

STREET & SMITH'S  
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**Going Around The Horn**

MLB GMs enjoy candid five-hour sitdown with Selig at Owners' meetings. (#11)

**Playing It Close To The Vest**

David Samson part of heated radio interview after refusing to discuss Marlins' revenue-sharing agreement with MLB, union. (#16)

**Changing Lanes**

ABC/ESPN moving all but three of its '10 Sprint Cup races off broadcast in latest sign of sports' migration to cable. (#8)

**Take Your Pick**

Latest NFL CBA talks include different proposals for rookie contracts ahead of April's Draft. (#12)

**Tangled Up In Blue**

Mannion says economy, not lack of offseason activity due to McCourt divorce, the major factor in Dodgers ticket sales slump. (#17)

**A Change Is Gonna Come?**

USOC could consider government funding amid economic downturn, new leadership. (#25)

**Big Wheels Keep On Turnin'**

Continental Tire continues commitment to soccer with multi-year MLS sponsorship. (#1)

**Driving Into The Sunset**

Octagon, noted golf swing coach Hank Haney end exclusive representation. (#29)

**Opinion Pages**

While experts caution against trying to speculate the outcome of a Supreme Court decision based solely on the questions and comportment of the justices, that has not stopped observers at yesterday's American Needle v. NFL hearing from weighing in (#27).

The L.A. TIMES writes there was "skepticism from most of the judges" toward the NFL's position,

as the justices signaled that they are "not inclined to shield the NFL and other pro sports leagues from federal antitrust laws." The N.Y. POST notes the NFL "didn't seem to score a lot of winning points," as judging from the questions and comments by the justices, the NFL "didn't win the clear victory it sought." ESPN.com states comments and questions from an "unlikely combination" of justices Scalia, Breyer and Sotomayor "seemed to lay the foundation for the court to make a more limited ruling." The WASHINGTON POST notes several justices suggested the possibility of "returning the case to the lower courts" with new instructions. The speculation will continue until the summer, as the court is expected to issue its ruling in June (#28).



**NFL Counsel Levy Talks About S.C. Hearing**

## Marketing Spotlight

Accenture replaces **Tiger** with new campaign featuring various animals. (#2)

## Quote Of The Day

**"Government money always comes with strings attached."**

-- Former U.S. Olympian **Donna de Varona**, on the USOC possibly seeking government funding in the future (*WASHINGTON POST*, 1/14). (#25)

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# SPORTS BUSINESS AWARDS 2010

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## Sponsorships, Advertising & Marketing

### 1. MLS INKS MULTI-YEAR SPONSORSHIP DEAL WITH CONTINENTAL TIRE

By [Tripp Mickle](#), Staff Writer, SportsBusiness Journal

MLS today announced a new multi-year partnership with Continental Tire. The longtime FIFA partner becomes the exclusive tire of MLS and has the rights to use league marks. It also receives signage in all four corners of MLS stadiums nationwide, giving it exposure at more than 240 games. Other rights include 30-second spots in national TV broadcasts and VIP hospitality. SUM VP/Business Development Mike Gandler, who negotiated the deal, said, "Continental is a global brand which has demonstrated a commitment to our sport through its association with the FIFA World Cup and other properties. Continental went through an incredibly detailed analysis of MLS and found it delivered not only a valuable audience, but a collection of customized assets and proprietary programs to engage retailers and consumers alike."



**Continental Tire Becoming Exclusive Tire Of MLS In New Multi-Year Partnership**

### 2. ACCENTURE DEBUTS FIRST NEW AD CAMPAIGN SINCE DROPPING TIGER

After ending its six-year sponsorship deal with Tiger Woods last month, Accenture is

"trying to start afresh" with a new ad campaign, according to Emily Steel of the WALL STREET JOURNAL. The company's new campaign, "based on an idea Accenture's ad agency already had on hand, was put on a fast track." The campaign replaces Woods "with a lineup of animals pictured in ways designed to jibe with Accenture's longstanding slogan: 'High Performance. Delivered.'" After "nearly a month of focus-group testing and production work, Accenture is rolling out the new global marketing campaign this week." The creatures, which include an "elephant, a chameleon and some frogs and fish, will star in a series of TV, print and online spots," and will "appear in airport ads in 28 countries" starting today. TV commercials are "set to begin airing in February in conjunction with the WGC Accenture Match Play Championship." Steel notes although Accenture is launching a new campaign, the ads "have a tone and feel similar" to those featuring Woods. Accenture said that it is budgeting about \$40-50M this year on the campaign, which is "on par with the total it spent in past years when Mr. Woods was in the fold." Marketing experts believe that it will "take a lot to sever Mr. Woods's image from the Accenture brand." But the company said that it "hasn't suffered an 'economic impact' from the scandal, and that it would consider tapping individuals for ad campaigns in the future" (*WALL STREET JOURNAL, 1/14*).

### 3. VANOC CONCERNED ABOUT CAMPAIGN FROM NON-SPONSOR SCOTIABANK

Scotiabank is "skating on thin ice" with VANOC for "capitalizing on the Games without being an official sponsor by launching its promotional Show Your Colors campaign" featuring former Canada women's hockey player Cassie Campbell in the lead-up to the February 12 Opening Ceremony, according to Yvonne Zacharias of the VANCOUVER SUN. Scotiabank Dir of Marketing Services, Sponsorships & Brand Management Jim Tobin yesterday defended the campaign, which "invites Canadians to submit online personal stories and photographs demonstrating their love of their country." Tobin at the launch of the campaign yesterday confirmed that VANOC "had been in contact [Tuesday] to express concern about the event," but he "denied that the bank had broken any rules." Zacharias notes there was "no display of the Olympic rings at the launch and bank officials studiously avoided any mention of the Olympics" (*VANCOUVER SUN, 1/14*). VANOC Dir of Commercial Rights Management Bill Cooper in an e-mail said VANOC had "serious concerns of the public being misled into believing there is an association" between the Olympics and the Scotiabank campaign. Cooper added that he "expects a request that the campaign be postponed until after the Games 'will be respected.'" Scotiabank Manager of Public Affairs for the Western Region Deborah Spence yesterday said the bank "received a letter from VANOC on Jan. 12 and had a respectful discussion with them [Tuesday night] on their concerns that resulted in some changes to our program." In Vancouver, Lora Grindlay notes RBC is an "official sponsor of both the 2010 Games and the Torch Relay" (*Vancouver PROVINCE, 1/14*).



#### Scotiabank Exec Denies Bank Has Broken Any Rules

**GETTING IN ON THE FUN:** In Vancouver, Damian Inwood notes Vancouver-area

hairdresser Jon Paul Holt has launched a "VAN'Kerchief," and he has admitted that the "slogan for the handkerchief -- 'Tears of Pride' -- was inspired by the emotional reaction of Canadians to the Olympic torch relay." But Holt "denies the newly released maple-leaf souvenir is a bid to capitalize on the Games." Holt: "We're not having a go at the Olympics but just saying, 'Why not buy something that's made in Vancouver?'" (*Vancouver PROVINCE*, 1/14).

#### 4. METS SUE SPONGETECH FOR FAILURE TO PAY FOR CITI FIELD ADVERTISING

The Mets have filed suit against SpongeTech Delivery Systems, alleging that the company stiffed Citi Field "out of \$300,000 owed for stadium-related advertising by sending them a bum check and then promising a wire transfer that never came," according to Gorta & Whitehouse of the N.Y. POST. The Mets in the suit claim that SpongeTech agreed to pay Queens Ballpark Co., the entity owned by the Wilpon family that runs the ballpark, \$3.34M as part of a three-year sponsorship that "included a sign on the club-level façade in left field, a sign on the outfield fence in right field and a panel on the rotating sign behind home plate." SpongeTech initially "made its installment payouts to Citi Field on time, but fell behind" in October, shortly after the SEC "suspended trading in SpongeTech's stock for failing to file financial results." Queens Ballpark Co. claims that it is "entitled to immediate payment of the entire remaining value" of the contract -- \$2.62M -- because SpongeTech is in default (*N.Y. POST*, 1/14). The suit claims that SpongeTech "fell behind in payments last fall and the Mets gave the company five days to pay up." Two checks for \$100,000 and \$300,000 bounced (*N.Y. DAILY NEWS*, 1/14).

#### 5. WHEELS & DEALS: NASCAR TO BECOME SOLE LICENSING REP FOR MWR

NASCAR and Michael Waltrip Racing (MWR) yesterday announced a new partnership in which NASCAR will become the sole licensing rep for MWR. The agreement includes all driver marks within the MWR team, including David Reutimann, Martin Truex Jr., Michael Waltrip, Trevor Bayne and Ryan Truex. NASCAR's licensing business will help grow the licensed product business and provide retailers with new product options for the MWR team, including track merchandise opportunities, e-commerce channels and national retail outlets (*NASCAR*). Meanwhile, USA TODAY's Nate Ryan reported despite the economic



**NASCAR's Licensing Business Will Provide Retailers With New MWR Product Options**

downturn, MWR "scored a 100% renewal rate of its sponsors for 2010," including long-term deals with NAPA and Toyota and new deals with Insurance Office of America, New Balance and Tums (*USA TODAY*, 1/13).

**POPULARITY CONTEST:** SI.com's Tom Bowles wrote NASCAR driver Dale Earnhardt Jr. remains popular among fans "for several reasons" despite winning just one Sprint Cup race in the past three seasons. He has the "type of laid-back, well-rounded personality that appeals to fans well beyond NASCAR's Southern roots." He is "also a self-confessed computer geek, spending late nights racing online in simulation leagues all

over the country." That makes him "relatable to all sorts of people, and when you add in his shy, introverted personality, he carries a special charisma that few in sports ever have." Bowles: "Keep in mind, too, how popular his dad was during his final years in NASCAR. ... Rooting for his son is one way for them to feel like they're doing that" (*SI.com*, 1/12).

**BACK ON TRACK:** In Detroit, Mike Brudenell reported American Le Mans Series (ALMS) President & CEO Scott Atherton "met Monday and Tuesday with leaders of the Detroit Three" at the North American Int'l Auto Show at Cobo Center, "talking racing and business." Atherton also "met with executives of Acura, Audi, BMW and Mazda -- key players in ALMS." Atherton said of the meetings, "The spirit and mood -- it's night and day different than 2009. ... The buzz is back here this week. You can feel a recovery beginning." Brudenell noted ALMS is "attracting the attention of manufacturers through its commitment to the environment and emphasis on fuel efficiency and alternative fuels such as ethanol and diesel." Atherton: "The last two days have been incredibly efficient and productive for us" (*DETROIT NEWS*, 1/13).



**Bush's Baked Beans To Serve As Primary Sponsor Of No. 47 For Five Cup Races**

**NOTES:** Bush's Baked Beans will be a primary sponsor of JTG Daugherty Racing's No. 47 Camry driven by Marcos Ambrose for five Sprint Cup races, and will also serve as an associate sponsor for other Cup races (*JTG Daugherty Racing*)....Bank of America (BOA) is giving NASCAR fans an opportunity to attend next month's Daytona 500 for free. When fans open a NASCAR checking account and apply for a NASCAR banking credit

card with BofA, they can acquire two tickets to the Daytona 500. The promotion will last until February 5 (*BOA*).

## 6. CHIPS & PUTTS: WEBB SIMPSON INKS DEAL WITH POLO RALPH LAUREN

Polo Ralph Lauren has signed a multi-year deal with golfer Webb Simpson to appear in a national ad campaign and wear Polo apparel during competition. The 24-year-old Simpson had four top-10 finishes in '09, his rookie year on the PGA Tour. Simpson, who is repped by Professional Advisory Group, also has a new deal with Geico to put its logo on his shirt and golf bag. Other Polo Golf endorsements include Jonathan Byrd, Luke Donald, Davis Love III, Morgan Pressel and Tom Watson (*Jon Show, SportsBusiness Journal*).

**BO KNOWS FASHION:** GOLFWEEK's Forecaddie reports golfer Bo Van Pelt has "taken an equity interest" in Tulsa-based start-up apparel company Flare. Van Pelt said, "From designing the clothes to getting contracts with different things, I'm trying to take a pretty active role." Van Pelt "debuted new Flare pants and shirts" at last weekend's PGA Tour SBS Championship (*GOLFWEEK*, 1/15 issue).

**OTHER GOLFER DEALS:** Jeff Klauk has signed



**Simpson Will Appear In National Polo Ad Campaign, Wear Polo**

a two-year deal with Intergraph to wear the company's logo on his left chest. Troy Merritt signed a multi-year equipment deal with Titleist and a two-year deal with Markers Club to wear the real estate logo on his right chest. Chez Reavie signed a new deal with Epicor to wear its logo on his hat, and also moved from Titleist to TaylorMade-adidas Golf under a multi-year deal. Scott Piercy signed a new equipment deal with Callaway and a deal to wear the Epicor logo on his right chest. All four golfers are repped by Gaylord Sports (*Show*).

## 7. MARKETPLACE ROUNDUP

**AD AGE'S** Bradford Wernle reported Dodge will air a 60-second spot during CBS' telecast of Super Bowl XLIV, becoming the first U.S. auto manufacturer in the game "in a year when Super Bowl advertising will be dominated by automotive imports." Chrysler Group's brands "have not run a national ad on the Super Bowl for several years, though they have run regional commercials in recent years during the game." The "last national Super Bowl spot was in 2005 and featured the Dodge Magnum." Wieden & Kennedy, Portland, will create the spot ([ADAGE.com](http://ADAGE.com), 1/13).

**STILL ON TOP:** In a special to the DALLAS MORNING NEWS, Phil Miller writes Vikings QB Brett Favre's stature as a "beloved football icon has hardly been diminished" by his decision to return to the NFL. Miller: "There can be no stronger proof than this: In a city [Minneapolis] that cultivated a caustic hatred of him for 16 years, the former Green Bay quarterback is now the most popular Viking." Favre's No. 4 jersey "outsold all other NFL players' this season," and the Vikings' merchandise catalog "opens with two pages of Favre-specific gear." Vikings home games at the Metrodome "resemble a Favre family reunion, so popular is his brand" ([DALLAS MORNING NEWS](http://DALLAS MORNING NEWS), 1/14).

**TRUE SAINTS:** In New Orleans, Mike Triplett reports Saints players "came up with the idea to produce and sell official players' T-shirts with their 'Finish Strong' mantra, and they're hoping fans will wear them Saturday" for the team's playoff game against the Cardinals. The front of the shirts read, "Our City, Our Home," and the back says, "Finish Strong." Saints QB Drew Brees said that "all proceeds will be distributed back into the city of New Orleans" ([New Orleans TIMES-PICAYUNE](http://New Orleans TIMES-PICAYUNE), 1/14).

**LENDING A HELPING HAND:** In Knoxville, Josh Flory reported while some Univ. of Tennessee football fans "have apparently taken to burning" T-shirts related to former coach Lane Kiffin, local apparel store Hound Dogs co-Owner Dan Burks "has a better idea." Burks yesterday said that "any customer who brings in an 'It's Time' T-shirt can get 20[%] off the purchase of a new shirt," and that he will "ship the old shirts to Haiti, which was devastated by an earthquake on Tuesday" ([KNOXNEWS.com](http://KNOXNEWS.com), 1/13).



**Saints Players Came Up With Idea For T-Shirt Featuring Team Mantra**

## Sports Media

## 8. ABC/ESPN ALTERS NASCAR TELECAST SCHEDULE; MOST RACES ON CABLE

ABC/ESPN is significantly shaking up its NASCAR broadcast schedule this year, moving all but three of its 17 Sprint Cup races to its main ESPN cable network. That leaves just three NASCAR races on its ABC broadcast network, all of which will be run in primetime. Nine of the 10 Chase for the Sprint Cup races will be broadcast on ESPN. In the past, ABC has carried 11 of the 17 races, including all 10 Chase events. "Last year's performance showed us that ESPN provides the best home for NASCAR," said ESPN Exec VP/Content John Skipper. In '09,



### ABC/ESPN Has Moved All But Three Of Its 17 Sprint Cup Races To ESPN This Year

viewership for the four NASCAR Sprint Cup broadcasts on ESPN which were not affected by rain were up 6% over '08 with an average of 5.8 million viewers, while ABC's 11 races in '09 averaged 5.5 million viewers, down 8% from the ten comparable races the year before. "The network has the proven ability to attract younger viewers," said NASCAR Media Group President Paul Brooks. "Having more NASCAR races on ESPN will create more exposure." The three races on ABC -- Bristol, Richmond and Charlotte -- will each air on Saturday nights at 7:30pm ET. ABC's primetime lineup in '10 will also include 12 college football games and the August 28 Little League World Series title game, giving the network 16 straight weeks of Saturday night sports. ESPN's portion of the NASCAR schedule begins July 25 with the Brickyard 400 (*Smith & Ourand, SportsBusiness Journal*).

DATE	LOCATION	NET	TIME
Sunday, July 25	Indianapolis Motor Speedway	ESPN	1:00pm ET
Sunday, August 1	Pocono Raceway	ESPN	1:00pm ET
Sunday, August 8	Watkins Glen Int'l	ESPN	1:00pm ET
Sunday, August 15	Michigan Int'l Speedway	ESPN	1:00pm ET
Saturday, August 21	Bristol Motor Speedway	ABC	7:30pm ET
Sunday, September 5	Atlanta Motor Speedway	ESPN	7:30pm ET
Saturday, September 11	Richmond Int'l Raceway	ABC	7:30pm ET
Sunday, September 19	New Hampshire Motor Speedway	ESPN	1:00pm ET
Sunday, September 26	Dover Int'l Speedway	ESPN	1:00pm ET
Sunday, October 3	Kansas Speedway	ESPN	1:00pm ET
Sunday, October 10	Auto Club Speedway	ESPN	3:00pm ET
Saturday, October 16	Charlotte Motor Speedway	ABC	7:30pm ET
Sunday, October 24	Martinsville Speedway	ESPN	1:00pm ET
Sunday, October 31	Talladega Superspeedway	ESPN	1:00pm ET
Sunday, November 7	Texas Motor Speedway	ESPN	1:00pm ET
Sunday, November 14	Phoenix Int'l Raceway	ESPN	3:00pm ET
Sunday, November 21	Homestead-Miami Speedway	ESPN	1:00pm ET

**WORLD WIDE LEADER:** ESPN Exec VP/Programming & Acquisitions John Wildhack: "There's really no delineation anymore between cable and broadcast per se. People watch brands, and fortunately, when people tune to sports first, they come to ESPN." Skipper added, "ESPN further strengthens NASCAR's consistent start times message for the fans, and with the strong support of NASCAR across our multimedia platforms, we hope to build on that momentum in 2010." Wildhack said with the 1:00pm ET start times, Sunday mornings are a "destination for sports fans on ESPN," with "SportsCenter" and then "Sunday NFL Countdown" in the fall as a lead-in to the races. Wildhack: "There's a built-in audience there and now we can take that audience and transition them to the race. The other thing that we will be doing when we get into the Chase is postrace is coming on (leading into a) SportsCenter that is going to be clearly NASCAR-centric" (*SCENEDAILY.com, 1/13*).

**LIFE IN THE FAST LANE:** YAHOO SPORTS' Jay Busbee wrote the shift to more ESPN telecasts is "absolutely certain to send some NASCAR fans screaming that the sport has abandoned them and this is another excuse to make a buck and things were so much better back in the olden days." Busbee: "On one hand I get the complaint about the move -- ESPN may be in 90[%] of homes or whatever, but it still costs money to get it. ... But really -- it's 2010. Isn't it time that everybody started, you know, moving toward cable?" ESPN is the "right place for NASCAR" (*SPORTS.YAHOO.com, 1/13*). USA TODAY's Michael Hiestand writes the move "isn't surprising, given how Disney has shown that beefing up ESPN -- by giving it Monday night NFL games and, starting next year, all of college football's BCS games -- is its priority" (*USA TODAY, 1/14*).

## 9. PEOPLE & PERSONALITIES: GOLF CHANNEL MAKES SEVERAL CHANGES



**Golf Channel Reportedly Still In Contract Talks With Studio Host Vince Cellini**

and five Champions Tour -- this season" (*GOLFWEEK, 1/15 issue*).

**PENALTY BOX:** Sports media writer William Houston cited sources as indicating that Leafs TV producer Mark Askin, "who profanely criticized" the CBC's "HNIC," will be "suspended." Askin was scheduled to work Tuesday's Hurricanes-Maple Leafs game, but Maple Leaf Sports & Entertainment "will sit him out for two games in the future." Askin "had been sharply critical of Hockey Night on his Twitter account for several weeks," and his "harshest commentary was directed at Don Cherry whom he described on various tweets as arrogant, a buffoon and 'chicken shit'" (*TRUTHANDRUMORS.net, 1/12*).

**NEW ROLES:** In DC, Leonard Shapiro profiled ESPN NFL reporter Adam Schefter, who has "become a frequent and valuable presence on all manner of NFL-related programming as an information specialist" thanks to his "plethora of well-connected

GOLFWEEK's Adam Schupak cites sources as indicating that Golf Channel has "dropped some longtime members of its broadcast team and shifted other to contract status." Studio host and reporter Iain Page and reporter Adam Barr "are out," as their contracts "expired and were not renewed." Studio host Vince Cellini's contract also expired, but sources said that "negotiations have been ongoing." Meanwhile, Jerry Foltz' contract was "renewed for two more years," and Jim Gray "returns as a reporter for nine" PGA Tour events. Schupak also notes Billy Andrade "will work 15 tournaments -- 10 PGA Tour

sources all around the league." Schefter said he had "four-and-a-half great years and one miserable week" at the NFL Network, his former employer. The "bad week came last spring when negotiations on a new contract broke down and he was taken off the air." But Shapiro noted it "did not take ESPN very long to get him back to the ranks of the employed." Schefter: "ESPN is nonstop, and I'm nonstop, and we're both kind of crazy. It's a good match" (*WASHINGTONPOST.com, 1/13*).

**NOT HERE TO TALK ABOUT THE PAST:** TNT's Charles Barkley appeared on TBS' "Lopez Tonight" last night, and host George Lopez's first question concerned what Barkley did on New Year's Eve. Barkley was arrested last New Year's Eve for suspicion of drunken driving, and he said, "I think that TNT didn't want to take any chances, so they made me work." Lopez: "They scheduled NBA games on New Year's?" Barkley: "We didn't want to take any chances." Lopez asked, "You going to work through spring break too?" (*"Lopez Tonight," TBS, 1/13*).

**LOOKING FOR A CAREER MOVE:** Patriots LB Junior Seau announced his permanent retirement from the NFL yesterday, and appeared as a guest analyst on Showtime's "Inside the NFL" last night. Seau said he "would love to do TV" now that his football career is over. Seau: "You guys make it a lot easier." Collinsworth interrupted and said, "Well, this isn't TV really. We're not sure what this is" (*"Inside the NFL," Showtime, 1/13*)....In Toronto, Chris Zelkovich reported IF Management has signed former Blue Jays GM J.P. Ricciardi "as a client and will try to land him a broadcasting job." Zelkovich wrote one "might assume Ricciardi won't bother sending an application to Rogers Sportsnet," which is owned by Blue Jays Owner Rogers Communications, "though you never know" (*THESTAR.com, 1/13*).

## 10. MEDIA NOTES

News Corp. formally announced the restructuring of the company's sports and entertainment operations. Fox Sports Chair & CEO David Hill will oversee all of the company's sports operations, including Fox Sports, Fox Soccer Channel, Speed, Fox Sports en Espanol, Fuel TV and 19 RSNs. Hill also will supervise News Corp.'s joint venture sports businesses STATS, LLC and Big Ten Network. Fox Networks Entertainment Chair Peter Rice will oversee Fox and FX Networks. Both Rice and Hill will continue to report to Fox Networks Group Chair & CEO Tony Vinciguerra (*News Corp.*). CABLEFAX DAILY writes the restructuring "could signal that Fox is looking to return to the aggressive actions we saw from it in the mid '90s." Fox said that the changes are "to better align its creative executive leadership." But CABLEFAX DAILY asks, "Anyone wondering if Fox might try to make a serious run for Olympic rights?" (*CABLEFAX DAILY, 1/14*).

**PASSING THE PUCK:** In Philadelphia, Sam Carchidi reports the NHL yesterday said that it "does not have the power to fine or penalize" FSN Pittsburgh or the Penguins "for the withheld replay that cost" Flyers LW Simon Gagne a goal in last Thursday's Flyers-Penguins game. NHL Dir of Media Relations John Dellapina said FSN Pittsburgh is an "independent contractor who pays for the rights of the games." Dellapina: "They're not hired by the NHL. And the Penguins had nothing to do with what happened." Dellapina added that the NHL is "'at the mercy of the teams broadcasting the games' and that the NHL does not have the funds to supply more cameras other than the overhead shot it provides" (*PHILADELPHIA INQUIRER, 1/14*).

**MARCH MADNESS:** ESPN.com's Dan Rafael wrote one of the interesting elements of Manny Pacquiao and Floyd Mayweather Jr. having separate fights on March 13 is how HBO "will handle it." HBO PPV "for the past several years ... has handled Pacquiao and Mayweather fights," and it is now "faced with the cold reality of making a decision on

which fighter and promoter it will support." Top Rank is "prepared to go it alone with Pacquiao-Clottey, but it would like HBO's support," while Golden Boy "has been dependent on and enabled by HBO since its birth." Rafael wrote he knows it is a "rough situation because HBO Sports president Ross Greenburg ain't talkin' and he's ordered his staff not to talk either ([ESPN.com](http://ESPN.com), 1/13).

## Leagues & Governing Bodies

### 11. MLB GMS HAVE PRODUCTIVE SESSION WITH SELIG AT OWNERS' MEETINGS

MLB GMs, participating for the first time at quarterly owners' meetings being held in Paradise Valley, Arizona, conducted a five-hour session yesterday, nearly half of which was with MLB Commissioner Bud Selig. Neither Selig nor the GMs disclosed the specifics of the lengthy meeting. But all parties involved branded the session as a candid, open, and productive dialogue. The annual First-Year Player Draft, not surprisingly, is believed to have enveloped a sizable chunk of the meeting. Several team owners and Selig have previously opined in favor of expanding the draft to include players from around the world and creating a salary slotting system for those picks. Both matters, already the subject of vigorous debate and interest around the industry, are expected to become significant matters in labor negotiations with the union next year. Selig said he intends to make the interchange between GMs and league executives a regular occurrence. "I enjoyed this immensely. This was a very constructive meeting, and I firmly believe the GMs should be part of what we talk about here," Selig said. "The more communication that you have and the more they hear each other, the better chance we have to solve problems without any trauma."

**HAPPY TO BE INCLUDED:** Twenty-eight of the 30 GMs attended the session, with A's GM Billy Beane and Dodgers GM Ned Colleti unable to attend due to personal matters. Yankees GM Brian Cashman said, "It was an honor that the commissioner chose to spend his time with us that way, and it was really just good old-fashioned baseball talk" (*Eric Fisher, SportsBusiness Journal*). Cashman added, "I think it really worked. There's not many times when you can sit down with the Commissioner." Indians Exec VP & GM Mark Shapiro: "The forum for us was tremendous. It was great for us to communicate on bigger picture issues and have an exchange of ideas. Having him consult with us and seek our opinions was uplifting" (*MLB.com*, 1/13). Braves President John Schuerholz: "I don't know what it was that prompted him to do this, but it was a good idea. It was stimulating for the entire industry." *MLB.com's* Hal Bodley wrote Selig likely "talked about how player signings affect the entire industry." Bodley: "Some are good, some are foolish and that's probably what he said" (*MLB.com*, 1/13).

**POSTSEASON SCHEDULE, REPLAY:** Selig said there is no solution yet on fixing the oft-debated postseason schedule and reducing the number of off days, something the commissioner vowed to do in November and is among the key topics being addressed by his newly formed on-field task force that meets for the first time later today. "This is not as easy as it looks," Selig said. "I didn't say we couldn't do better. I do have some ideas. Yes, there are days we can eliminate, and should." Selig also said he intends to bring up expanding instant replay during the task force meeting (*Fisher*). *MLB.com's* Tom Singer noted the topic of instant replay "hardly arose" during yesterday's meetings. Several GMs "declined to get into specifics discussed behind closed doors and deferred questions about the future of instant replay to Selig" and VP/Baseball Operations Jimmie Lee Solomon. Solomon, when asked whether wider instant replay would be a talking point at the meetings, said, "No. It won't be a topic here" (*MLB.com*, 1/13).



**Pirates Have Built Dominican Complex To Better Facilitate Int'l Player Development**

payroll: "I think the fixation just as the major league club's single-number payroll doesn't tell the whole story for the Pirates of where we're investing and how we're building the team. I'm comfortable what we're doing is the right thing for Pittsburgh." The Pirates in recent years have spiked spending on scouting, draft bonuses and international player development efforts.

**SELIG ON MCGWIRE:** Selig expounded slightly on his prior formal statement on Mark McGwire's admission of steroid use, one in which he said he was "pleased that McGwire has confronted his use of performance-enhancing substances as a player." Selig yesterday said, "My public statement, which I wrote over and over and over, says exactly how I feel on the matter. I just don't want to add to that. I painstakingly went over it." Selig added he drafted the statement while watching the Packers-Cardinals playoff game Sunday night, and that he knew about McGwire's past with steroids "beforehand, but not by much."

**YANKEE STADIUM GAME ON ICE:** Yankees President Randy Levine said it was "highly unlikely" the new Yankee Stadium would host next year's NHL Winter Classic, due to the club's planned staging of a new bowl game at the ballpark on December 30, amplifying growing industry feelings in recent days to that effect. "There's been no decision, but I would have to think it's highly unlikely, certainly if they're sticking to the New Year's Day (scheduling)" Levine said. "We haven't heard anything from NBC or the NHL, and we're moving ahead with the bowl game." A big part of the success attained in Boston with the '10 Winter Classic stemmed from an early installation of the ice at Fenway Park and the multitude of events held at the temporary rink, factors that could not be repeated at Yankee Stadium this December and January (*Fisher*).

**12. NFL, UNION LABOR TALKS INCLUDE POSSIBLE ROOKIE CONTRACT CHANGES**

By Liz Mullen, Staff Writer, SportsBusiness Journal

During the last two bargaining sessions for a new NFL CBA, the NFL made a formal proposal to implement a rookie wage scale for this April's NFL Draft, and the NFLPA responded with a counter-proposal on changing the structure of rookie deals starting this year, sources said. Under the NFL's proposal, one source said, players drafted in April would be paid a fixed amount based on the slot in which they are selected and "a significant portion" of the savings would be distributed to

**MAKING SMALL TALK:** Selig said he did not expect additional small-market teams to come under union pressure following the surprise joint announcement Tuesday that the Marlins would raise their major league payroll prior to the opening of their Miami ballpark. "There are a lot of small-market clubs spending a lot of money, frankly," Selig said. "I think that was a situation with Florida that we've been working on for a long time, and I think it was a good result." Added Pirates Owner Bob Nutting, whose team is also regularly among the lowest spenders in the league on major-league

retired players by improving the current pension plan for retired players. The league made its proposal on January 5 during a bargaining session in N.Y. According to another source, the union responded to the league's proposal at a bargaining session in DC Tuesday with a counter-proposal to implement the union's plan of a maximum three-year rookie deal length for this year's draft, with two qualifications. Those two qualifications are that the current labor deal be extended for two years so there would be at least two years of labor peace, and that the owners match any savings the players would be giving to owners under the league's proposal, said the source. The monies contributed by both the owners and the players would be distributed to retired NFL players, under the union's counter-proposal, the source added. The league is expected to respond to the union's counter-proposal at the next session to be held next week. Sources requested anonymity because they were not authorized to speak publicly on the CBA negotiations.



**CHANGE CANNOT COME UNILATERALLY:** The league does not have the ability to unilaterally change the terms and conditions of this year's draft because the NFL CBA does not expire until March '11. But the two sides could agree to make a deal at any time or change any part of the CBA at any time. It is not clear how likely it is that the two sides would reach agreement to substantially change the terms and conditions of the '10 NFL Draft, but if they were to agree, it would be a fairly shocking development. Industry sources expect that more college underclassman may declare for this year's draft, in part to avoid a rookie wage scale in '11. Most college players, as well as player agents, have not been expecting a major change in the system in this year's draft. The implementation of a rookie wage scale is a major plank in the league's overall economic proposal, but the other major plank is for players to agree to give owners credits for costs, which would reduce the salary cap by more than 18%.

**POSSIBILITY OF COMPROMISE UNCLEAR:** The league is said to want the union to agree to the rookie scale, and then separately bargain the additional cost credits to the salary cap. It does not seem likely that the union would be willing to do that. It also does not seem likely that the league would agree to the union's plan, which would include the owners agreeing to extend the current deal and give up the additional cost credits, as well as other changes owners want.

### 13. AUTO CLUB SPEEDWAY SHORTENS, RENAMES OCTOBER 10 SPRINT CUP RACE

Auto Club Speedway (ACS) yesterday said that it "would shorten" the October 10 NASCAR Sprint Cup Series race at the track "to 400 miles from 500," according to Jim Peltz of the L.A. TIMES. The race, which had been called the Pepsi 500, "will now be the Pepsi Max 400, reflecting both the shorter distance and a different soft drink mix marketed by title sponsor Pepsi." This is the first time a race has been shortened since '97, but a shorter race, "among other things, would force Cup drivers and their crews to shift strategy." ACS Dir of Communications David Talley: "We think this is going to create an enhanced level of competition." NASCAR Dir of Corporate Communications Ramsey Poston said that the track "requested the shorter race and NASCAR approved it." Poston: "If shortening the race makes it more exciting, then we're all for it." But he "cautioned that Auto Club Speedway's action would not cause a domino effect among other racetracks on the 36-race Cup schedule." Peltz notes Phoenix Int'l Raceway (PIR) yesterday said that it "plans to increase the distance of its spring Cup race to 600 kilometers from 500, or to 375 laps from 312" (*L.A. TIMES*, 1/14). YAHOO SPORTS'

Busbee & Hart reported one of PIR's "defining elements is the way the track and the fan experience change as day turns to night." With the race starting an hour earlier than in previous years, it is set to end "right around the 7 p.m. sunset rather than cruising on into the night." The spring race at PIR "is the first night race on the NASCAR slate, and track officials note that NASCAR was amenable to the extension in order to preserve that distinction" (*SPORTS.YAHOO.com, 1/13*).

**MIXED SIGNALS:** ESPN.com's David Newton wrote, "Many race fans and many of us who cover the sport have been screaming for shorter races to make the Sprint Cup Series more interesting and exciting." At least ACS President Gillian Zucker is "listening to the fans and to NASCAR, which is meeting with drivers and owners to discuss ways to improve the sport." But Newton wrote, "What does PIR do in the face of all of this? It adds laps." The move "seems like nothing more than a gimmick to sell tickets." Newton: "Just look at the promotion. The so-and-so 600, formerly known as the so-and-so 500, is offering the first 100 fans to purchase tickets in the grandstand the chance to drive six laps around the track" (*ESPN.com, 1/13*).

#### 14. SALE OF UFC STAKE TO UAE COMPANY AIMED AT BOOSTING GLOBAL GROWTH

UFC parent Zuffa LLC's sale of 10% of the league to Abu Dhabi-based Flash Entertainment "will permit the UFC to do things unimaginable even five years ago," and the sport "will expand dramatically and that will lead to significantly better athletes opting to become mixed martial artists," according to Kevin Iole of YAHOO SPORTS. The move will make it "significantly easier for the UFC to make headway in countries like China and India, where it has been desperate to grab a foothold but had been doing little more than spinning its wheels." The UFC "has television programming in China, but it is on regional networks," and UFC Chair & CEO Lorenzo Fertitta "expects Flash to be able to help UFC quickly make inroads on the more influential national networks like CCTV." Fertitta: "If they want to go in and have a meeting with CCTV, they're going to get the meeting with the right guy at the right time vs. me going over there and trying to meet with a major broadcaster in China. It's two completely different meetings." Meanwhile, Iole noted the UFC is "expected to hold its first live event in Abu Dhabi on April 10," and the "fan base at that show will be more diverse than any previous UFC card" (*SPORTS.YAHOO.com, 1/13*).

**TALKING POINTS:** Fertitta added, "We have been successful growing the brand, growing the business in these other countries so far, but we felt like in order to really accelerate our growth in the Middle East, in parts of Asia, China, where the Abu Dhabi government obviously has tremendous relationships, we felt like that they could help us get along a little faster than we have in the past" ("*Power Lunch*," *CNBC, 1/12*). Fertitta: "We feel like we have a product that travels very well and we've grown here domestically ... but now the idea is to export our product all over the world." Bloomberg TV's Greg Miles noted PPV is where the "vast majority" of the UFC's revenue is generated, and asked if the league can "grow pay-per-view as quickly in international markets." Fertitta: "There's not as many markets that are really pay-per-view ready from a technology standpoint. There are a few ... but the model for most international growth is going to more license fee or subscription type of revenue model" (*Bloomberg TV, 1/12*).

#### 15. LEAGUE NOTES

In DC, Michael Wilbon writes the notion that the NFL is "better off not having" the Rooney Rule is "moronic." The Redskins and Seahawks have been called out for possibly not adhering to the spirit of the Rooney Rule with recent hires, and Wilbon writes, "If there is circumvention ... the NFL needs to punish the people who circumvent. The NFL

is a play-by-the-rules organization. Players who wear their socks improperly get fined. If that's important enough for the NFL to punish, certainly ignoring a league rule designed to ensure fair hiring is important enough to punish" (*WASHINGTON POST*, 1/14).

**PARITY PARTY:** ESPN.com's Pierre LeBrun wrote four-and-a-half seasons into the NHL's CBA it is clear the "post-lockout NHL promised parity and delivered on that." However, the "flip side of that talent base being forcefully spread around 30 teams is that keeping a good team together has never been harder." Red Wings GM Ken Holland said, "Ultimately, a cap league is a cap league no matter what sport. And if you look at the NFL, Pittsburgh won the Super Bowl last year and missed the playoffs this season. It's hard to stay good for a long period of time. It's designed for parity; it's designed for competitive balance" (*ESPN.com*, 1/13).

**LOOKING AHEAD:** New LPGA Commissioner Michael Whan said of his domestic and int'l goals for the tour, "Our brand had already gone global before I got here. I didn't come here to stunt any international growth. This will always be a U.S.-based tour that will showcase women's golf around the world." SI's Farrell Evans noted the LPGA "had 34 events in 2008, 27 in 2009" and has just 24 scheduled for 2010. Whan said, "I certainly want to put our players out more than 24 times. We'll add a couple of events to the existing 2010 schedule." Meanwhile, Whan said the LPGA needs "many partners," and there are "several brands that understand our value and the place we have in women's sports" (*GOLF.com*, 1/13).

**PLAYER SUPPORT:** In London, Neil Harman reports top ATP World Tour players "have given their overwhelming backing to the proposed World Cup." Rafael Nadal, Novak Djokovic and Ivan Ljubicic are "as one that responsibility has to be taken to sustain the relevance of tennis to an increasingly discriminating, entertainment-conscious public." The move is "in stark contrast to the leaders of the sport." The Int'l Tennis Federation, which runs the Davis Cup, yesterday admitted that it "had seen the World Cup proposal and said that it has some 'interesting elements and timely branding given the current fascination with the 2010 FIFA World Cup.'" The ITF added, "It also has many challenges that must be faced if it is to succeed" (*LONDON TIMES*, 1/14).

## Franchises

### 16. MARLINS' SAMSON GETS INTO CONTENTIOUS INTERVIEW OVER MLB DEAL

Marlins President David Samson made his weekly appearance on WAXY-AM's "The Dan Le Batard Show" yesterday, but things quickly became rather contentious between the two when Samson refused to discuss the team's agreement with MLB and the MLBPA to put more of the money it receives from revenue sharing into club payroll. Samson said, "There was a joint release sent out by the union and the Commissioner's office and the team, and I'm no help to you on this one. No comment on it further other than what is in there. That's part of the agreement and there won't be another word said about it by me. ... I'm happy to do a funny show. I'm happy to talk about movies. I will not talk about yesterday" ("*The Dan Le Batard Show*," WAXY-AM, 1/13). In West Palm Beach, Joe Capozzi wrote the back-and-forth dialogue between Samson and Le Batard "made for a sometimes funny, sometimes uncomfortable 30 minutes of radio." Le Batard said at the end of the show, "This was a disastrous segment. This didn't feel good at all for any of us" (*PALMBEACHPOST.com*, 1/13). The following are several excerpts from the show.

**Le Batard:** "You know what is going to happen, David. It's going to appear like you're hiding. You got tax payer money. You got a stadium."

**Samson:** "It has nothing to do with anything, and that's it. Onto the next."

**Le Batard:** "So you can't tell me why you guys have been singled out? Why it's not the Padres, why it's not the Pirates, why it's not the Kansas City Royals?"

**Samson:** "I have earned this over the years, Dan, with you. ... I have earned the right to tell you that I cannot and will not say one word about yesterday."

**Le Batard:** "Can you explain to me why? Why would you agree to not talk about something? You're not afraid to talk about anything."

**Samson:** "That's exactly right. I cannot and will not talk about this. It's a non-starter. ... There is obviously a reason and the reason is that we committed, all parties committed to have no further comment and there would be no further comment. That's it."

**Le Batard:** "Well, not being able to talk about it and not being willing to talk about it are two completely different things."

**Le Batard:** "I'm uncomfortable because you realize that it seems silly to jump from being in the middle of the news and doing a weekly show with you to all of a sudden, reviewing a movie. ... You do realize it puts me in the spot of making me look like a clown."

**Sampson:** "The fact of the matter is that I have told you on air that I just won't talk about it. ... I think over the years, I've earned that right on this subject."

**Le Batard:** "Don't you sort of forfeit the earned right to be quiet on something like this when you're in bed with the city? When you're publicly financed? When it becomes a partnership? ... Doesn't asking for tax payer money sort of change that discussion a little bit?" (*WAXY-AM, 1/13*).

**NO SPIN ZONE:** In Miami, Greg Cote wrote, "The Marlins are free to admit no wrongdoing and spin it 'til it's dizzy but the bottom line is clear. They have been cheating the rules and shortchanging their fans, and they got caught. The club will now spend at least the minimum required on payrolls not because it's right or because it's the rule, but because they got publicly shamed into it" (*MIAMIHERALD.com, 1/12*). ESPN.com's Rob Neyer wrote, "I don't know if the Marlins were 'cheating' -- if they really weren't plowing their revenue-sharing money back into the franchise -- but I do know that whatever they were doing just looked bad. It's all about appearances. ... You spend \$25[M] on payroll and people are going to wonder what you're doing with all that money the Yankees gave you" (*ESPN.com, 1/13*). Meanwhile, ESPN's Tim Kurkjian said while the Marlins will not "go out and trade for a guy who's making \$18(M) a year," it may allow them to "put more money into the signing of (P) Josh Johnson long term." Kurkjian: "I think they'll have him signed long-term sooner rather than later because, again, they have to, and now with this internal pressure I think they have to even more" ("*Baseball Tonight, ESPN, 1/13*).

**A WIN FOR WEINER:** The GLOBE & MAIL's Jeff Blair wrote the Marlins' pledge to increase spending is a "significant first victory" for new MLBPA Exec Dir Michael Weiner, who "did the nasty legal roadwork in recent years, and it has made for a seamless transition" from former Exec Dir Donald Fehr. Meanwhile, Blair wrote there is a "lesson here for the NHLPA," as a situation like this is "why you hire somebody with collective bargaining experience to be your union head" (*GLOBESPORTS.com, 1/13*).

## 17. MANNION SAYS ECONOMY CONTINUES TO HURT DODGERS' TICKET SALES

Dodgers President Dennis Mannion yesterday said the economy is continuing to have a major impact on the club's ticket sales, and that fans are holding on to their money as long as possible before



**Mannion Says McCourts' Divorce Saga Not Impacting The Dodgers** making a purchasing commitment, much like last year. The club to date has sold about 20,000 full-season equivalents for the '10 season, 16% below last year's base of 23,900. A deadline, however, is coming up tomorrow and the team still has a large group of fans who have said they want to renew their accounts but have not yet paid. "The purchasing patterns are very similar to last year," Mannion said. "On paper we're slightly ahead, but there are still a lot of those unpaid accounts." To that end, Mannion said the ongoing divorce saga of team Owner Frank and Jamie McCourt is not impacting the club, but instead the inability to firmly project revenue is. "We're not hamstrung (by ownership). If anything, we're more challenged by the economy. It's tougher to make a gamble on talent without knowing your revenues" (*Eric Fisher, SportsBusiness Journal*).

**DON'T WORRY, BE HAPPY:** In L.A., Bill Shaikin noted the Dodgers have "yet to sign a major free agent" this offseason, but Mannion contends that they have "not been flooded with complaints about the team's offseason inactivity." Mannion: "I can honestly tell you we're not seeing any density of phone calls about the composition of the team. ... It's the economy. We have a very interesting baseball team. We have plenty of star power." Meanwhile, Mannion also said that the Dodgers will "impose a premium on single-game ticket prices for 28 popular games, including those against" the Angels and Yankees. The club has frozen prices on season tickets for this upcoming season, but has yet to announce prices for single-game tickets (*LATIMES.com, 1/13*).

**STILL NOT CONCERNED ABOUT DIVORCE:** MLB Commissioner Bud Selig yesterday reiterated that he is "unconcerned about the operation of the Dodgers" awaiting the McCourts' divorce trial, scheduled to begin in May. Selig: "I don't have any concern until I feel like I have something to be concerned about. We'll let the situation play out" (*LATIMES.com, 1/13*). ESPN's Tim Kurkjian noted the Dodgers are interested in signing free agent P Joel Pineiro, but they have to "figure out where they're going to get the money from" during the divorce proceedings. Kurkjian: "It's going to come eventually, I'm told. They're just not sure when the money from the divorce is going to arrive" ("*Baseball Tonight*," *ESPN, 1/13*). Dodgers manager Joe Torre said of the ownership situation, "That's more for our general manager because he has to deal with Frank McCourt and he's the one that really controls the purse strings." He said he hopes it "doesn't affect us, but ... it remains to be seen how it's going to affect our 2010 club" ("*Tavis Smiley*," *PBS, 1/14*).

#### 18. DRAYTON MCLANE SAYS HE HAS NO FIRM DESIRE TO SELL ASTROS

Astros Owner Drayton McLane maintained he and his family hold no firm desire to sell the club, despite engaging in an exclusive negotiating period with a N.Y.-based investment group that extends to the end of the month. "We have not solicited this, and even if this is found to be a viable bid, there's no guarantee of a sale. All we've said is that if a viable bid does surface, my family will consider it." McLane declined to say whether the oft-rumored price tag of \$650M is accurate, but said, "We have a very valuable franchise and a good RSN situation (with FS Houston)." McLane likened the matter to a car dealer who phones a prospective client about a new car that arrived to the lot. "I didn't go to the showroom. They called me. Whether we go and look remains to be seen," he said (*Eric Fisher, SportsBusiness Journal*). SI.com's Jon Heyman wrote while McLane

has said that there is "'less than a 50-50 chance' that a deal will occur for 'various reasons,'" the investment group is "serious" about buying the team. But the main reason why "all ownership deals are having difficulty now is the economy," as banks are "requiring more money down than ever and rich people aren't quite as rich or risk-inclined as they were before the crash of 2008" (*SI.com, 1/13*).

**FINAL HURDLES:** MLB.com's T.R. Sullivan noted the 30-day exclusive negotiating period granted to prospective MLB Rangers Owner Chuck Greenberg ends Friday, and "one significant issue that remains is how big of a role" Rangers Owner Tom Hicks "will play in the new ownership group." Hicks yesterday made it clear that he and his family "will remain a significant investor in any new ownership group." Hicks: "You're not getting rid of us." Hicks "could be the second largest investor in the group." But it is "still unknown what role Hicks will have," and "word is the negotiations have been complicated" (*MLB.com, 1/13*). In Ft. Worth, Jeff Wilson notes the Rangers fan base "just assumes that the transition from" Hicks to the Greenberg group, which includes Rangers President Nolan Ryan, "is a done deal." But the job "isn't done." Three things could be announced late Friday or sometime Saturday: An agreement is "reached, the process moves to baseball's ownership committee, and Greenberg-Ryan is that much closer to seizing control;" an agreement "isn't reached, but both sides pledge to continue working toward one by the start of spring training;" or Hicks "casts aside public sentiment and the momentum generated the past month by announcing that he is seeking another investment group" (*FT. WORTH STAR-TELEGRAM, 1/14*).

## 19. NLL MINNESOTA SWARM TIE PLAYER'S CONTRACT TO TICKET SALES

The NLL Minnesota Swarm have "created a unique contract centered around 'Section 88,' a rooting area specific to" F Zack Greer, the No. 3 pick in the '09 NLL Draft, according to Michael Rand of the Minneapolis STAR TRIBUNE. Under the terms of the contract, the more tickets Greer "helps sell in that section, the more money he makes." Additionally, fans buying tickets in the section "earn credits toward having him come to a community appearance, an autograph session or even a clinic." Swarm Owner John Arlotta said there was "no precedent" that he could find for the contract. Arlotta: "This is more a matter of my business, sales and marketing background. I don't mind paying someone, but I like to pay for performance." Rand noted while attendance at Swarm home games "routinely tops 10,000, the organization operates at a budget deficit and has struggled to make consistent inroads with a burgeoning group of youth players in the metro area." Greer, who is "contractually obligated to live in the Twin Cities," said he "wanted to be in the community." Greer: "We were both on the same page" (*Minneapolis STAR TRIBUNE, 1/13*).



**Swarm's Zack Greer Has Section 88 Ticket Sales Tied Into Contract**

## 20. FRANCHISE NOTES

Mark McGwire yesterday acknowledged that he "realized early on that accepting the job" as hitting coach with the Cardinals was "going to mean addressing the suspicions of his steroid use." He said that "by doing so this week he eliminated anything that could

cloud his ability to coach, or connect with players" (*ST. LOUIS POST-DISPATCH*, 1/14). Cardinals manager Tony La Russa said, "Hiring him was totally my idea. I wasn't trying to rehab Mark McGwire. I just asked the organization and they said yes" (*L.A. TIMES*, 1/14). *SI.com*'s Jon Heyman reported MLB Commissioner Bud Selig "made clear to McGwire that he would have to come out and explain himself" upon rejoining the Cardinals organization (*SI.com*, 1/13).

**WITNESS PROTECTION PROGRAM:** In Ohio, Bob Finnan reports Cavaliers season-ticket holders are "facing a bit of dilemma," as the club is asking for their "first installment on 2010-11 season tickets by March 26," before it is clear whether F LeBron James will re-sign this offseason. Season-ticket holders either can "make a full payment on March 26, or make four- or eight-part installments." The Cavaliers have sold out 53 consecutive games at Quicken Loans Arena, and team President Len Komoroski said, "We have operated in this fashion for years in terms of season tickets and playoff tickets. We've done many surveys and much research and we've found that the vast majority of fans intend to renew their seats for next season" (*Lorain MORNING-JOURNAL*, 1/14).

**HOLD THAT LINE:** The Redskins will not change general admission ticket prices next season for the fifth consecutive year. The Redskins have only increased general admission prices twice since '99 -- prior to the '00 and '06 seasons -- and are one of only two NFL teams that have not raised prices since '06 (*Redskins*).

**SHORT-HANDED:** The Predators through the first 24 home games this season are averaging 13,511 fans at Sommet Center, down 1.3% from the same point last season. The team needs to "average at least 14,000 in paid attendance to qualify for the NHL's full revenue sharing" (*Nashville TENNESSEAN*, 1/14).

## Facilities & Venues

### 21. POLL FINDS MOST MINNESOTANS OPPOSE PUBLIC MONEY FOR VIKINGS

Minnesota residents by a more than 2-to-1 ratio "strongly oppose using their tax dollars to pay for a new Vikings stadium," according to Bill Salisbury of the *ST. PAUL PIONEER PRESS*. A survey by Decision Resources Ltd. found that 65% of those polled "opposed public funding for a pro football stadium, while 31[%] favored it." Vikings VP/Public Affairs & Stadium Development Lester Bagley yesterday said that he "wasn't surprised by the result." Bagley: "If you were to poll the (Minneapolis) Convention Center, the Guthrie Theater, the Twins ballpark, light rail and a myriad of other projects, you'd get the same result." Bagley added that the poll "asked the wrong question." Bagley: "You've got to ask: Are the Vikings worth retaining for the next generation of Minnesotans?" Decision Resources President Bill Morris said that he "surveyed 625 adult Minnesotans Jan. 4-10 for an annual presentation on the pulse of the state that he makes to city managers." The poll "had a margin of error of plus or minus 4 percentage points" (*ST. PAUL PIONEER PRESS*, 1/14).



**Survey Shows 65% Of Minnesota Residents Oppose Public Funds For Vikings Stadium**

**STARTING THE CHARGE:** In San Diego, Matthew Hall reports the San Diego Centre City Development Corp. (CCDC), the city's downtown redevelopment arm,

yesterday "secured the first approval in a series it needs to spend larger amounts of money repairing blight downtown," and "chief among the beneficiaries of the effort would be" the Chargers. The CCDC's Budget/Finance & Administration Committee yesterday voted 5-0 "to embark on a process that could take 15 to 18 months." CCDC Chair Fred Maas said the effort is "about a stadium" downtown for the Chargers, but also is "about things bigger than a stadium" (*SAN DIEGO UNION-TRIBUNE, 1/14*).

## 22. CUBS EXPECTED TO PICK SPRING TRAINING SITE BY END OF NEXT WEEK



**Cubs Choosing Between Arizona And Florida For New Spring Training Facility**

The Cubs "have received what they believe are the final proposals" from Mesa, Arizona, and Naples, Florida, for a new Spring Training facility, and the team is "expected to pick a site by the end of next week," according to a source cited by Bruce Levine of ESPN CHICAGO. Cubs President Crane Kenney yesterday said, "We're hopeful of making a choice in the very near future." Kenney "met with the city manager and city attorneys of Mesa on Wednesday to discuss two sites in East Mesa." A source indicated that the Cubs are "seeking an \$80[M] state-of-the-art spring training facility." The team "also

wants a Wrigleyville atmosphere around the park that features new restaurants, hotels, bars and retail outlets." The Cubs are "looking for a stadium with a capacity between 15,000-18,000, making it the largest spring training park." After choosing a site, the Cubs "will ask the second choice to stand by and keep its offer viable in case their first choice isn't able to secure funding." Cubs ownership is "hopeful to be able to move into a new facility by 2012 or '13" (*ESPNCHICAGO.com, 1/13*). Kenney declined to tip his hand after months of effort on the issues, but it is strongly expected the team will remain in Arizona, where they have been a local spring training fixture for nearly six decades and routinely draw sellout crowds. Kenney: "It's time to kind of put something concrete in front of our board and get their opinion" (*Eric Fisher, SportsBusiness Journal*).

**WILDCAT FORMATION:** In Chicago, Teddy Greenstein reports the "most significant hurdle has been cleared" in Northwestern Univ.'s (NU) "quest to host a football game at Wrigley Field: The dimensions, it has been determined, can accommodate 22 players and two sidelines." Sources said that with the "safety issue resolved," both NU AD Jim Phillips and Kenney are "working toward making the game a reality." A source said that "Big Ten issues, NCAA issues, TV matters and finances still need to be sorted out" (*CHICAGO TRIBUNE, 1/14*).

## 23. COULD GLAZERS SELL OLD TRAFFORD AS PART OF MANU REFINANCING?

EPL club Manchester United Owner the Glazer family "have raised the prospect of selling Old Trafford in the prospectus circulated to potential investors from whom they are seeking [US\$814M] to refinance" the club, according to Ian Herbert of the London



INDEPENDENT. The Glazers in the document state the legal contract governing the bond "will not prohibit us from selling certain key properties" and these include "our training ground facilities and our stadium." This statement "introduces the possibility of United selling and leasing back the most iconic asset they have," the stadium. Some analysts yesterday suggested that the Glazers "could secure an immediate [US\$488M] from the ground's sale -- a figure which would almost halve their astronomical" US\$1.1B debt. The Glazers in the prospectus stated that "anyone acquiring either the 75,797-capacity stadium or United's Carrington training ground 'will be required to enter into a long-term lease with us to enable us to continue to have substantially the same access to such property as we currently do'" (*London INDEPENDENT, 1/14*). In London, Ian Ladyman notes the Glazers "had steadfastly refused to consider such a controversial move since they plunged the club into debt when taking it into private ownership in 2005." But "ever since the Glazers bought their club, United supporters have suspected that the ground would one day be sold or, at the very least, renamed." Meanwhile, industry experts yesterday "stressed that using Old Trafford as security in this latest round of refinancing does not offer the stadium any particular protection against its sale in the future" (*London DAILY MAIL, 1/14*).

**POSITIVE TALKS:** The London TELEGRAPH reports EPL club Everton has "held 'positive' talks with Liverpool City Council over plans for a new stadium." The two sides met Monday "following the Government's decision last year to reject a planning application for a new stadium in nearby Kirkby." The US\$650M development for a 50,000-seat stadium, "in partnership with Tesco, collapsed in November with Liverpool City Council one of the opponents" (*London TELEGRAPH, 1/12*).

## 24. FACILITY NOTES



### Pipe Sewer Line Posing Problems For PGE Park Construction

In Portland, Anne Saker notes as "time grows short for construction to begin if PGE Park is going to be ready" to host MLS games in '11, "one problem holding up a final agreement" is the Tanner pipe sewer line that runs underneath the stadium. Negotiators are "talking about how to construct the new soccer field without damaging the pipe and, if there is damage, who would pay the tab." Portland Mayor Sam Adams last week said that he "wanted the final papers to be ready for the Jan. 20 City Council meeting." In order to meet that deadline, the papers "must be put on the meeting agenda" by tomorrow (*Portland OREGONIAN, 1/14*).

**VIP TREATMENT:** Churchill Downs yesterday said that it "will continue its Infield Club area" during this year's Kentucky Derby and Kentucky Oaks. The club "debuted last year as a way for infield race-goers to pay extra for special accommodations." But "unlike last year, when there were seats for about 20[%] of the ticketholders at any one time, each ticket sold will have a first-come, first-served place to sit." Churchill Downs is also "adding a VIP Lounge to the club area, which will have added amenities" (*Louisville COURIER-JOURNAL, 1/14*).

**SIGNED, SEALED, DELIVERED:** In S.F., John Cote reported Santa Clarans for Economic Progress, a group of civic and community leaders backed by the 49ers, Tuesday submitted a "petition with about 8,000 signatures to put the stadium

proposal on the ballot." The group, which needed 4,500 signatures, "finished a week earlier than expected." The plan is for the "measure to go before voters in June" (*SFGATE.com, 1/12*).

----- AWARDS NOTIFICATION -----

### **Two Days Left to Enter Your Facility in the Sports Business Awards.**

Which facility was the most impressive in 2009? Where was the best place to see an event? Let your voice be heard for the Third Annual Sports Business Awards. Submit your entry today for the best Sports Facility. Go to [www.sports-business-awards.com](http://www.sports-business-awards.com). We are accepting entries through Friday, January 15.

----- AWARDS NOTIFICATION -----

## Olympics

### **25. NEW BRASS, RECESSION COULD LEAD USOC TOWARD GOVERNMENT FUNDING**

The USOC for years "trumpeted its financial independence" from the U.S. government, but the economic recession and new leadership have "brought a willingness to consider another vision: a government-supported USOC," according to Amy Shipley of the *WASHINGTON POST*. USOC Chair Larry Probst and other officials agree that the "organization's hazy economic future brings with it the responsibility of contemplating new sources of revenue, with possible government funding high on the list." However, the issue is "rife with complexity, philosophical and practical concerns and differing views." Some USOC officials worry about the "potential impact of such a dramatic step on the organization's autonomy, and some fear a backlash from loyal private donors who annually write \$50 or \$100 checks because they believe their small contributions will help a struggling young athlete make it to the Olympic Games." Some U.S. officials believe that the "biggest downside to government aid is the interference it might facilitate." Former U.S. Olympian Donna de Varona said, "Government money always comes with strings attached." There also is the "practical question of whether the USOC could secure the backing of Congress and the White House." Despite the concerns, U.S. Olympic officials believe that "finding new revenue streams over the next decade could be critical to continuing the nation's traditional Olympic medal success." Shipley notes about 27% of the USOC's budget for the quadrennial leading up to the '08 Beijing Games came from the \$2B TV deal NBC signed with the IOC, which some officials "figure won't be surpassed when the next television contract" is awarded next year. In addition, the USOC has "lost a trio of sponsors -- Home Depot, General Motors and Bank of America -- since last summer." Probst said, "I still think there is ample opportunity to renew existing sponsorships and find new sponsors. We've also got to be looking for new revenue streams that didn't previously exist, and we've got to examine the possibility of government funding going forward" (*WASHINGTON POST, 1/14*).



## Collegiate Sports

### **26. SUBSIDIES, FEES HELPING PROP UP MANY COLLEGE ATHLETIC PROGRAMS**

More than \$800M in student fees and university subsidies are “propping up athletic programs at the nation’s top sports colleges, including hundreds of millions in the richest conferences,” according to an analysis by Gillum, Upton & Berkowitz of USA TODAY. The subsidies have reached that level “amid a continuing crisis in higher education funding.” At some of the schools where athletics is “most heavily subsidized, faculty salaries have dipped, state-funded financial aid is drying up and students are bracing for tuition and fee increases.” Subsidies for athletics at 99 public schools in the NCAA’s 120-member FBS grew about 20% in four years, from \$685M in ’05 to \$826M in ’08 (*USATODAY.com*, 1/13). Many of the millions are “going to programs in the six richest conferences” -- the Big East, ACC, Big Ten, Big 12, Pac-10 and SEC. Of the 30 public schools where the percentage of athletic revenue from subsidies rose the most from ’04-05 to ’07-08, “five were from the ACC’s nine public schools,” and three were from the SEC. Nebraska and LSU “were the only schools whose athletic programs reported receiving no subsidies in each of the four years studied.” The athletic programs surveyed received a combined \$1.04B in donations in ’07-08, and Univ. of Illinois law professor John Colombo noted that “likely translated into at least” a \$200M federal tax subsidy of the programs (*USA TODAY*, 1/14).

## Law & Politics

### 27. ARGUMENTS IN AMERICAN NEEDLE V. NFL FOCUS MAINLY ON LICENSING

By [Daniel Kaplan](#), Staff Writer, SportsBusiness Journal

Despite the hype surrounding a potentially precedent-setting antitrust case, the oral arguments before the U.S. Supreme Court this morning between the NFL and cap manufacturer American Needle largely focused on the narrow question of whether the league’s exclusive licensing contract with Reebok should be subject to antitrust law. Not once did the issue of players arise, despite tremendous coverage around whether a broad ruling in favor of the league would give it more leeway on labor issues. Perhaps the furthest afar was a question from Justice Antonin Scalia, who asked NFL outside counsel Gregg Levy whether if the league could pool apparel rights, could it set franchise prices. Levy said yes, and the justice exclaimed, "Wow." This interchange was recounted by NFLPA outside counsel Jeffrey Kessler on the steps of the Supreme Court after the hearing. The NFLPA filed an amicus curiae brief on behalf of American Needle, arguing the case could extend into labor relations. Kessler used the exchange to underscore his contention that the league is seeking sweeping powers.



**WHAT NEEDS TO BE PROTECTED:** The justices addressed matters pertaining to which league functions should be protected from antitrust review, a continuing thorn in the side of sports leagues and bodies. "You are seeking to get from the courts what you can't get from Congress," Justice Sonia Sotomayor told Levy. But American Needle's outside counsel, Glen Nager, was also aggressively questioned. Justice Samuel Alito asked him when could the league's 32 teams work together. Even rules changes, which both sides have said are the proper function of the league, could be challenged, Alito said, if say, for example, the league voted to go from 16 to 14 games, but some teams disagreed. The NFL's core contention is that the license signed with Reebok in '00 and which bumped American Needle from team contracts is protected from antitrust scrutiny because the NFL is a joint venture for the purposes of playing and promoting games. But

some of the justices asked if selling caps was really about promoting the game. Sotomayor in particular frequently came back to this point, asking Levy how long the NFL has sold collective apparel rights (since '63), and saying later, "Is it so evident that T-shirts promote the game?" Levy said that selling intellectual property like caps and T-shirts was intrinsic to the game because the logos meant nothing unless a team was playing.

**POST-HEARING THOUGHTS:** After the hearing, Kessler argued that labor had been introduced into the equation when U.S. Deputy Solicitor General Malcolm Stewart talked about things the NFL could not do, like setting pay rates for secretaries across the league. American Needle's counsel, Nager, talking as he walked away from the court, disagreed, saying the secretaries question was only a hypothetical point. He did say that just because labor was not raised did not mean the justices would not consider it. Levy after the hearing told assembled reporters on the frigid courthouse steps that the case was about licensing only and not about the players' union. Asked by a reporter about that subject, Levy, referring to a recent editorial in the Washington Post by Saints QB Drew Brees on the case's possible affect on labor, said, "You have been spending too much time reading the papers and Drew Brees."

**NOT 100% WITH EITHER SIDE:** Daniel Glazer, who runs the sports practice at Patterson Belknap Webb & Tyler and who was in the courtroom, said he thought the justices seemed uncomfortable giving either the NFL blanket immunity from antitrust laws or completely agreeing with American Needle's position. In the end, he said, the U.S. Solicitor General's brief, which described a framework in which there would be some instances that the league could be deemed a single entity exempt from antitrust scrutiny and others where it is not, seems the most logical outcome. For his part, Levy said not to read too much into the questioning in terms of how the justices would vote, but he said that Justice Stephen Breyer, who seemed particularly enthusiastic in his questioning of Levy, probably was a lost vote.



**Kessler Says Labor Became Issue When Stewart Discussed Things NFL Couldn't Do**

## 28. SUPREME COURT SKEPTICAL OF NFL'S CLAIM IN AMERICAN NEEDLE CASE

Supreme Court justices yesterday signaled that they are "not inclined to shield the NFL and other pro sports leagues from federal antitrust laws," according to David Savage of the L.A. TIMES. The league, in American Needle v. the NFL, is "seeking a high court ruling that the league is a 'single entity' and, therefore, shielded from antitrust claims." But that argument "ran into skepticism from most of the justices" during yesterday's hearing



### Levy Argues Teams Must Form "Single, Cooperative Unit" To Produce Football League

their own. No NFL club can produce a single unit of production, a single game." But American Needle attorney Glen Nager said, "These teams are separately owned. They are separate decision-makers joining together, and they are making a decision about how they are going to jointly produce something or not produce something." Supreme Court Justice Ruth Bader Ginsburg "seemed sympathetic to the argument that even frivolous lawsuits can cost the NFL millions of dollars in court costs and legal fees." Chief Justice John Roberts added "there are some things that it just seems odd to subject" to antitrust scrutiny. But there were "more skeptical questions for Levy," and some justices "wondered about other ventures the NFL might undertake that would be far afield from football, throwing out hypotheticals such as tractor sales or building houses." Several justices suggested the possibility of "returning the case to the lower courts, as the Obama administration recommends, with new instructions about how to determine if the league's action was anti-competitive" (*WASHINGTON POST*, 1/14).

**FIRST DOWN & LONG:** In N.Y., Adam Liptak writes under the header, "Justices Skeptical Of NFL's Court Claim." Several justices yesterday suggested that they "might rule against the league on the narrow question in the case -- whether it was entirely immune from antitrust scrutiny because it is a single entity" (*N.Y. TIMES*, 1/14). **BLOOMBERG NEWS'** Stohr & McQuillen noted several justices suggested that they "would give American Needle a chance to prove that the NFL's apparel marketing was anticompetitive." Justice Stephen Breyer said to the NFL, "Why shouldn't they have their shot? You might well win, but they want to make that claim." Much of the debate during yesterday's hearing "centered on how closely connected apparel sales are to the league's core functions." Levy told the justices that apparel sales are a "means of promoting the on-field product, an argument that Justice Antonin Scalia disparaged." Scalia said, "The purpose is to make money. I don't think that they care whether the sale of the helmet or the T-shirt promotes the game" (*BLOOMBERG NEWS*, 1/13). **ESPN.com's** Lester Munson noted there were "important indications that the NFL may not succeed." Comments and questions from an "unlikely combination of three justices -- Antonin Scalia, Breyer and Sonia Sotomayor -- seemed to lay the foundation for the court to make a more limited ruling." The word that the NFL "really didn't want to hear -- 'remand' -- was mentioned eight times" yesterday, a decision that would "send the American Needle lawsuit back to Chicago for a trial." Munson noted instead of "focusing on the broad immunity question initiated by the NFL, the Scalia-Breyer-Sotomayor line of questioning pushed" Levy "into a corner he wanted to avoid" (*ESPN.com*, 1/13).

### TURNOVER ON DOWNS? USA

TODAY's Joan Biskupic notes the Supreme Court appears "unlikely to completely shield" the NFL. The justices focused on "how they might distinguish which NFL activities would be central to league business and likely free from antitrust liability" (*USA TODAY*, 1/14). The WALL STREET JOURNAL's Jess Bravin writes under the header, "Justices Look Tough In NFL Antitrust Case" (*WALL STREET JOURNAL*, 1/14). In N.Y., Paul Tharp writes the NFL "didn't seem to score a lot of winning points" during yesterday's hearing. Judging from the "questions and comments by the high court justices, the NFL didn't win the clear victory it sought" (*N.Y. POST*, 1/14). SI.com's Stefan Fatsis wrote the NFL seems "not only further from the end zone" in this case, but "at risk of losing the game entirely." None of the justices "seemed sympathetic to a central position articulated by Levy: that the NFL teams license their trademarks and logos jointly in order to better promote the league as a whole." After yesterday's hearing, there seems to be a "problematic possibility for the NFL: that the court not only could say that it and leagues aren't single entities, but specify areas in which they aren't" (*SI.com*, 1/13).

## Sports Industrialists

### 29. GOLF SWING COACH HANK HANEY, OCTAGON END EXCLUSIVE DEAL

By Jon Show, Staff Writer, SportsBusiness Journal

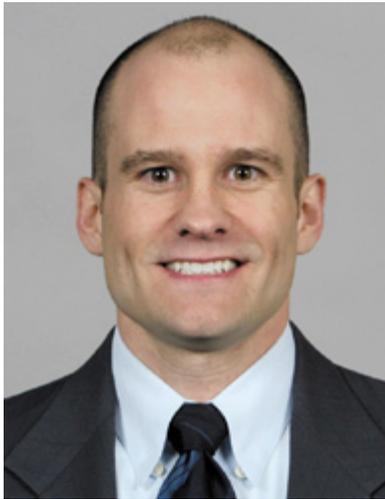
**HANK HANEY** and Octagon have decided to end their exclusive representation agreement and are working to redefine the relationship under a set of new contractual guidelines. Octagon is expected to continue handling marketing and production deals it procured for the golf swing coach but will no longer exclusively represent Haney. The agency signed Haney in '07 and did corporate deals with Charles Schwab, FedEx, BMW and Gatorade, as well as development deals for his best-selling instructional DVD and Golf Channel show with **CHARLES BARKLEY**. It is unknown if Haney, more widely known as **TIGER WOODS'** swing coach, will seek new representation.

### 30. EXECUTIVE TRANSACTIONS

Gatorade named **ANDREA FAIRCHILD** VP/Brand Marketing, where she will help implement the brand's overall strategy, beginning with the spring launch of the G Series. Previously, Fairchild served as Global Business Development Dir for Nike's Women's Training line. She replaces **JOHN GALLOWAY**, who was named VP & CMO of Hard Rock Int'l earlier this week (*THE DAILY*).

**FRANCHISES:** The Eagles named Capitals Senior VP & CMO **TIM MCDERMOTT** to the same position (*Eagles*)....EPL club Arsenal promoted Head of Marketing **ANGUS KINNEAR** to Marketing Dir (*MARKETINGMAGAZINE.co.uk*, 1/13)....The Royals named former MLB manager **NED YOST** Special Advisor to Baseball Operations (*Royals*)....The Padres named Magic Group Sales Manager **AMY SAXON** Dir of Group Ticket Sales (*Padres*)....The Suns named **TODD MERRILL** Marketing Partnership Account Exec, **ANDREA LECHNER-BECKER** Database Marketing Coordinator and **ALBERT WATSON** Data Analyst (*Suns*).

**EXECS:** **COLIN CURRIE** was promoted to the



**Eagles Name McDermott**  
**Senior VP & CMO**

newly created position of adidas China Senior VP/Sales & Marketing, effective January 1. Currie will be based in adidas' Shanghai office (*MEDIA.asia, 1/13*)....The PGA Championship named **JASON MENGEL** Championship Operations Manager and **MORGAN CODY** Championship Administration Manager (*PGA*)....In Stadium Promotions named **LOU ROSENBERG** Dir of Business Development (*In Stadium*)....Minor League Baseball (MiLB) named **LOUIS BROWN III** Manager of Baseball Operations & Legal Affairs and **ANDY SHULTZ** Baseball Operations Department Assistant. Since March '07, Shultz served as Field Evaluator/Instructor for the Professional Baseball Umpire Corp. (*MiLB*)....Sunice named **CAROLINE GOWAN** Strategic Accounts Manager where she will manage the company's relationships with the PGA, Champions, LPGA and Nationwide Tours (*Sunice*)....Lincoln Financial Media appointed **NATE LUNDY** Program Dir of Sports for Denver's KKFN-FM, replacing **TIM SPENCE**, who was named Program Dir of ESPN Radio 1600 (*RADIO-ONLINE.com, 1/13*).

Do you have an executive announcement? If so, please send to [editorial@sportsbusinessdaily.com](mailto:editorial@sportsbusinessdaily.com).

### 31. NAMES IN THE NEWS

In New Orleans, John DeShazier reports Hornets Owner **GEORGE SHINN** yesterday underwent "successful surgery in the morning to remove his prostate after being diagnosed with cancer in November." Shinn, whose cancer was "diagnosed early, is set for a complete recovery after his operation" at Johns Hopkins in Baltimore (*New Orleans TIMES-PICAYUNE, 1/14*).

**PAY YOUR DUES:** In San Diego, Lori Weisberg reports Chargers Owner **ALEX SPANOS'** development company -- A.G. Spanos Cos. -- will spend more than \$12M to "retrofit thousands of apartment units found to be out of compliance with fair housing laws." The settlement, reportedly the "largest disabled-access settlement in the housing industry," stemmed from a lawsuit by the National Fair Housing Alliance against A.G. Spanos (*SAN DIEGO UNION-TRIBUNE, 1/14*).

**TRAGEDY IN HAITI:** MLS Real Salt Lake officials "have not been able to contact" MF **JEAN ALEXANDRE** since Tuesday's earthquake in his native Haiti. But RSL GM **GARTH LAGERWAY** said he did not want to "raise any alarm bells" with that news (*SALT LAKE TRIBUNE, 1/14*). Meanwhile, the Yankees are donating \$500,000 for relief efforts in Haiti (*Yankees*).

**AIMING HIGH:** Domino's Pizza Chair & CEO **DAVID BRANDON** said being named Univ. of Michigan AD "is a labor of love for me and something I'm passionate about," but noted he is going to continue as the "non-executive Chairman of the board of Domino's and stay connected in that way." Brandon: "Every business I've ever been associated with has been No. 1 in its category, so you know what I'm trying to accomplish at the University at Michigan" (*"Countdown to the Closing Bell," Fox Business, 1/13*).

**WELCOME TO THE HALL:** Rangers President **NOLAN RYAN** today will be inducted into the Texas Cowboy HOF. Ryan has been "raising Beefmaster cattle since 1972," and started a foundation with his wife **RUTH** to "benefit students in ranch management programs" (*FT. WORTH STAR-TELEGRAM, 1/14*)....NASCAR driver and

team owner **MICHAEL WALTRIP** has been selected for the Kentucky Athletic HOF, to be inducted April 28 in Louisville (*Louisville COURIER-JOURNAL*, 1/14).

**NAMES:** Former Ilitch Holdings Inc. President **DENISE ILITCH** reportedly is considering running for Governor of Michigan, though she "hasn't decided whether to jump in the race" (*DETROIT NEWS*, 1/14)...Former AFL Columbus Destroyers Owner **JIM RENACCI** has reached the second tier of the National Republican Congressional Committee's "Young Guns" recruitment program (*CLEVELAND.com*, 1/12)...Patriots Owner **BOB KRAFT** Tuesday attended the Kentucky-Florida men's college basketball game to "visit with his old friend," UK coach **JOHN CALIPARI**. Kraft met with the Kentucky team after the game (*BOSTON HERALD*, 1/14)...**HIROSHI YAMAUCHI**, leader of the Mariners' ownership group, ranks 7th on Forbes' list of Japan's richest people with an estimated net worth of \$3.8B (*HOLLYWOOD REPORTER*, 1/13)...Sonoma-Cutrer Wines on January 26 will host a wine tasting at the NYY Steak restaurant at Yankee Stadium. The event, which includes a cocktail hour and a five-course dinner, will be winemaker **TERRY ADAMS'** final tasting before retirement (*MLB.com*, 1/13)...FDA agents yesterday arrested Denver resident **JASON ERIC KAY**, who is "accused of relabeling Gatorade bottles" with an image of **TIGER WOODS** and his wife **ELIN**, alongside the word "Unfaithful." The FDA charged Kay with product tampering, and the charges together carry a maximum five-year prison term and \$450,000 in fines (*DENVER POST*, 1/14).

**IN MEMORY:** Former WABC-AM sports talk show host **ART RUST JR.** died Tuesday at the age of 82. Rust -- remembered as a "pioneer not just for black broadcasters, but for all of sports talk radio" -- reached his "greatest mainstream prominence" when he started his "Sportstalk" show on WABC in the '80s (*N.Y. DAILY NEWS*, 1/14).

----- AWARDS NOTIFICATION -----

### **Have You Weighed in on the Sports Business Awards Yet?**

Only 2 Days Remain and We Still Want to Hear From You! Submit your entry today! The deadline is tomorrow. This year's honorees will come from the categories of Professional Sports Team; Professional Sports League; Sports Event; Sports Executive; Athletic Director; Sports Media; Sports Television; Digital Sports Media; Talent Representation and Management; Corporate Consulting, Marketing and Client Services; Property Consulting, Sales and Client Services; Sports Event Marketing Firm; Sports Sponsor; Sports Facility; and Sports Technology. Submit your entry at [www.sports-business-awards.com](http://www.sports-business-awards.com).

----- AWARDS NOTIFICATION -----

## **The Back Of The Book**

### **32. NBA ATTENDANCE DOWN 1.2%; EASTERN CONFERENCE DOWN 2.2%**

The NBA is averaging 16,993 fans per game through January 13, down 1.2% from the same period a year ago. Eastern Conference teams are down 2.2% to date, as nine of 15 teams in the conference are seeing dips at the gate. The Pistons are the only team in the conference seeing a double-digit decline, off 16%. The 76ers rank last in average attendance at 13,313 per game, and are the only team in the conference below 70% capacity. However, beginning with G Allen Iverson's first home game on December 7, the 76ers are averaging 14,390 fans per game through 10 home games, up 20.3% from 11,966 fans for eight games before that date. With the Bobcats in position for their first playoff berth, the franchise is seeing home attendance up a conference-best 6.4% at Time

Warner Cable Arena. Listed below is team-by-team attendance for NBA Eastern Conference teams through January 13, with comparisons to the same period last season. See tomorrow's issue of **THE DAILY** for Western Conference attendance (*THE DAILY*).

**NBA EASTERN CONFERENCE ATTENDANCE THROUGH JANUARY 13**

<b>HOME TEAM</b>	<b>GMS</b>	<b>TOTAL</b>	<b>AVG.</b>	<b>% CAP.</b>	<b>PREV.</b>	<b>% +/-</b>	<b>GMS ('08-09)</b>
Bulls	20	412,874	20,644	98.7%	20,968	-1.5%	19
Cavaliers	17	349,554	20,562	100.0%	20,455	0.5%	19
Knicks	19	372,476	19,604	99.2%	19,243	1.9%	16
Celtics	16	297,984	18,624	100.0%	18,624	0.0%	21
Pistons	17	314,901	18,524	83.9%	22,076	-16.1%	18
Raptors	18	318,093	17,672	89.3%	18,904	-6.5%	18
Magic	18	314,298	17,461	100.0%	16,728	4.4%	19
Heat	21	364,912	17,377	88.7%	17,530	-0.9%	18
Wizards	17	289,743	17,044	84.5%	16,796	1.5%	20
Hawks	19	303,376	15,967	85.3%	16,098	-0.8%	19
Bucks	18	268,345	14,908	79.6%	15,254	-2.3%	17
Bobcats	18	264,916	14,718	77.1%	13,827	6.4%	22
Nets	18	246,820	13,712	72.3%	15,100	-9.2%	21
Pacers	19	255,696	13,458	74.1%	13,801	-2.5%	16
76ers	18	239,627	13,313	65.5%	14,013	-5.0%	17
<b>E.C. TOTALS</b>	<b>273</b>	<b>4,613,615</b>	<b>16,900</b>	<b>86.6%</b>	<b>17,280</b>	<b>-2.2%</b>	<b>280</b>
<b>NBA TOTALS</b>	<b>568</b>	<b>9,652,195</b>	<b>16,993</b>	<b>88.8%</b>	<b>17,202</b>	<b>-1.2%</b>	<b>565</b>

**NOTES:** Teams can exceed 100% capacity because of standing-room-only ticket sales. All attendance figures are based on totals posted immediately following games. It may not reflect any subsequent adjustments made by teams or the league.

## Classified Advertisements

### 33. CLASSIFIED ADVERTISEMENTS



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### 34. SBJ IN-DEPTH: MOTORSPORTS

Danica Patrick's move to NASCAR is just one of the offseason developments that promise to generate increased fan and sponsor attention as NASCAR teams gear up for a new season. As the start approaches for the sport's biggest race of the season, all eyes will be on Daytona as the buzz begins to build. Meanwhile, some of the most marketable drivers, including Dale Earnhardt Jr., Carl Edwards, Tony Stewart, Jeff Gordon and many others, will be looking to boost their performance on the track and help steer more attention to the sport. **Publishing Date:** February 8 **Ad Close:** January 25 **Materials Close:** January 27.

For more information, contact Julie Tuttle, National Director of Advertising at 212-500-0711 or [jtuttle@sportsbusinessjournal.com](mailto:jtuttle@sportsbusinessjournal.com)