiate** basketball history it's not necessarily setting your sights on future success that matters... it's remembering your roots and the character you bring to the court.

(0:22-0:23)**(nat sound of basketball swish)**

(0:23-0:36) **(VO)** Roy Williams played for the UNC-Tarheels for only one season under legendary coach Dean Smith before realizing that he could make much more of an impact by staying on the sidelines

(0:37-0:57) **(SoundBite):** Roy Williams UNC Head Basketball Coach: **I wanted to be like my highschool coach who was the first person to give me confidence,he told me one time he said when you coach you give something to their players that you can still see 30 years later and it's your job to make something positive and so that's the part of it that I really enjoy"**

(pop of nat)

(0:58-1:10) **(VO)** Starting his coaching career at the high school level williams says success wasn't instantaneous and there were frustrations along the way but the willingness to put in the work is what pushed him towards his greater goals

(pop of nat)

(1:11- 1:26) **(SoundBite):** Roy Williams UNC Head Basketball Coach: **So for me it was just every single day work as hard as I could, I always thought the grass is greener where I was standing and not somewhere else and the life handles you and hands you some adversity and you've got to be able to handle it then move on**

(pops of nat)

(1:27-1:43) **(VO):** After being called back to the tar-heels to coach alongside his mentor Dean Smith, Williams recruited a young player out of Wilmington North Carolina... none other than Michael Jordan who was instrumental in bringing the team a NCAA championship win in 1981.

(pop of nat)

(1:45- 1:56) **(VO):** Though he says he obviously looks for talent in a prospective player, what separates one student athlete from another according to Williams stretches beyond above average abilities - it's whats inside that counts

(1:47- 2:20) **(Soundbite)**: Roy Williams UNC Head Basketball Coach: "We try to determine what kind of character they have. I don't want any knuckleheads. I don't like guys who are very selfish, I want people that'll be willing to come together and work together towards a common goal. Yes I like speed and quickness I like unselfishness but the biggest thing is to be a young man who has great character and will be devoted to whatever is best for our team"

(pop of nat - crowd cheering)

(2:22-2:34) **(VO)**: And that commitment to character along with a roll up your sleeves, work hard and do what ever it takes attitude has brought Williams championship seasons at both the university of Kansas and again as the now head coach of the UNC Tarheels

(pop of nat with making a basket)

(2:36- 2:44) **(VO)**: but he says success is just what happens if you're willing to put in the effort.. However hard work is easier to do if its combined with something you love

(2:45-2:54) **(Soundbite)** Roy Williams UNC Head Basketball Coach: "I don't feel like I go to work everyday, I get to go do what I wanna do but to have something that you truly love doing and if you get really lucky then they'll pay you to do it so then you've got a nice life"

(2:56-2:57) - pop of nat, basketball swish

(2:58- 3:18) **(Stand Up)** (on BBall court) - As we head into the inaugural season of Catawba Ridge Basketball, Mr. Williams also had some advice for high school players - he said to focus on your goals but to not forget to enjoy the experience... and thanks to that interview - he also gave me an experience I will never forget. For CRN-TV - I'm Remedy Pressley