

STREET & SMITH'S SportsBusiness sportsbusinessdaily.com DAILY

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Ace Up Their Sleeves?

ATP players to consider adding World Cup-style event that would feature teams, shorter matches, mid-match substitutions. (#12)

Texas-Sized Request (#14)

Drayton McLane's high asking price could leave him unable to find a new owner for the Astros.

Swing Away (#3)

Callaway creates subsidiary in India, partners with Jeev Milkha Singh as part of global push.

Changing The Formation (#24)

Andy Dolich leaving as 49ers COO after just two years as club eliminates position in favor of CMO.

Rolling With The Tide

College football's bowl season sees viewership jump of 10.7% from last season. (#28)

The Wind Is Out Of Their Sails

Chicago a glaring omission from narrowed list of 18 cities with shot at hosting World Cup games should U.S. land future event. (#19)

Facing Break Point (#2)

Sharapova looks for her rejuvenated tennis career to match her growing off-court portfolio.

Mile Marker

McGwire's well-planned admission strategy underscores changes in sports media. (#7)

Deep Sea Fishing

The Marlins, in what is being called an "historic move," pledge to increase the amount they spend on player payroll in line with what the team receives in revenue sharing after extensive discussions with MLB and the MLBPA. The three sides announce the "unprecedented agreement" in a statement, marking the first time in the history of collectively-bargained revenue sharing that the league, the union and a club have jointly issued such a release. The Marlins in recent years have drawn the ire of the union and other club owners for a payroll that traditionally ranks at or near the bottom among MLB teams. The resolution is viewed as a win for new union boss Michael Weiner, as MLB joins with him to demand that the Marlins comply with the Basic Agreement. The news also means that the penny-pinching club should be able to open their pockets to retain star players such as 2B Dan Uggla, who has been on the trading block (#13).



Agreement Means Marlins Could Keep All-Stars Like Ramirez (1) and Uggla

Later In Today's Closing Bell

The U.S. Supreme Court heard oral arguments this morning in the potentially landmark case pitting cap manufacturer American Needle against the NFL. For a recap, see today's Closing Bell.

Quote Of The Day

"The main point is that we are trying to make this sport improve and get better and players are most important -- this is the bottom line."

-- Tennis player **Novak Djokovic**, on the proposed World Cup-style Grand Slam of Nations event
(AAP, 1/13). (#12)

SportsBusiness Daily

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The advertisement features a warm orange background. At the top left is a small image of a metallic, spiral-like object. The main text reads "STREET & SMITH'S SportsBusiness JOURNAL | SportsBusiness DAILY" in a sans-serif font, with "JOURNAL" and "DAILY" in red. Below this, "SPORTS BUSINESS AWARDS 2010" is written in a large, white, serif font. A red rectangular box on the left contains the text "ONE WEEK LEFT TO ENTER!" in white, bold, sans-serif capital letters. To the right of this box, the phrase "Now taking entries!" is written in a large, elegant, black cursive script. At the bottom left, a black rectangular box contains white text: "Go to www.Sports-Business-Awards.com to enter. The DEADLINE to enter is FRIDAY, JANUARY 15, 2010, so don't delay." At the bottom right, there is a logo for "SPORTS BUSINESS AWARDS PARTNER" next to the "INTELSAT" logo, which includes a stylized globe icon and the tagline "Closer, by far". Below the IntelSat logo, it says "OFFICIAL SATELLITE SERVICE PROVIDER".

Sponsorships, Advertising & Marketing

1. TURNER BUYS SUPER BOWL SPOT TO PROMOTE NEW TRUTV NFL SERIES

Turner's truTV has joined the ad lineup for CBS' broadcast of Super Bowl XLIV on February 7, the network's first ever Super Bowl ad. The spot is slated to air during the second quarter of the game, and will feature Steelers S Troy Polamalu. The ad, via Grey, N.Y., will highlight "NFL Full Contact," an in-depth look at professional football that debuts on



truTV February 8 (*Turner*). truTV Exec VP & GM Marc Juris said that the 30-second spot "marks the first time a Turner property will be highlighted in a Super Bowl ad." MEDIAWEEK's Anthony Crupi noted the spot will "rub elbows with a relevant bit of creative, as it is slated to run immediately after an NFL promo" (*MEDIAWEEK.com*, 1/12).

MOVING THE CHAINS: CBS Senior VP/Communications Dana McClintock yesterday said the network is "very close to a sellout" with more than three weeks remaining until the Super Bowl. In N.Y., Stuart Elliott notes by contrast, at this point last year "considerably more time remained unsold" for NBC's broadcast. In addition to the economic recession, "another difference is that a year ago, many marketers that bought Super Bowl spots were playing down their participation, fearing that the sour national mood made the usual hoopla seem inappropriate." But now the "hyperbole machine is being cranked up by many sponsors as they seek attention for their ad plans" (*N.Y. TIMES*, 1/13).

2. CAN SHARAPOVA REASSERT ON-COURT DOMINANCE TO MATCH BIZ SUCCESS?

Tennis player Maria Sharapova's "Madison Avenue magic continues to keep sponsors spellbound," but the "economic juggernaut of Sharapova Inc. is in danger of diverging with her on-court success," according to a sports-section cover story by Douglas Robson of USA TODAY. Sharapova in '09 was a "shadow of the player who blew past opponents for major hardware," but now, "for the first time in two years, she starts the season at next week's Australian Open healthy and rested." Three of her biggest sponsors -- Nike, Tag Heuer and Prince -- are "launching products this month to coincide with the kickoff of her season." Nike said that it will announce a Maria Sharapova clothing line at the Australian Open, which includes a dress that was "inspired by drawings from the small sketchbook she carries." With a "sharp business sense, Sharapova continues to rake in far more each year than the \$13[M] in career prize money she has earned." She now is "working on a branding strategy that can outlast her playing days, similar to those employed by Michael Jordan and Greg Norman," as she has "increasingly sought licensing agreements with her sponsors ... that allow her to take a piece of the performance pie." Sharapova is "even branching into TV producing," forming 30001 Productions. She will be "executive producer for two shows in development, one animated, the other an 'Entourage'-like drama whose pilot has been optioned" to the CW. Sharapova: "It's pretty tough as a 22-year-old to sit here and say, 'One day I'm going to have an empire business,' but I certainly want to keep things moving when I'm done with tennis." Meanwhile, Sharapova's "Midas touch is not lost on the WTA Tour," as she "drives ticket sales, sports media coverage and TV ratings for women's tennis ... as much

as any player" (*USA TODAY*, 1/13).

SHARAPOVA'S CURRENT ENDORSEMENT DEALS

Nike	Prince
Sony Ericsson	Land Rover
Cole Haan	Clear with Unilever
Tiffany & Co.	Sega/Topspin/EA Sports
Tag Heuer	

ALWAYS IN STYLE: In Melbourne, Bridie Smith reports Sharapova is "teaming up with Tiffany to wear Paloma Picasso earrings" throughout the Australian Open. Sharapova was presented with the earrings today, and there was "almost a sense of 'bling it on,'" as she "began her campaign for a fourth grand slam title." Sharapova: "I don't think there's ever enough bling. Tennis is one of those sports where what we wear on court reflects our own style." Smith notes the US\$1,614 earrings are "20 carat yellow quartz suspended on 18 carat gold chains" (*Melbourne AGE*, 1/14).

3. CALLAWAY GOLF ANNOUNCES FORMATION OF CALLAWAY GOLF INDIA

Callaway Golf yesterday announced the formation of Callaway Golf India, a wholly-owned subsidiary that will establish a direct presence in the country. The company also announced an agreement with Jeev Milkha Singh, the No. 55-ranked player in the world and a native of India, to serve as Callaway Golf India's brand ambassador. Senior Callaway Golf execs will participate in launch events across several key cities in India (*Callaway Golf*). Callaway Golf President & CEO George Fellows said that the company "viewed India as a nation on the cusp of a marked shift in terms of the size of its market for the sport, with an increase in golf course construction, interest in the sport among younger Indians and rising wealth among India's middle class." Fellows estimated that there are "some 500,000 golfers in India, some 150,000 of whom are termed 'avid,' meaning they play more than a round a month." Fellows said that India is a "key market for the company as the U.S. market is projected to grow by 2% to 3% annually long term." The WALL STREET JOURNAL's Paul Beckett notes that over 50% of Callaway's revenue "comes from outside the U.S." Meanwhile, Singh "will work with the company globally but with a focus on the Indian market." Callaway's India team "will include up to 15 people based in Gurgaon, a suburb of New Delhi, responsible for building the brand, cultivating newcomers to the sport and selling Callaway equipment through all 200 golf and sporting goods outlets in the country, including pro shops" (*WALL STREET JOURNAL*, 1/13). Callaway Golf Dir of Communications Tim Buckman said that the company is "forecasting an annual growth rate of [25-30%] in India for several years" (*SAN DIEGO UNION-TRIBUNE*, 1/13).

4. PGA TOUR SAN DIEGO EVENT LIKELY TO TEE OFF WITHOUT TITLE SPONSOR



It is "all but certain" that the January 28-31 PGA Tour San Diego Open "will not have a title sponsor," according to Tod Leonard of the SAN DIEGO UNION-TRIBUNE. Century Club of San Diego General Chair & President Tom Wornham, whose organization hosts the event, said that "eleventh-hour attempts to work out a sponsorship deal with a local company have not come to

fruition ... and that means the PGA Tour likely will be putting up much of the money for

the tournament" with a purse of \$5.3M. Wornham: "It's in the tour's hands. They're going to cobble something together. This is a very special arrangement that they've done with us, and they're not going to want to replicate it." Leonard noted the Century Club "had tried since August to find a new sponsor after Buick pulled its support" (*SAN DIEGO UNION-TRIBUNE, 1/12*).

HOLDING THEIR OWN: PACIFIC BUSINESS NEWS' Linda Chiem reports the PGA Tour Sony Open, which tees off tomorrow at Waialae Country Club, "has attracted approximately 200 corporate sponsors this year" that are paying \$2,000-13,000, "up from 160 to 180 in an average year." Tournament organizers have sold 22 skyboxes "at around \$18,000 each." That is the same number that were sold last year, but down from 24 in '08. Chiem notes marketers of pro and college sporting events in Hawaii are "still seeing healthy levels of support from corporate sponsors, though there's been a clear decline since the boom years of the mid-2000s" (*PACIFIC BUSINESS NEWS, 1/8 issue*).

5. FIFA SPONSORS TURN TO SOCIAL NETWORKS FOR WORLD CUP ADVERTISING

FIFA sponsors are "turning away from traditional TV and billboard campaigns and using social networking sites to make their pitch to fans" ahead of this summer's World Cup in South Africa, according to Jonathan Clegg of the WALL STREET JOURNAL. Sony Ericsson -- one of FIFA's six long-term corporate partners -- plans to "use its sponsorship of the competition to create a digital community of sports fans to get its message across." The company plans to use sites such as Twitter and Facebook to "engage directly with individual fans rather than broadcasting to millions." Sony Ericsson Dir of Global Marketing Partnerships Calum MacDougall said the '10 event will mark the first "social networking World Cup."

MacDougall: "Social networking is going to be at the heart of the 2010 World Cup -- you only need to look at the huge rise of people using Websites like Facebook, YouTube and Twitter to appreciate that." Clegg reported the centerpiece of Sony Ericsson's campaign will be the "launch of an online football application that provides fans with access to videos from World Cup qualifiers and friendly games in the lead-up to the tournament." The company also has launched the Twitter World Cup, an "online competition that encourages fans from participating nations to tweet their teams to victory in a virtual tournament." Clegg noted despite "falling advertising rates, campaigns that revolve around social media are also attractive because they are cheaper than cross-media adverts, which for a huge event such as the World Cup, can end up costing companies millions of dollars." Synergy CEO Tim Crow predicted that "big brands can be expected to start moving away from a costly mass-media approach to something much more focused and efficient." Crow: "It doesn't cost anything to set up a Twitter feed" (*WSJ.com, 1/12*).



Sony Ericsson Using Social Media As Large Part Of World Cup Marketing

6. MARKETPLACE ROUNDUP

Buick GMC PR Manager Dayna Hart yesterday said that the company "ended its agreement to lend free cars" to Tiger Woods on December 31. While Woods' endorsement deal with Buick ended in '08, he has been "allowed to have several vehicles for his

family's use -- including the black Cadillac Escalade that he crashed" in November. Hart noted that the plan to end the agreement "was in place before the crash" (*USA TODAY*, 1/13).

HITTING THE BOOKS: The *GLOBE & MAIL*'s Karen Moxley reports librarians in Vancouver are "being warned to solicit only official Olympic sponsors for any Games-themed events they organize next month, and to cover up the names of any competitors -- even slapping tape on offending logos on audiovisual equipment." Vancouver Public Library Marketing & Communications Manager Jean Kavanagh in a memo told employees to "avoid such companies as Pepsi or Dairy Queen," and suggests "taking unusual steps to avoid displaying logos of non-sponsors." Kavanagh said that neither the city nor VANOC "asked her to send the memo" (*GLOBE & MAIL*, 1/13).

TAKING IT TO THE STREETS: Anaheim-based SA Recycling has joined the IndyCar Toyota Grand Prix of Long Beach as a premium sponsor. The deal allows "SA-labeled recycling bins to be placed around the Long Beach Grand Prix grounds during race weekend April 16-18" (*PRESSTELEGRAM.com*, 1/12).

GIVE & GO: Easton-Bell Sports has acquired lacrosse equipment manufacturer Talon Lacrosse "for an undisclosed amount." The deal will result in a new Easton Lacrosse division, based in Scotts Valley, California. Talon "produces items such as shafts, heads and end caps, which together form the lacrosse stick" (*L.A. TIMES*, 1/12).

Sports Media

7. MCGWIRE'S MLB NET INTERVIEW UNDERSCORES SPORTS MEDIA CHANGES

As league- and team-owned networks and media outlets "gain steam and resources while traditional media continue cutbacks, the lines between news and public relations have become blurred," according to a front-page piece by the *PHILADELPHIA INQUIRER*'s Matt Gelb, who writes under the header, "McGwire Interview Highlights Changes In Sports Media." Mark McGwire granted his first televised interview after admitting to using steroids during his career to MLB Network Monday, and Indiana Univ.



Writer Says McGwire's Interview Highlights Changes In Sports Media, PR Influence

National Sports Journalism Center Dir Tim Franklin said that is the "highest-profile example of the changing landscape." Gelb notes McGwire hired Ari Fleischer's sports PR firm to coordinate his media strategy, and Fleischer "saw MLB Network as the best vehicle to achieve" his goals, "even though the network has about half the subscribers that ESPN does." It is unknown whether Bob Costas, who conducted the interview, or MLB Net "agreed to any constraints" beforehand. But unlike then-ESPN reporter Peter Gammons' interview with Yankees 3B Alex Rodriguez last February, when Rodriguez confessed to using performance-enhancing drugs, MLB Network "has mostly avoided media criticism for being too soft on McGwire." MLB Network "has shelled out a great deal of money to secure some of the most visible baseball analysts" -- including Costas and Gammons -- and Franklin said that this is "another way that league-, team- and

conference-owned affiliates are gaining credibility." When viewers see journalists who "have appeared before in mainstream outlets, it does not matter to them who is ultimately behind the message as long as someone familiar and trustworthy is delivering it." Franklin: "My guess is, a majority of folks said, 'Hey, this is Bob Costas doing this interview. This is legit.'" Meanwhile, Comcast SportsNet Philadelphia Senior VP & GM Brian Monihan, whose company owns and covers the Flyers and 76ers, indicated that his network can provide balanced coverage despite the corporate conflict of interest. Monihan: "I don't think people would watch if they felt they weren't getting credible and excellent coverage." However, Franklin said that he "was not sure if the average consumer understands the difference between, say, MLB Network and NBC" (*PHILADELPHIA INQUIRER*, 1/13).



**Costas Receives Mixed Reviews
For Interview With McGwire**

QUESTIONS & ANSWERS:

Costas, who got confirmation on the McGwire interview last weekend, said, "I had the sense that he was going to admit to something. I didn't know how he would respond to any of the questions." USA TODAY's Bob Kimball notes like "many people, Costas was surprised McGwire ... failed to link his record-setting slugging to admitted steroid use." Costas: "At least four times I came back at him with some version of, 'Are you sure you want to say you got no performance benefit

from performance-enhancing drugs?'" (*USA TODAY*, 1/13). In St. Louis, Bernie Miklasz wrote Costas is the "best interviewer -- ever -- in sports" (*STLTODAY.com*, 1/12). Meanwhile, McGwire gave an interview to ESPN's Bob Ley yesterday, and ESPN's Mike Greenberg said, "Excellent interview that Bob Ley did. ... McGwire has done two interviews to this point to my knowledge, and you couldn't pick two better guys to do the asking in Bob Costas and Bob Lee" ("*Mike & Mike in the Morning*," *ESPN2*, 1/13).

TOO SCRIPTED: But the *GLOBE & MAIL*'s Jeff Blair wrote the "whole deal was scripted." McGwire's apology "was part mea culpa, part B.S., which is pretty much how you'd go about doing this if you were him." Blair: "I don't think it was aimed at changing anybody's mind. It was aimed at expediting his return to the game" (*GLOBEANDMAIL.com*, 1/12). In N.Y., William Rhoden writes, "Show the people remorse, and they will forgive you. But you need television. Alex Rodriguez had Peter Gammons. McGwire had Bob Costas" (*N.Y. TIMES*, 1/13).

MORE PRESS AVAILABILITY NEEDED: ESPN's Tim Kurkjian said McGwire has to "get in front of a huge crowd ... and answer a bunch more questions from people all across the country." Kurkjian: "I don't think he's going to be done with this until he does that, and of course, he won't be done with this until even after that. But I think he has to make an effort to go out in front of everyone and try this one more time so when he does get to Spring Training he can tell everyone, 'Look, I did my best, I answered all your questions. I'm done. Now I'm just talking about baseball'" ("*SportsCenter*," *ESPN*, 1/12). FanHouse.com's Jay Mariotti said McGwire's media tour Monday "was orchestrated," as all he did was "pick and choose his media outlets." Mariotti: "Why not have a big press conference? Answer: The St. Louis Cardinals wanted him to do this simply so they could avoid distractions in Spring Training when he begins as their hitting coach" ("*Around The Horn*," *ESPN*, 1/12).

FSN Pittsburgh has suspended producer Lowell MacDonald Jr. for "failing to provide NHL replay officials in Toronto all video footage of a disputed goal" scored by Flyers LW Simon Gagne during last Thursday's Flyers-Penguins game, according to Rob Rossi of the Pittsburgh TRIBUNE-REVIEW. Gagne scored the disputed goal, which was disallowed after a video review, in the second period of the Flyers' 7-4 win. The review "proved inconclusive, and on-ice officials in Pittsburgh ruled 'no goal.'" But moments later, FSN Pittsburgh "aired a replay provided by an overhead camera that clearly showed the puck crossing the goal line." The NHL replay officials "did not have access to that conclusive footage until after an official ruling had been made." FSN Pittsburgh in a statement said the net's "failure to provide video to the league officials in a timely fashion was wholly unacceptable." Rossi notes MacDonald was suspended indefinitely "as part of FSN Pittsburgh's investigation," which the NHL was "not directly involved in" (*Pittsburgh TRIBUNE-REVIEW*, 1/13). However, in Philadelphia, Sam Carchidi reported the NHL Monday said that it was launching its own investigation into why FSN Pittsburgh "withheld from replay officials" the conclusive replay. NHL Senior VP/PR Gary Meagher said that the net "should have sent all of the replays, and that it does not have the right to pick and choose which replays it sends." Meagher: "At the heart of the matter is the integrity of the system" (*PHILADELPHIA INQUIRER*, 1/12). NHL officials yesterday said that "this sort of investigation is rare, but stressed that the league can take no action because FSN Pittsburgh works with the Penguins and not for the league" (*PITTSBURGHLIVE.com*, 1/12). The INQUIRER's Carchidi wrote the NHL "needs to hand out a stiff penalty, do it swiftly -- and end all suspicion that something fishy is happening with its flawed replay system" (*PHILLY.com*, 1/12).

9. IS NBC STATEMENT ABOUT VANCOUVER LOSS PR MOVE FOR '14, '16 GAMES?

The pronouncement by NBC Sports & Olympics Chair Dick Ebersol that the network "will lose money on the Vancouver Games could be seen as a trial balloon in the negotiations for rights" to the '14 and '16 Olympics, according to Karen Rosen of AROUND THE RINGS. Pilson Communications President Neal Pilson said, "It looks like the bidding has begun informally here in the press. It looks like the parties are looking to set a level of expectation for the upcoming bid process, or at least NBC is trying to set a level expectation." Pilson added he takes Ebersol and GE Chair & CEO Jeffrey Immelt "at their word, that NBC, given the very soft market, may be experiencing a loss in covering the Vancouver Games, but it's very hard to tell what the extent of that loss is." But former IBAF President Harvey Schiller said that the acknowledgment "could have another effect." Schiller: "It may even open the door for potential advertisers to think they may be able to get discounting on buying time, which is a good message to put out if you have things available." Pilson said ratings projections for the Vancouver Games and the '12 London Games "probably are pretty strong," but if the "sales marketplace is weaker than expected, you can't necessarily monetize those ratings" (*AROUNDTHERINGS.com*, 1/12).

COVERAGE MAP: The GLOBE & MAIL's Guy Dixon reports Canada's Olympic Broadcast Media Consortium (COBMC) yesterday confirmed that the entire Vancouver Games will be "available live, a first for Canadian viewers." CTV will have an "average of 22 hours coverage a day, while Rogers Sportsnet and TSN will average 18 hours and 17.5 hours of daily coverage respectively." And while the networks "will tend to focus on the games' more popular sports and highlights, the consortium networks will make all the international TV feeds, covering every sport, available for streaming online at CTVolympics.ca and RDSolympiques.ca" (*GLOBE & MAIL*, 1/13). The COBMC indicated that "all the 'big' moments will be featured live on CTV and V," as each channel "will

provide live coverage of the top stories and most significant Games events." The nets also will "present highlights from events happening concurrently on other channels." TSN, Rogers Sportsnet and French-language net RDS also "will present live coverage of key events from start to finish" (*CTVOLYMPICS.ca, 1/12*). COBMC President Keith Pelley: "Nobody has seen coverage as comprehensive as this." The COBMC said the planned coverage is the "most ambitious media initiative in Canadian history" (*TORONTO STAR, 1/13*).

10. ESPN'S L.A. WEB SITE MAY BECOME TOP SOURCE FOR LOCAL SPORTS NEWS

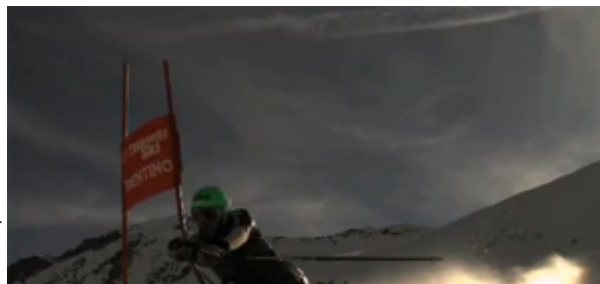


ESPNLosAngeles.com Could Pose Challenge To Los Angeles Times' Sports Section

ESPNLosAngeles.com, the "final chapter" of the company's L.A. expansion, "may, in the long run, turn out to be the most relevant vehicle for Laker nuts and Dodger devotees," according to Ryan Vaillancourt of L.A. DOWNTOWN NEWS. ESPN's "localization effort comes at a time when major metropolitan daily newspapers, long the go-to source for consumers of sports media, are losing readers and trimming staff." This "could pose a challenge to the sports section of the Los Angeles Times, which currently boasts 46 full-time staffers" compared to 12 for ESPNLosAngeles.com. Sports Business Group President David Carter: "Even if for the time being the Times has a bigger staff, the trend is certainly not in their favor, and trusted names like ESPN, when joined by trusted reporters, gives them a really powerful one-two-three punch in these local markets. The new (local sites) serve to more than fire a shot over the bows of the Times and other papers." However, ESPNLocal.com Senior VP Jim Pastor said that "siphoning page views from the Times and other publications is not part of ESPN's mission." Pastor: "We have never really looked at this as being in competition with newspapers or anybody else who occupies this space." L.A. Times Sports Editor Mike James said that the paper "takes ESPN's local presence seriously, but expects to remain the primary local online hub for Los Angeles sports news." Meanwhile, as ESPN has unveiled its local sites, Pastor said that the company has "worked to tailor each one to the particular passions of its city," and that the sites are "not cookie cutter sites ... even if they share a similar layout and site architecture." Vaillancourt notes though ESPNLosAngeles.com's staff is "comprised largely of writers," it draws from ESPN Radio 710 L.A. and it "works on a local version of the network's enormously popular 'SportsCenter' show every day" (*L.A. DOWNTOWN NEWS, 1/11 issue*).

11. MEDIA NOTES

DAILY VARIETY's Marc Graser reported Audi of America is "taking its latest documentary on the road to NBC." "Truth in Motion," which "follows the U.S. ski team as it readies for next month's Winter Olympics in Vancouver, will air" on NBC on January 30 during primetime and "receive an



encore airing on USA Network on Feb. 6." The documentary will air on Universal Sports January 31 and February 8 and 11, while an "extended version will be available to download on Apple's iTunes store for free." The film "seeks to put a face on the American athletes who will compete" in Vancouver. It tracks their preseason training "through to the final days leading up to the start of the Audi FIS Alpine World Cup competition" in Austria. "Truth in Motion" is the "second high-profile docu Audi has produced, following last year's 'Truth in 24,' which followed the Audi-sponsored team competing in Le Mans' 24-hour race" (*VARIETY.com*, 1/13).

THIRD DIMENSION: England's upcoming Six Nations rugby match against Wales "will become Europe's first live 3D sports broadcast." Team sponsor O2 announced that fans can watch the match with the "latest 3D technology at 40 Odeon and Cineworld cinemas across the UK on February 6." England's Six Nations match against Ireland on February 27 "will also be screened live in 3D" (*PA*, 1/12). Cinema tickets are approximately US\$20 for adults and US\$16 for children (*TIMESONLINE.co.uk*, 1/12).

PEOPLE & PERSONALITIES: Showtime has picked Chris Myers to host its "Inside NASCAR" show, according to sources. Other cast members will include Brad Daugherty, Kyle Petty and Randy Pemberton. The show launches February 10 and will be shot on Tuesdays at the NASCAR Media Group's studios in Charlotte (*John Ourand, THE DAILY*)....Golfer Brad Faxon will join NBC Sports' golf coverage as an outer tower commentator at multiple events in '10. Faxon will have the option to play as well as commentate at a number of events this season (*NBC Sports*).

Leagues & Governing Bodies

12. ATP PLAYERS TO CONSIDER AMBITIOUS GRAND SLAM OF NATIONS PROPOSAL

ATP World Tour players will consider an "ambitious plan to transform the tennis calendar with the sport's first World Cup," according to sources cited by Neil Harman of the LONDON TIMES. The biennial, 10-day tournament involving 32 teams, tentatively called the Grand Slam of Nations, would feature "shorter matches in which players have to watch the clock between points -- and, most controversial of all, compulsory mid-match substitutions." The tournament has "already been presented to leading tennis administrators and television executives, who believe that a men-only competition would attract a larger audience." The proposed event, which was the idea of Melbourne-based sports marketing agency gamba, "would be staged in late September or early October in Europe." The plan already has been presented to the All England Club, the USTA and Tennis Australia, as well as top-ranked players Roger Federer and Rafael Nadal and their reps. ATP World Tour Exec Chair & President Adam Helfant and "television executives worldwide have also been consulted" (*LONDON TIMES*, 1/13). Tennis player Novak Djokovic said, "We didn't decide to put anything on official terms because we have to consider other sides as well." Australian Open Tournament Dir Craig Tiley: "We think the concept is innovative, refreshing and thoughtfully put together" (*REUTERS*, 1/13). More Djokovic: "The main point is that we are trying to make this sport improve and get better and players are most important -- this is the bottom line. Federer, Nadal and myself, we got into the Players Council three years ago because of the exact same reasons -- because we thought we can help our sport and take an important role in the decision-making" (*AAP*, 1/13).

WHITHER THE DAVIS CUP? Djokovic said, "We still don't know whether the idea is going to pass because there's many consequences that could be. Considering the current schedule that we have right now, which is very busy, something will be sacrificed.

What periods, what tournaments, what country, we still don't know." THE AUSTRALIAN's Walsh & McDonald write it is the "potential sacrifice of the Davis Cup ... that is likely to cause the most angst if the new format finds favour." Tennis player Ivan Ljubicic: "Maybe (Davis Cup) was perfect 20 or 30 years ago but now it is really too much for us, the best of five sets three days in a row and for sure, the week after you can't play, the week before you can't play, so it takes a lot of your time" (*THE AUSTRALIAN*, 1/14). Tennis player Andy Murray: "I am a great fan of the Davis Cup, but if a decision was taken to drop it, or something else could change in the calendar, then a World Cup is a fascinating idea" (*Manchester GUARDIAN*, 1/13). The LONDON TIMES' Harman writes a tournament "more relevant to this age is needed to fill the space left by a downsizing and possible abandonment of the Davis Cup." It means "much more ... that this is an idea inspired by professionals from the outside, with a sporting background and a healthy understanding of what tennis needs to sustain its relevance in the 21st century." If the players "fall in love with the concept and a place can be found in the cluttered calendar ... one can imagine the scramble from nations desperate to host a biennial event" (*LONDON TIMES*, 1/13).

Franchises

13. MARLINS PLEDGE TO USE MORE REVENUE-SHARING MONEY ON PLAYERS

The Marlins yesterday agreed to "increase payroll in line with the money" the team receives from MLB revenue sharing, though by "how much is uncertain," according to Clark Spencer of the MIAMI HERALD. The Marlins announced their intention to increase spending in a joint statement with MLB and the MLBPA, an "unprecedented agreement involving" all three parties. The league and union "demanded that the Marlins comply with the Basic Agreement and spend a larger portion of the revenue sharing money" on its players. This could mean that the Marlins "might be more inclined to hang on" to 2B Dan Uggla, whose salary is set to increase to more than \$7M next season, "rather than trade him as they have been trying to do for the past several months." A handful of small-market MLB teams, including the Marlins, reportedly are "raking in as much" as \$90M annually through "revenue sharing and other sources of income, such as TV-radio rights, merchandising and sponsorships." At the same time, the Marlins have "had the lowest total player payroll in the majors for three of the past four seasons," including an MLB-low \$36M in '09. However, Spencer notes the Marlins have been "successful on the field despite their low payrolls, producing winning teams -- as well as a World Series title -- in five of the past seven seasons" (*MIAMI HERALD*, 1/13). In N.Y., Belson & Sandomir note the agreement, which "forestalls a potential union grievance, allows for adjustments in the Marlins' spending plans to meet 'unforeseen developments' and for arbitration." The statement comes as MLB owners "prepare to meet this week in Arizona, where baseball's revenue-sharing plan is likely to be a topic of debate" (*N.Y. TIMES*, 1/13).

AN UNPRECEDENTED MOVE: In West Palm Beach, Joe Capozzi writes the agreement is a "historic move" for baseball. An MLB official said that there are "no plans yet for the league and union to enter into agreements with other small-market teams." But the official added, "This is something you would think in certain markets is a shot across the bow" (*PALM BEACH POST*, 1/13). In Miami, Greg Cote writes, "What is stunning is that it reached the point that the Marlins not only got caught, but got singled out publicly. ... This is unprecedented. This is embarrassing." Marlins ownership in a sense has been "cited as Exhibit A for the practice of taking revenue-sharing income

meant to go directly into improving the product" on the field and "instead skimming some of that income and turning it into overall operating profits" (*MIAMI HERALD*, 1/13). ESPN.com's Rob Neyer wrote it is "pretty clear that the Players Association made at least a reasonable case that the Marlins really have been pocketing some of their revenue-sharing money." Otherwise MLB "wouldn't have taken this extraordinary step of participating in a joint statement." Neyer: "Chalk one up for the union and its brand new boss" (*ESPN.com*, 1/12).

IT'S ABOUT TIME: YAHOO SPORTS' Kevin Kaduk wrote, "Given that there has been speculation that a lot of the small market teams have been harvesting their revenue sharing cash and tucking it away in their coffers, I suppose it's a good thing for baseball and the union to get the issue out into the open" (*SPORTS.YAHOO.com*, 1/12). In Boston, Peter Abraham wrote the "perennially frugal Florida Marlins were given a kick in the pants today." It has "long been thought that a number of teams" pocket revenue-sharing money instead of spending it on payroll, but the Marlins were "clearly the worst violators." Abraham: "Outwardly, I'm sure [Red Sox Owner] John Henry is applauding this move" (*BOSTON.com*, 1/12). ESPN.com's Buster Olney writes other teams "have enormous respect for Florida's ability to develop players and compete yearly, and on the other hand, there is great frustration with the Marlins' low payroll among rival owners." The fact that MLBPA Exec Dir Michael Weiner "was able to breach the walls of baseball management and gain a public concession like this one is a reflection of that frustration" (*ESPN.com*, 1/13). In Ft. Lauderdale, Dave Hyde notes the idea of the Marlins "taking other owners' money and not filling the payroll with it isn't exactly news." But the agreement came about now because the Marlins "got their publicly financed stadium last year" (*South Florida SUN-SENTINEL*, 1/13). However, SPORTINGNEWS.com's Dan Levy writes, "If teams have figured out a way to win on the cheap, or at least remain competitive at a bargain price, is it fair to force them to spend more money?" (*SPORTINGNEWS.com*, 1/13).

14. **MCLANE MAY HAVE TROUBLE GETTING DESIRED \$650M PRICE FOR ASTROS**

Astros Owner Drayton McLane has granted "exclusive negotiating rights to purchase the team to a group led by" N.Y.-based investment firm Great Court Capital, but his asking price, believed to be around \$650M, "might make it difficult for him to find a buyer," according to Bernardo Fallas of the HOUSTON CHRONICLE. Forbes magazine last year valued the Astros at \$445M -- some \$200M "less than McLane is likely asking." McLane "has declined to name any of the individuals involved," but sources indicated that former IBAF President Harvey Schiller is "part of the group led by Great Court and confirmed the firm's lead negotiator is Mark Isaacson" (*HOUSTON CHRONICLE*, 1/13). FORBES' Michael Ozanian wrote, "There is no way the Astros are worth that much when the Chicago Cubs, Wrigley Field and 25% of Comcast SportsNet [Chicago] just went for \$840[M] and the Cubs generated \$45[M] more in revenue than the Astros last season." Ozanian put the team's "top price" in the current economy at \$525M (*FORBES.com*, 1/12).

TESTING THE WATERS: In Houston, Richard Justice reported McLane "hasn't heard a word from Schiller since granting him a 30-day exclusive negotiating window in mid-December, and presumes he's [still] attempting to raise money." But when "stories like this get out, it advertises the fact that the Astros are for sale and may attract investors to this group or get a big-money guy interested," which "seemingly is the way it's going to be now that McLane is open about his willingness to sell the team." Justice: "I think he's torn about the whole thing. He needs to sell for estate-planning purposes, but truly doesn't want to sell. Until he actually signs on the dotted line, I won't believe it"

(*CHRON.com, 1/12*).

TEAM LIKELY STAYING PUT: The HOUSTON CHRONICLE's Fallas notes the Astros upon moving into Minute Maid Park in '00 "signed a 30-year lease agreement and a non-relocation agreement with the Harris County-Houston Sports Authority, the entity that owns" the ballpark. While neither agreement "would prevent potential new Astros ownership from moving the franchise, it would make it extremely expensive for it to do so," as the Sports Authority would be owed \$150M if the club moves prior to '13

(*HOUSTON CHRONICLE, 1/13*).

THE LATEST ON THE RANGERS: MLB Network's Jon Heyman noted the deadline for MLB Rangers Owner Tom Hicks to sell the team "is coming up in a few days," but there "have been some hiccups" in the proposed deal with Pittsburgh-based attorney Chuck Greenberg. Hicks has "tried to change the deal a few times from what I'm being told, but I think people think eventually it's going to get smoothed out." The team has made several offseason moves, including recently signing DH Vladimir Guerrero to a one-year, \$5M deal, and Heyman said, "That's an indication that things could be moving along" (*"Hot Stove Live," MLB Network, 1/12*).

15. **TONY LA RUSSA SAYS MCGWIRE'S ADMISSION NECESSARY FOR CARDINALS**

Cardinals manager Tony La Russa last night said that he told Mark McGwire upon hiring him as hitting coach in October that he "would have to address media curiosity about his past in order to minimize distractions that otherwise would follow the club," according to Joe Strauss of the ST. LOUIS POST-DISPATCH. La Russa said, "I put my credibility on the line with him because I thought it would work and that he would pass the test of public scrutiny. You can't do (a media tour) in spring training. It's too distracting. But the point was made to do it when the time was right." McGwire is tentatively scheduled to appear at this weekend's Cardinals Care Winter Warm-Up event in downtown St. Louis, where he "likely will entertain additional questions." But La Russa said, "At some point we go to camp and it's about the players and the team. Until then, this is part of the process." When asked if he "questioned being kept out of organizational preparations" for McGwire's admission on Monday, La Russa said, "As we were getting into it I wondered what my role was going to be. They wanted me to hear everything for the first time (Monday). I'd have been comfortable any way they went" (*ST. LOUIS POST-DISPATCH, 1/13*). In St. Louis, Rick Hummel notes McGwire "heard from several people who applauded his actions, but the best message of goodwill might have come" from Reds GM Walt Jocketty, who held the same position with the Cardinals when McGwire was with the franchise (*ST. LOUIS POST-DISPATCH, 1/13*).

WHAT HAPPENS NEXT? In West Palm Beach, Tom D'Angelo reports while McGwire's admission "most likely was in part an attempt to mitigate the media circus that is poised to hit" when Spring Training begins next month, officials at Roger Dean Stadium in Jupiter, Florida, have "discussed the possibility of adding extra security when McGwire arrives, just in case." Stadium GM Joe Pinto yesterday said, "We'll handle it accordingly. We are not going to assume anything. We want to make him and the Cardinals and the Marlins feel welcome" (*PALM BEACH POST, 1/13*). In N.Y., Tyler Kepner writes McGwire's status as a "polarizing figure of baseball's steroids era will not impair his ability" to coach the Cardinals, because the "potential for McGwire to be a distraction is minimal" after Monday's admission. The news media has "limited access to coaches, anyway" (*N.Y. TIMES, 1/13*). ESPN's Tony Kornheiser said conversation about McGwire's presence with the team is "going to go on a little bit around the cage in Spring Training and one trip around the league. But I think people like Mark McGwire, and (his admission) will make them like him again" (*"PTI," ESPN, 1/12*).

SHOULD MCGWIRE BE FIRED? Chicago Tribune reporter Brad Biggs said, "If I were the Cardinals and we were led to believe what the St. Louis Post-Dispatch reported today, that Tony La Russa did not know about this until (Monday) -- if I were the Cardinals, I would have fired (McGwire) yesterday because he was hired on false pretenses. ... It was fraudulent. They should fire him" ("*Chicago Tribune Live*," Comcast SportsNet Chicago, 1/12).

16. JAGUARS OWNER SAYS TEAM WILL NOT PLAY HOME GAME IN LONDON IN '10

Jaguars Owner Wayne Weaver yesterday said that his team "will not play any home games in London in 2010," according to the AP. The Jaguars are "considered a prime candidate to play at least one game overseas," but Weaver "insists the small-market franchise won't move any home dates to England next season." Weaver yesterday also reiterated that the team "isn't for sale and isn't moving anywhere." He said that the team's "ticket woes can be fixed with more work and with an improved economy" (AP, 1/12). Weaver during last night's Team Teal Kick-Off Party event at Jacksonville Municipal Stadium hosted by civic group Touchdown Jacksonville said that the Jaguars are "staying put, but it might make sense to play a game or two somewhere else." He said that it "will take some of the pressure off of Jacksonville's fans and keep ticket prices down." Orlando "came up as one option," as did London (NEWS4JAX.com, 1/12).

SELLING SEASON: In Jacksonville, Vito Stellino notes former Jaguars OT Tony Boselli during last night's event "outlined a plan in which fans can become 'team captains' by buying two season tickets on a three-year commitment." Fans can then "recruit their friends to join their team by buying tickets." They can "accumulate points by buying tickets and having their friends on their team buy tickets, and that will enable them to enter a drawing for prizes." Prizes include "Pro Bowl and Super Bowl tickets and watching a game from Weaver's box." Weaver indicated that he and his wife, Delores, "love the city and are committed to it." But he said, "We can't be an NFL city with 42,000 people in our beautiful stadium that holds 67,000." Weaver added that fans "have to energize casual fans." Touchdown Jacksonville Chair Carl Cannon said that the group "made a presentation to executives of 60 of the city's largest corporations to stress the importance of the Jaguars to the city" (FLORIDA TIMES-UNION, 1/13).

YOU DON'T KNOW JACK: After reports coach Jack Del Rio was a candidate for the USC coaching position, the Jaguars yesterday announced he would return for the '10 season. ESPN's John Clayton reported though Weaver "doesn't like to admit it, I still think the fact that \$15(M) owed over three years played some part in this. And also too, Jack did coach well this year" ("*NFL Live*," ESPN, 1/12). Meanwhile, in Jacksonville, Gene Frenette reports the Jaguars "reserved two chairs at the head table" for Del Rio during last night's event, thinking he "would join his owner for the media show." It was a "prime opportunity to win fans over, yet Del Rio declined, much to the dismay of his own public relations staff" (FLORIDA TIMES-UNION, 1/13).

17. MANU BOND ISSUE PROSPECTUS ACKNOWLEDGES THREATS POSED TO CLUB

The "deepest, darkest fears" of EPL club Manchester United Owner the Glazer family "have been laid bare in a 322-page document circulated among potential investors in their proposed" \$814M (all figures US) bond issue, according to Oliver Kay of the LONDON TIMES. The document "acknowledges the threats posed to the club by factors as diverse as [manager] Sir Alex Ferguson's retirement, UEFA's proposed 'financial fair-play initiative,' the boundless spending of their rivals -- and even terrorism." The prospectus "lays out United's business strengths and their future strategy as the club look to ease the financial burden of the huge debts brought about by the Glazer family's

takeover in 2005." But as a "warning to potential investors," the club also acknowledges "numerous risk factors that could affect the club's financial wellbeing in the seven years before the bond would mature" (*LONDON TIMES*, 1/13). In London, Paul Kelso notes ticket prices for ManU games at Old Trafford stadium "have increased by up to" 8.5% since the Glazers bought the club in '05, and the document indicated that they are "likely to continue to rise in excess of inflation to support the bond issue." There is a "clear suggestion that further rises are likely despite 16[%] of hospitality packages being unsold this season." ManU in the document promises to "enhance the value proposition" of attending games at Old Trafford. The document reads, "We will continue to seek to improve the OT experience while keeping ticket prices at a level where they are regarded by fans as value for money." Kelso notes this will be "interpreted as a commitment to increase revenues from Old Trafford, a move that will further dismay supporters already angry following the disclosure that the Glazers have taken [\$37.5M] out of the club in personal loans and consultancy fees." The prospectus offers a "detailed insight into the Glazers' strategy, centred on sweating existing customers harder and seeking new commercial opportunities off the back of continued success on the field." But the "question occupying many" is whether that is "possible given the onerous debt and interest commitments the club will continue to carry, even if the bond issue is successful" (*London TELEGRAPH*, 1/13).

TRAINING WHEELS: In Manchester, Owen Gibson reports the prospectus indicates that the ownership of the club's Trafford Training Centre "could be transferred to a holding company controlled by the Glazer family and leased back to the club." The document reads, "The Carrington training ground will not be encumbered and may in due course be transferred to a holding company or affiliate of the Parent. In the latter event, we will be granted a lease in respect of the Carrington training ground." Gibson notes the complex "contains 14 pitches of varying sizes as well as physiotherapy and rehabilitation areas, restaurants, conference rooms and a TV studio" (*Manchester GUARDIAN*, 1/13).

18. WNBA LYNX EXPECT ATTENDANCE BOOST AFTER ACQUIRING WHALEN

Former Univ. of Minnesota (UM) G Lindsay Whalen is "coming home to play for the Lynx after being traded by the Connecticut Sun," and the Lynx front office, ticket sellers and marketing staff "must be ... thrilled," according to Tim Leighton of the ST. PAUL PIONEER PRESS. UM's women's basketball team "averaged 1,087" fans during Whalen's freshman season, but that average "rose to 9,866 per game when she was leading the Gophers on magical runs to three NCAA tournament appearances." Leighton notes the Lynx "lost about" \$1M and "averaged 7,537 fans per game last season, ninth among the league's 13 teams." Lynx Exec VP Robert Griffith said, "Do we expect better attendance? Yeah, we do" (*ST. PAUL PIONEER PRESS*, 1/13). In Minneapolis, Roman Augustoviz notes the Lynx have "missed the playoffs the past five seasons and announced attendance has stagnated at about 7,500 per game for four years in a row." The "actual crowd count usually has been several thousand fewer than that." The Lynx during Whalen's six seasons in the WNBA "promoted their one home game with Connecticut each year with ads featuring the same visiting player," and the "message was to come see" Whalen (*Minneapolis STAR TRIBUNE*, 1/13). In St. Paul, Tom Powers writes the Lynx' acquisition of Whalen is "something they should have been able to do years ago." Lynx officials in the past have "done a lousy job," as the team has been "mismanaged to the point that [Owner] Glen Taylor might as well shove wads of cash down the garbage disposal." Also, the WNBA "stubbornly has refused to route the top college stars to their regional teams" (*ST. PAUL PIONEER PRESS*, 1/13).

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

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We know who was the best on the field. But, whose front office excelled in 2009? Who put on the best event? What league stood out above the others? To submit your entry for the Sports Business Awards in the categories of Professional Sports Team, Professional Sports League or Sports Event of the Year, go to www.sports-business-awards.com.

We are accepting entries through Friday, January 15.

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

Facilities & Venues

19. USA WORLD CUP COMMITTEE SELECTS 18 CITIES FOR '18/'22 BID

The U.S. bid committee to host the World Cup yesterday named 18 cities that could host matches should FIFA award the country the '18 or '22 World Cup. The 18 cities have stadiums with an average capacity of 78,000 seats, which means there would be a total of 5 million tickets for the tournament, 33% more than the '94 World Cup. U.S. Soccer Federation President Sunil Gulati said, "The magnitude is enormous." Gulati said the bid committee picked stadiums that mixed "tradition" and "modernity." Another key was geographic diversity, he added. Of the 18 cities chosen, 10 are home to MLS teams. One city that was notably absent was Chicago, but Gulati says the committee opted not to play there in part because of Olympic fatigue following the city's failed bid for the '16 Games. Though some of the stadiums are turf, Gulati said the committee expected to convert them to natural grass for the games. The bid committee could put forward a minimum of 12 host cities and a maximum of 18 cities. All of the cities and stadiums signed contracts with the bid committee. USA Bid Committee President David Downs said the "purpose of offering FIFA the maximum stadiums is to allow them flexibility" to pick and choose the final host sites in conjunction with the bid committee (*Tripp Mickle, SportsBusiness Journal*).

CITIES TO BE INCLUDED IN U.S. WORLD CUP BID

Atlanta	Miami
Baltimore	Nashville
Boston	N.Y.
Dallas	Philadelphia
Denver	Phoenix
Houston	San Diego
Indianapolis	Seattle
K.C.	Tampa
L.A.	Washington, DC

MORE CUTS TO BE MADE: In DC, Steven Goff notes the number of venues "would be reduced to 12 about five years before the event" if FIFA selects the U.S. to host a World Cup. DC was one of nine cities to host World Cup games in '94, and traditionally the "capital city in a World Cup host country has played a prominent role in the event and is an automatic candidate to stage the championship game." Though chances "seem slim that both Washington and Baltimore would be selected to stage games in a nationwide tournament, it is not uncommon for World Cup venues to be near one another"

(WASHINGTON POST, 1/13).

BLOWN OPPORTUNITY? Chicago has "virtually no chance of getting back in consideration" to host some games, which is a "major surprise, given that Soldier Field hosted" the '94 World Cup opener. But in addition to a "little Olympic fatigue," Gulati also cited Soldier Field's 61,000-seat capacity. Gulati: "It would have been by about 10 percent the smallest stadium" (CHICAGO TRIBUNE, 1/13). ESPN SOCCERNET's Jeff Carlisle wrote Chicago's omission was the "most surprising development" from yesterday's announcement, especially since it is the "very city that the U.S. Soccer Federation calls home." The city's omission could be "nothing more than a stern message from the bid committee to get its act together," but if yesterday's announcement is "set in stone, it leaves one to wonder if by omitting Chicago, the bid has been weakened" (ESPNSOCCERNET.com, 1/12).

20. VIDEO SCREEN OUTSIDE AMWAY CENTER MAY BE SUBJECT TO APPROVAL

Florida state transportation officials "may hit the 'off' button on the massive video screen the Orlando Magic plan to put on the side of the new Amway Center arena that faces motorists on Interstate 4," according to Mark Schlueb of the ORLANDO SENTINEL. Besides using the LED screen for "promoting the team, upcoming games, concerts and other events, Magic execs plan to broadcast promotional messages from its key sponsors." But Florida Department of Transportation official John Garner recently "wrote a letter reminding Orlando officials that only goods or services 'sold, produced, manufactured or furnished' inside the arena can be promoted on the screen." Garner noted that if the video board "displays anything else -- such as commercial ads for sponsors such as AirTran Airways -- state law would consider it a billboard, and the city would have to ask DOT for a permit." The 46-foot-tall by 54-foot-wide screen "will be bigger than most movie screens and far exceed the permitted size for billboards." The Magic "will offer screen time to seven key sponsors that team execs are calling 'champions of the community.'" Magic COO Alex Martins said that "each sponsor that will have screen time will supply something inside the arena." Martins said that most of the time, the screen "would promote events, not commercial advertising." Schlueb notes the screen "comes up for a final vote Jan. 25, and Magic execs are expected to launch a full-court press to make sure the vote goes their way." City Council Commissioner Phil Diamond said if the Magic win the vote, "you run the risk of opening Pandora's box in terms of others who want to do outdoor advertising." But Martins said, "It's fairly commonplace around the country, and it's been found to be safe" (ORLANDO SENTINEL, 1/13).



Amway Center's Planned Video Screen Would Broadcast Occasional Messages From Sponsors

21. PADRES' JEFF MOORAD WANTS TO BRING ALL-STAR GAME TO PETCO PARK



Padres Vice Chair & CEO Jeff Moorad yesterday said that he "intends to make a strong push to bring" MLB's All-Star Game to San Diego "for the first time since 1992,"

according to Dan Hayes of the NORTH COUNTY TIMES. Moorad said that he "hopes to build on the clout outgoing owner John Moores established with commissioner Bud Selig to stage the All-Star Game at Petco Park." Moorad said that the Padres "appear to have a strong bargaining chip in Moores, who has been considered a strong ally to Selig over the years." Moorad "feels the Padres have not put much emphasis on hosting the All-Star Game" in the past, and he "intends to change that as his ownership group takes more of a controlling interest in the team." Angel Stadium will host the '10 game, Chase Field will host in '11, Kauffman Stadium in '12 and "multiple organizations have reported that Citi Field ... is the leading contender for the 2013 contest." The Padres' "best shot might not arrive until 2015 because MLB has made a recent practice of alternating leagues from year-to-year in awarding host sites" (*NORTH COUNTY TIMES, 1/13*).

BUILDING BLOCKS: In San Diego, Craig Gustafson cited an analysis that indicated "almost all of the cost overruns for building Petco Park were covered by the Padres and private developers who stood to benefit the most from the project." San Diego City Council member Carl DeMaio "requested the analysis from the city's Independent Budget Analyst, which reviewed project records." DeMaio is "wary of several proposed civic projects and wanted to use Petco Park as a comparison." Estimates for the "final cost of Petco Park have been as high as" \$474M. The analysis uses a figure of \$453.4M, about 10% "higher than the original estimate agreed to by city leaders" in '98 (*SAN DIEGO UNION-TRIBUNE, 1/12*).

22. FACILITY NOTES

MLB.com's Joe Frisaro reported Marlins President David Samson envisions the team's new ballpark "may some day play host to football, soccer, concerts, conventions and maybe even" the NCAA men's basketball Final Four. Samson: "We are going to engage in conversations with the architect about putting in a soccer field or a football field, to see if one can fit for special occasions. We're not looking at it for a season, but for perhaps a bowl game. We're looking for configurations for different things. ... We're planning on configuring for concerts. We're looking for configurations for the World Cup." Construction on the ballpark is almost 20% "completed, and the ballpark remains on schedule and on budget" (*MLB.com, 1/11*).



Marlins President Envisions Team's New Ballpark Hosting Football, Soccer, Concerts, Conventions

HELP FROM THE FEDS: In Boston, Thomas Grillo reports Patriots Owner Robert Kraft, "still smarting over" Massachusetts Gov. Deval Patrick's withdrawal of \$9M in stimulus cash for a footbridge near Gillette Stadium, lobbied U.S. Rep. Barney Frank (D-MA) "for separate federal help" at Sunday's Ravens-Patriots AFC Wild Card game. Frank said that Kraft "made a convincing case for using land the family owns on Route 1 for expanding Foxboro's commuter rail station and construction of a biotech park" (*BOSTON HERALD, 1/13*).

HOME AWAY FROM HOME? Cowboys Owner Jerry Jones on KRLD-FM said that while the NFL "does not allow a team to hold a watching party at its stadium while a team is on the road, he has challenged that rule in the past and could do so again." However, NFL Senior VP/PR Greg Aiello said, "We do not allow mass-viewing events of our

televised games. That is a long-standing policy" (*DALLAS MORNING NEWS*, 1/13).

TAKING THE COURT: In New Jersey, John Brennan reports the New York state Supreme Court is "scheduled to hear oral arguments Tuesday in a lawsuit filed against developers who want to move" the Nets to Barclays Center at the proposed Atlantic Yards. The suit contends that the Empire State Development Corp., the state agency overseeing the project, "improperly approved a modified general project plan last September" (*Bergen RECORD*, 1/13).

Events & Attractions

23. SUPER BOWL XLV HOST COMMITTEE LANDS TENTH \$1M FOUNDING SPONSOR



North Texas Super Bowl XLV Host Committee President & CEO Bill Lively yesterday said that the organization has landed a 10th \$1M sponsor, and "it's offering cheaper sponsorship levels and customizing benefits packages to entice potential donors during the economic downturn," according to Scott Nishimura of the FT. WORTH

STAR-TELEGRAM. Lively said that the committee "plans to announce the identity of both its 10th founding sponsor and the ninth -- which it confirmed last fall -- around" Super Bowl XLIV on February 7. Founding sponsors "already identified are Burlington Northern Santa Fe, Fluor, Hillwood Development, Ted and Shannon Skokos, Boone and Madeline Pickens, the Dallas Convention & Visitors Bureau, and Jones Lang LaSalle." The MLB Rangers were "originally listed as a founding sponsor, and the Host Committee has been negotiating with owner Tom Hicks and the team through its sale" to prospective owner Chuck Greenberg. Meanwhile, Nishimura notes the committee's "original goal was to sell 15" \$1M founding sponsorships by the end of '09. Lively said with \$10M in founding sponsorships, and another \$6M in contributions, the committee "crossed over \$16[M] in total sponsorship revenue as of last week." Lively: "Our goal is to get \$20[M] in total sponsorships, maybe \$21[M] if we can." The committee also is "offering more sponsorship increments." Last fall, it "began offering \$500,000 sponsorships," and Lively said that the committee is "now offering increments down to \$125,000" (*FT. WORTH STAR-TELEGRAM*, 1/13).

MOVING UP THE ROAD: In N.Y., Fred Bernstein notes in a "break with the past, NFL officials, Super Bowl sponsors and many of the journalists covering" Super Bowl XLIV "will be staying in Fort Lauderdale," 18 minutes north of Dolphin Stadium, rather than in Miami. NFL Senior VP/Events Frank Supovitz said the shift is a "function of us just having been in South Florida three years ago" for Super Bowl XLI. Supovitz added the NFL "wanted to present a Super Bowl that was new and fresh and looked different," which "meant choosing locations in Fort Lauderdale." But Bernstein writes the "move north could not have happened without a building boom that has transformed Fort Lauderdale" (*N.Y. TIMES*, 1/13).

Sports Industrialists

24. 49ERS COO ANDY DOLICH LEAVES TEAM AFTER POSITION IS ELIMINATED



Dolich Will Remain A Senior Adviser To President Jed York

49ers President **JED YORK** yesterday announced that COO **ANDY DOLICH** is "leaving the club as that job title is eliminated in favor" of a CMO, according to John Crumppacker of the S.F. CHRONICLE. Dolich, who will "remain a senior adviser" to York, had been with the 49ers "for two years in charge of the day-to-day business operations of the franchise, a catchall that involved sales, marketing, public relations, corporate partnerships and facilities." Dolich before joining the 49ers also had "executive-level experience" with the Grizzlies, the A's, the NASL and the NHL. York said that a "national search for a CMO will begin immediately as the team continues to press for a new stadium in Santa Clara." York, who "assumed the role of" CEO yesterday, "said the CMO's duties will involve "optimizing sponsorship and corporate sales for the new stadium" (*S.F. CHRONICLE*, 1/13). In California, Matt Maiocco noted the new CMO will report directly to York, GM **SCOT MCCLOUGHAN**, VP & CFO **LARRY MACNEIL** and Exec VP/Football Administration **LAL HENEGHAN**. York said that Dolich will remain as a senior adviser "during the transition" and that in Dolich's two years with the team, he "improved customer service for 49ers season-ticket holders." Maiocco noted the move "has no impact on the football side of the organization" (*PRESSDEMOCRAT.com*, 1/12).

25. CATCHING UP WITH FORMER U.S. OLYMPIC GYMNAST DOMINIQUE DAWES

Former U.S. gymnast **DOMINIQUE DAWES** flipped to success as a member of the '96 Gold Medal-winning team, and she has stayed involved in sports since retiring from the sport. Dawes served as President of the Women's Sports Federation from '04-06, and she has focused much of her time and energy on raising awareness for issues dealing with the health and fitness of youth and women. During the '08 Beijing Games, Dawes provided commentary for Yahoo Sports, and next month will once again work for the Web site covering the Vancouver Games. Dawes recently took time to chat with Staff Writer Jessica Collins about her upcoming plans.



Dawes Will Cover Vancouver Games For Yahoo Sports

Favorite Winter Olympic sport: Figure skating because of the artistic value and its similarity to gymnastics. I am also getting more and more into the X Games because I am pretty much the biggest chicken.

Favorite TV show: I'm a big fan of truTV.

Book you are currently reading: "The Shack" by **WILLIAM PAUL YOUNG**

Gadget you couldn't live without: iPhone

Q: What are your assignments for the Vancouver Games?

Dawes: This will be the first (Winter) Olympic Games that I've gone to where I'll be able to enjoy watching the competition. I went to the Salt Lake Olympics, but it was mainly for work -- I was signing autographs all day and saw nothing. ... I'll be covering everything. There will be experts for every sport, but I'll be more of a co-host/reporter

and will be interviewing athletes and coaches, getting them during their exciting moments and unfortunately probably during some of their down moments as well.

Q: Would you like to have a full-time, long-term career in sports media or broadcasting?

Dawes: I've always been passionate about sports because of my nearly 20 years in the sport of gymnastics, but I do have more of an appreciation for what goes on outside the lines of sports. I like tackling those tough issues and getting to know the personalities of the athletes. That's what I'm aspiring to do some day. But my dream job honestly would be anything focused on the health and wellness of our youth, as well as women.

Q: What are your thoughts on new USOC CEO **SCOTT BLACKMUN** and the direction the USOC is heading?

Dawes: I really need to do a little bit more reading up on who the new CEO is and what direction they're trying to take it. ... Hopefully the new direction will focus on getting another Olympics in our backyard because it was unfortunate that we did lose 2016. But we will have many more chances in the future.

Q: Would you ever like to join the USOC board in the future?

Dawes: Obviously it's a great board, and if they would consider me I would definitely look at how I could play an important role. The USOC has done so much for me throughout my career and helping brand my image throughout all my competitive years. So if I can assist that organization I would be willing to.

Q: If you could add one sport to the Olympics, what would it be?

Dawes: Outside of gymnastics I'm not athletic. I would probably say dog walking. (Laughing) It's not a sport, but I think it could be fun because it could open the door for everyone and it would obviously include our pets.

Q: What are the biggest challenges facing Olympic athletes today?

Dawes: When I covered the Olympics in Beijing and after interviewing the male and female gymnasts, they have so many different distractions today than someone such as myself had. Yeah, I had to deal with the pressure of fans and the media and my friends and family, but when you add in the Internet and all the changes in technology it's a whole other monster. I think blocking out those distractions has to be difficult for an Olympic athlete. But they're the best athletes in the world and they're not only the best because they are physically talented, but also because they are mentally strong.

Q: Would you ever want to compete on a reality show?

Dawes: No, never. I would have absolutely no interest in a TV reality show. It takes a different personality, and I do not have that personality. I think it's because I strive to keep my private life private, and obviously the reality show concept is to open up all aspects of your life. Whenever people read things about my private life it definitely was not my doing to get it out there. There's no place in my world for that.

Q: What are your plans for 2010?

Dawes: I am going through a transition period where I am trying to break back into the television industry. I also have a great relationship with Yahoo Sports, so I'm really just trying to build on my relationship in the world of media and hopefully there'll be a number of opportunities there for me, sports or even non-sports related. I just want to continue to follow the things I'm passionate about -- physical fitness, emotional health in our young people and building their self esteem.

The NBA today officially announced Mavericks Dir of Player Personnel & VP/Int'l Affairs **AMADOU GALLO FALL** will join the league as VP/Development for the NBA in Africa. Fall will be responsible for leading the NBA's efforts to grow basketball in Africa, working with local federations and basketball organizations. Fall will start working with the NBA on January 25 at the league's N.Y. offices, and then relocate to Johannesburg, South Africa, in the spring (*NBA*).

EXECS: Hard Rock Int'l named former Gatorade VP/Marketing **JOHN GALLOWAY** VP & CMO. Galloway will oversee global marketing, advertising and promotions for Hard Rock's 159 venues (*Hard Rock Int'l*)....The ATP World Tour has hired **KATE GORDON** as VP/Corporate Communications. Gordon previously served as UK Head of Sports & Sponsorship for Edelman Sports & Sponsorship (*THE DAILY*)....Puma named **MARY TAYLOR** GM of Int'l Footwear. Previously, Taylor was Chief Product & Marketing Officer at Boston-based One7 LLC, a brand management company. Taylor has also held senior positions at Converse, Fila and Reebok (*Puma*)....The Padres named former MLBers **JUSTIN BAUGHMAN** and **SHANE MONAHAN** Area Scouts and **JOSH EMMERICK, KEVIN ELLIS** and **MARK CONNOR** Scouts. The organization also promoted **TIM HOLT** to Central Regional Supervisor, **ASH LAWSON** to Northeast Regional Supervisor and **ILANA MILLER** to Coordinator of Scouting & Player Development, and announced **PETE DEYOUNG** will continue his duties as Assistant Dir of Scouting while also supervising West Coast area scouts (*Padres*)....**HENRY WOFFORD** has joined Comcast SportsNet Bay Area as an anchor and reporter for "SportsNet Central." For the past five years, Wofford served as a sports anchor and reporter for Indianapolis' WTHR-NBC (*CSN Bay Area*)....Elon Univ. promoted **MICHAEL JACOBS** to Assistant Dir of Athletics for Marketing & Ticket Operations (*Elon*).

Do you have an executive announcement? If so, please send to editorial@sportsbusinessdaily.com.

27. NAMES IN THE NEWS

SPORTING NEWS TODAY's Craig Custance noted former NHLPA Exec Dir **PAUL KELLY** is "five weeks into his new job" as College Hockey Inc. Exec Dir. U.S. colleges increasingly are "losing the battle for the best" hockey talent, and Kelly "has been charged with turning it around." Kelly is "ready for this battle and he's not holding back," which was his "style as a successful trial attorney and his style" as NHLPA Exec Dir. Custance wrote that style is "also one of the reasons some NHL players would like him to return" to the NHLPA position (*SPORTING NEWS TODAY*, 1/11).



Kelly Five Weeks Into Tenure As College Hockey Inc. Exec Dir

CHANGING THEIR SOX: The creators of a musical premiering in the spring at the American Repertory Theater (ART) in Cambridge, Massachusetts, have changed the name to "avoid potential legal problems." ART Dir of Press & PR **KATALIN MITCHELL** said the musical, previously called "**RED SOX NATION**," is now called "**JOHNNY BASEBALL**." Mitchell: "When Red Sox Nation becomes aware of the play, the authors were afraid people might feel like it's a brand name and it'd be too late to change" (*BOSTON GLOBE*, 1/12).

OFF THE FIELD: Birmingham-based Brice Building Co. said that it will break ground Tuesday on Wayne's World, a new \$16M "entertainment center in New Orleans" named for Colts WR **REGGIE WAYNE**. The complex, a development of Reggie Wayne Enterprises, will "include a bowling center, which will have 26 lanes, a restaurant and sports bar, laser tag, an arcade and billiards" (*BIZJOURNALS.com*, 1/12). Construction is "expected to begin by the end of the month, with completion slated by the end of the year" (*New Orleans TIMES-PICAYUNE*, 1/13)....Former NFLer **DERRICK BLAYLOCK** and Jets long snapper **JAMES DEARTH** are teaming to open a 12,000-square-foot location of Athletic Republic, "a performance sports training center," in Humble, Texas. Blaylock and Dearth are the "first professional athletes to own and operate an Athletic Republic franchise" (*HOUSTON BUSINESS JOURNAL*, 1/8 issue).

NAMES: GM "would be willing to sell Saab for just \$1 to" F1 Management Chair **BERNIE ECCLESTONE** if he "can prove he has the finances in place to run it" (*London TELEGRAPH*, 1/13)....NASCAR driver **JEFF GORDON** is the celebrity builder for ABC's "Extreme Makeover: Home Edition" project in Loris, South Carolina. A date for Gordon's appearance on the show "has yet to be announced" (*SCENEDAILY.com*, 1/12)....Sports writer **DAVE KINDRED** has been named the recipient of the '10 PGA Lifetime Award in Journalism. He is the 21st person to be selected. Kindred will be honored April 7 at the 38th Golf Writers Association of America Annual Spring Dinner Ceremony at the Savannah Rapids Pavilion in Augusta, Georgia (*PGA*)....Tigers President, CEO & GM **DAVE DOMBROWSKI** will be the keynote speaker during the Ninth Annual Detroit Baseball Dinner on January 30 at the Ritz-Carlton Hotel in Dearborn, Michigan (*DETROIT NEWS*, 1/13)....Boxer **JOHN RUIZ**, whose contract with **DON KING** expired, yesterday signed with Golden Boy Promotions (*ESPN.com*, 1/12)....PEOPLE.com's Westfall & Nudd write **PRESIDENT OBAMA** "tends to soak up the sports programming, and typically tunes the channel to ESPN's 'SportsCenter' in the mornings when he and" First Lady **MICHELLE OBAMA** work out together (*PEOPLE.com*, 1/12).

----- **AWARDS NOTIFICATION** -----

Have You Submitted Your Entry for the 2010 Sports Business Awards?

Only 3 days remain to enter, so don't delay. The deadline is Friday, January 15. We're honoring the best in 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. Go to www.sports-business-awards.com.

----- **AWARDS NOTIFICATION** -----

The Back Of The Book

28. COLLEGE BOWL SEASON SEES VIEWERSHIP JUMP 10.7% FROM '08-09

By [Austin Karp](#), Assistant Managing Editor

The '09-10 college bowl season averaged 6.627 million viewers for 34 telecasts across ABC, Fox, CBS, ESPN, ESPN2 and NFL Network, up 10.7% from 5.989 million viewers for the same number of telecasts last year. Fox' four bowl game telecasts this season -- the Allstate Sugar, AT&T Cotton, Tostitos Fiesta and FedEx Orange Bowls -- averaged

11.803 million viewers, up 2.7% from 11.488 million viewers last year for the same four bowls. ABC's three bowl games -- the Capital One and Rose Bowls and Citi BCS National Championship Game -- averaged 22.179 million viewers, marking the net's most-viewed bowl season since at least '90, when ratings were first tracked. Excluding the national title game, ABC's telecast of the Capital One and Rose Bowls averaged 17.667 million viewers, up 11.7% from 15.823 million viewers for the same telecasts last year. CBS' telecasts of the Brut Sun Bowl and Konica Minolta Gator Bowl averaged 5.672 million viewers, up 12.1% from 5.061 million viewers last year.

CABLE CONNECTION: ESPN averaged 4.311 million viewers for its 22 bowl games, marking the net's most-viewed bowl season ever, and up 8.1% from 3.989 million viewers for 21 telecasts last year. The Texas Tech-Michigan State Valero Alamo Bowl -- played amid the controversy surrounding Texas Tech coach Mike Leach's firing -- earned 7.829 million viewers, making it ESPN's most-watched bowl ever. The USC-Boston College Emerald Bowl stands as the net's third-most watched bowl with 7.563 million viewers. The net's least-viewed bowl game once again was the R+L Carriers New Orleans Bowl. Year-over-year, ESPN's telecast of the AutoZone Liberty Bowl (6.449 million viewers) had the biggest gain, up 78.8%. ESPN2 saw overall gains for its broadcast of two bowl games despite its viewership for the International Bowl dropping 39.6% from a year ago. The net averaged 2.504 million viewers for the two games, its best bowl average ever. The Georgia-Texas A&M AdvoCare V100 Independence Bowl was the net's most-viewed bowl game ever, drawing 3.276 million viewers. The Independence Bowl saw a better viewership figure than nine of ESPN's bowl telecasts. NFL Network's lone postseason game, the Iowa State-Minnesota Insight Bowl, drew 673,000 viewers on New Year's Eve, down from 731,000 viewers for the '08 Kansas-Minnesota game. Below is bowl-by-bowl viewership for the '09-10 season, ranked by largest audience.

BOWL	GAME	DATE	START	NET	VIEWERS (ooo)
Citi BCS National Championship	Alabama-Texas	1/7	8:32pm	ABC	30,776
Rose	Ohio St.-Oregon	1/1	5:00pm	ABC	24,025
Allstate Sugar	Florida-Cincinnati	1/1	8:46pm	Fox	15,533
Tostitos Fiesta	Boise St.-TCU	1/4	8:22pm	Fox	13,819
Capital One	Penn St.-LSU	1/1	1:00pm	ABC	11,631
FedEx Orange	Iowa-Georgia Tech	1/5	8:23pm	Fox	10,879
Valero Alamo	Texas Tech-Michigan St.	1/2	9:08pm	ESPN	7,829
Emerald	USC-Boston College	12/26	8:00pm	ESPN	7,563
Chick-fil-A	Virginia Tech-Tennessee	12/31	7:30pm	ESPN	7,513
AT&T Cotton	Ole Miss-Oklahoma St.	1/2	2:17pm	Fox	7,250
AutoZone Liberty	Arkansas-East Carolina	1/2	5:30pm	ESPN	6,449
Konica Minolta Gator	Florida State-West Virginia	1/1	1:00pm	CBS	6,408
Champs Sports	Wisconsin-Miami	12/29	8:00pm	ESPN	6,217
Pacific Life Holiday	Nebraska-Arizona	12/30	8:13pm	ESPN	6,138
Meineke Car Care	Pittsburgh-North Carolina	12/26	4:30pm	ESPN	6,131

Outback	Auburn-Northwestern	1/1	11:01am	ESPN	5,685
Brut Sun	Oklahoma-Stanford	12/31	2:00pm	CBS	5,022
Little Caesar's Pizza	Marshall-Ohio	12/26	12:57pm	ESPN	3,809
San Diego County Credit Union Poinsettia	Utah-California	12/23	7:55pm	ESPN	3,736
New Mexico	Wyoming-Fresno St.	12/19	4:28pm	ESPN	3,597
Maaco Bowl Las Vegas	BYU-Oregon St.	12/22	7:55pm	ESPN	3,540
GMAC	Central Michigan-Troy	1/6	7:00pm	ESPN	3,518
AdvoCare V100 Independence	Georgia-Texas A&M	12/28	5:00pm	ESPN2	3,276
Texas	Navy-Missouri	12/31	3:30pm	ESPN	3,191
Roady's Humanitarian	Idaho-Bowling Green	12/30	4:27pm	ESPN	3,014
Sheraton Hawaii	SMU-Nevada	12/24	7:56pm	ESPN	2,938
Gaylord Hotels Music City	Clemson-Kentucky	12/27	8:30pm	ESPN	2,790
EagleBank	UCLA-Temple	12/29	4:27pm	ESPN	2,759
St. Petersburg	Rutgers-Central Florida	12/19	8:16pm	ESPN	2,469
Papajohns.com	Connecticut-South Carolina	1/2	2:00pm	ESPN	2,448
Bell Helicopter Armed Forces	Air Force-Houston	12/31	12:00pm	ESPN	2,168
International	South Florida-Northern Illinois	1/2	12:00pm	ESPN2	1,613
R+L Carriers New Orleans	Middle Tennessee St.-Southern Miss	12/20	8:23pm	ESPN	993
Insight	Iowa St.-Minnesota	12/31	6:00pm	NFL	673

DEFENDING THE SYSTEM: Big 12 Commissioner Don Beebe said he believes the five BCS games this season were good matchups, but it is "not going to be perfect, just like playoffs aren't perfect." Beebe: "Generally, for what we want to preserve in terms of the bowl system and also crowning a national champion, I think we've got the best situation with some allowances in the future for possible tweaks." Boise State, who finished 14-0, is a "tremendous team" that did not get a chance to play for the national championship. But Beebe said, "Let's face it, Boise State in the past would have never have been able to achieve the kind of exposure and notoriety and revenue that they've been able to achieve through our system." While a recent poll showed 63% of fans would like to see some kind of playoff system, Beebe said, "The easiest thing for we commissioners or presidents to do is to put in a playoff system and get everybody off our backs. But we have a different degree of responsibility" ("*The Tony Barnhart Show*," *CBS College Sports*, 1/12).

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29. CLASSIFIED ADVERTISEMENTS



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30. 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