

STREET & SMITH'S  
**SportsBusiness**  
 sportsbusinessdaily.com  
**DAILY**

Friday, January 15, 2010

Vol. XVI -- No. 85

**Fit For The Kings**

NBA, Maloofs throw support behind land-swap proposal that would see new downtown Sacramento arena. (#22)

**Staying Out Of Dodge (#17)**

Frank McCourt adamant divorce having no impact on Dodgers, will not force future sale.

**Diamond Vision**

Selig meets for first time with on-field task force, expects an action item before season's start. (#14)

**Chop Block (#8)**

Could lack of uniform NFL Divisional Round schedule hurt ratings for this weekend's games?

**Kick It Up A Notch**

Garber talks CBA at SuperDraft, says players are "going to have to try to think about what kind of deal they'll accept." (#16)

**What A Feeling!**

Danica Patrick to reenact iconic movie scenes in one of Go Daddy's two Super Bowl spots. (#1)

**Gunning For The Top**

N.Y. TIMES profiles Stan Kroenke in front-page piece ahead of potential Arsenal takeover. (#28)

**Lending A Helping Hand (#27)**

Leagues, teams and players rally to support relief efforts in wake of devastating Haiti earthquake.

**Winter Blanket Coverage**

With less than a month until the Winter Games kick off in Vancouver, NBC Universal announces its plans to provide a record amount of coverage during the 17-day event. The 835 total hours of coverage nearly double the network's 419 hours in Turin four years ago, highlighted by an increased focus on NBCOlympics.com, which will stream some 400 hours of live competition (#7).

Vancouver marks the final Olympics before the IOC awards U.S. rights for the '14 and '16 Games, but a decision on the winning network might be delayed yet again. Following Dick Ebersol's claim NBC will lose money on this Olympiad, the IOC's Richard Carrion cites the economic recession and says, "There is sufficient instability in the market that we may wait a bit." But while some experts anticipate the winning rights bid to come in below what NBC paid for the Vancouver and London Games, Carrion reiterates his belief that the final figure will indeed be an increase (#6). Meanwhile, next month's Olympics mark a new era for the USOC, and the organization's new leadership will meet with Jacques Rogge in an attempt to calm the rocky IOC-USOC relationship (#25).



## Also In Today's Issue

**Dick Ebersol** blames poor ratings for **Conan's** "Tonight Show" for NBC's primetime shuffle. (#10)

## Quote Of The Day

**"I wish there was a direct correlation between how much you spend and how many games you win. Unfortunately, there is not."**

-- Dodgers Owner **Frank McCourt**, defending the drop in the team's payroll over the last three years  
(*MLB.com, 1/14*). (#17)

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## Sponsorships, Advertising & Marketing

### 1. AT THE MOVIES: GO DADDY RELEASES ONE OF TWO SUPER BOWL XLIV ADS

GoDaddy.com's latest Super Bowl ad continues the company's trend of utilizing the sex appeal of driver Danica Patrick. The 30-second spot, one of two ads the company is airing during CBS' coverage of Super Bowl XLIV, is called "Movies" and features Patrick recreating sexy movie scenes. Patrick in the ad first re-creates actress Kelly LeBrock's initial appearance in "Weird Science," wearing a half-shirt and



**[Watch The GoDaddy.com Ad](#)**

panties. Patrick tells two guys viewing her online, "So, you little maniacs want another domain name?" The commercial then depicts her recreating the iconic scene from "Flashdance" where actress Jennifer Beals is dancing on-stage and is splashed by water while sitting in a chair. The spot ends at this point, with Patrick telling viewers, "See what happens next at GoDaddy.com." Go Daddy Founder & CEO Bob Parsons said of the ad, "What we decided to do was something different this year. Go Daddy has a reputation to maintain. We need our commercials to be 'GoDaddy-esque,' which is always fun, edgy and a little inappropriate. We kept thinking, 'How do we do that and reinvent it each year?' Well this year, we sure did it." Patrick added, "I get asked a lot about the commercials and ... what's made them so successful. I always just say that Bob has really figured how to direct the traffic to the Web site and that's the goal of the commercials

because that's what drives his business." Parsons said of the newest ad, "Edgy, fun and wow!" Patrick said the ad was, "Amazing, beautiful and sexy" (*Paul Sanford, THE DAILY*).

Agency Go Daddy Productions  
 Director Greg Popp  
 Producer Jonas Dolkart, Jim Steiner, Marcus Rhatigan  
 Art Director Greg Blair  
 Editor Daniel Kinney  
 Editorial Co. Pro Video and Film

**BABY ON BOARD:** ETrade today announced plans for a set of new ads in its "Talking Baby" campaign, with one ad set to debut during CBS' broadcast of Super Bowl XLIV. Two other spots in the campaign, via Grey, N.Y., will debut during Saturday's two NFL Divisional playoff games -- Cardinals-Saints on Fox and Ravens-Colts on CBS (*ETrade*).

## 2. NFL CARDINALS APPAREL GOING FAST DURING TEAM'S PLAYOFF RUN



### Stores Selling Cardinals Apparel Likely To See Big Boost In Sales

The NFL Cardinals' playoff run has "brought a post-holiday boost" to local businesses "at a time when they continue to grapple with a rough economy," according to Andrew Johnson of the *ARIZONA REPUBLIC*. The businesses "likely seeing the biggest boost on a consistent basis are team-apparel stores." Sales of Cardinals gear are "up as much as 60[%] this year" for Arizona-based sports apparel retailer Sports Venture Inc., which operates 17 stores in Arizona under the name Just Sports. Co-Owner Kelly Roberts said that Cardinals jersey sales specifically are "up [40-50%] over last season's sales." Meanwhile, Anthem, Arizona-based Outlets at Anthem Marketing & Special-Events Manager Allison Friedrichs indicated that the shopping mall's Reebok store "sold over 70[%] of its in-stock NFL Cardinals merchandise Monday," the day after the team's overtime win against the Packers in an NFC Wild Card game. Friedrichs in an e-mail said customers "have been buying anything that they can get their hands on, even if it's not their size." Johnson noted sales of Cardinals merchandise have "helped buoy sales in a down economy." But Phoenix-based Fans and Fashionistas co-Owner Chir Kiff said that retailers, "especially smaller ones" such as her store, "have had trouble locating extra inventory because some apparel cut production this year to save money" (*ARIZONA REPUBLIC, 1/14*).

**GET YOUR TICKETS:** In Phoenix, Mike Sunnucks reported the Cardinals are "seeing an upswing in season ticket demand in the wake of their second straight playoff appearance" and the team's win over the Packers. Cardinals VP/Media Relations Mark Dalton said that the team is "fielding more calls about season tickets and has added staff to meet the demand." Dalton noted that existing season-ticket holders will "have the chance to renew, after which sales staff will contact those" on the team's waiting list. Dalton "did not say how many fans were on the season ticket list" (*BIZJOURNALS.com, 1/13*).

**LICENSE TO DRIVE:** In Phoenix, Bob McManaman reported Cardinals license plates "will be available to Arizonans" beginning January 31 through the state's Motor Vehicle Division. Of the annual \$25 plate fee, \$17 "will be donated to Cardinals Charities" (*ARIZONA REPUBLIC, 1/14*).

### 3. MSG SUES SPONGETECH FOR FAILURE TO PAY FOR ADS AT SPORTS ARENA

MSG has sued SpongeTech for more than \$430,000 it "claims it's owed for ads that ran during Knicks and Rangers games, after SpongeTech wrote one bad check and had another returned due to a stopped payment," according to Kaja Whitehouse of the N.Y. POST. The suit, filed this week in state Supreme Court in Manhattan, comes after the Mets' Citi Field sued SpongeTech in Queens Supreme Court for \$300,000 it is owed for display ads at the ballpark. The MSG lawsuit indicates that SpongeTech COO Steve Moskowitz "worked out three separate three-year sponsorships to promote the company in and around" MSG during Knicks and Rangers games. MSG Senior VP/Corporate Communications Barry Watkins said that SpongeTech's ads at MSG "have either been taken down or are in the process of being taken down." Whitehouse notes the Yankees, "which also had a sponsorship deal with SpongeTech, broke off their relationship with the company in November at the close of the baseball season." A source said that the Yankees three-year deal had an "out clause after one year" (*N.Y. POST, 1/15*).

**ON THE MEND?** SpongeTech Thursday issued a statement saying the company is working with the Mets to resolve the team's lawsuit "as soon as possible." SpongeTech indicated it intends to get the issues resolved in order to continue its relationship with the team "into the future." The company has worked with over 26 pro sports teams and "plans to continue with many of them going forward" (*SpongeTech*).

### 4. REEBOK TO EXCLUSIVELY SPONSOR LACROSSE FILM "CROOKED ARROWS"



Reebok will be the exclusive sponsor of "Crooked Arrows," an independent movie "set in the world of lacrosse" that is set to be released in '11, according to Andrew Hampp of AD AGE. Reebok will promote its "9K product line of lacrosse equipment and apparel, along with its 10K lacrosse sticks." The company will also "outfit the film's players in everything from protective equipment to pleated footwear." Talks with Reebok "began almost a year ago," when "Crooked Arrows" Marketing Dir Jacques Vroom and the film's producers met with Reebok Senior Product Manager for Lacrosse Chad Wittman. Wittman was "ultimately sold on how many marketing opportunities Reebok could create for the movie with its own marketing and retail partners to help promote the film and ultimately drive sales of its lacrosse products to a much larger audience than the one currently afforded by limited lacrosse-themed media properties." Another factor in the partnership is that "Crooked Arrows" will be the "first major-motion picture to focus exclusively on the sport of lacrosse." That gives Reebok the opportunity "to achieve a branding moment on par with Easton Sports' famed integration into "The Mighty Ducks.'" Hampp noted brands have been "called on to help curb production costs ... with increased frequency," though for independent films, it is a "much more difficult task to attract name brands without the ability to pair them with A-list talent or a top-tier studio." However, Reebok's "early involvement has helped the film's producers secure a bulk of their financing, and also guarantees distribution for a

nationwide release of at least 250 theaters" ([ADAGE.com, 1/13](#)).

## 5. MARKETPLACE ROUNDUP

GOLFWEEK's Alex Miceli cited sources as saying that golfer Luke Donald has "signed a new deal with Mizuno" that will keep him affiliated with the brand for at least three more years. Donald will play Mizuno clubs and "display the company logo on his bag and hat, similar to his previous agreement." Mizuno did not renew its contract with golfer Brian Gay, who subsequently "signed a two-year deal with TaylorMade for the bag and the side of his hat." Gay is still playing Mizuno irons ([GOLFWEEK.com, 1/13](#)).

**LIVING THE HIGH LIFE:** GOLF.com's Woody Hochswender reported adidas has introduced an "elegant, high-end golf fashion line" called AdiPURE, designed to "appeal to the country club customer -- with nary a three-stripe logo in sight." The centerpiece of the line is a "sanded" golf shirt, "made of a fabric processed to give it an exceptionally smooth and silky feel." The line, which also includes sweaters, rainwear and shoes, is a "bit dressier than Adidas Golf's usual offerings" ([GOLF.com, 1/14](#)).

**KICK OFF:** Armani has released new ads featuring Real Madrid MF Cristiano Ronaldo, the first since he replaced Galaxy MF David Beckham as the face of the Emporio Armani Underwear and Armani Jeans lines. The ads will be used in the company's "Spring Summer 2010 advertising campaign in sport, fashion and lifestyle magazines and on signature billboards" in cities such as L.A. and N.Y. ([BRANDREPUBLIC.com, 1/15](#)).

**ROUNDUP:** BB&T has agreed to serve as the primary sponsor for Richard Childress Racing's No. 33 Chevrolet driven by Clint Bowyer for eight NASCAR Sprint Cup Series races this season. BB&T will serve as an associate sponsor for the other 28 events ([SCENEDAILY.com, 1/14](#))....Braun Racing, a longtime NASCAR Nationwide Series team, is "expanding into the Sprint Cup Series" this season for "at least five races" with driver Reed Sorenson, including the Daytona 500 ([CHARLOTTE OBSERVER, 1/15](#))....IOC TOP sponsor Coca-Cola will equip 550 vending machines in Vancouver during the Olympics with the "new Visa pay-Wave contactless terminals, allowing customers to simply 'wave and go' when buying a Coke" ([VANCOUVER SUN, 1/15](#)).

## Sports Media

### 6. IOC MAY DELAY BIDDING FOR '14, '16 GAMES U.S. RIGHTS DUE TO ECONOMY



**Carrion (l) Says IOC Seriously Considering Delaying U.S. Bids For '14, '16 Games Rights**

IOC Finance Commission Chair Richard Carrion said that the IOC is "seriously considering delaying until next year the bidding for the U.S. media rights for the 2014 and 2016 Olympics because of the ongoing struggles of broadcasters hurt by a rocky advertising market," according to Futterman & Ovide of the WALL STREET JOURNAL. The IOC "had planned to sell the TV rights this spring following what they and TV executives believe will be strong U.S. ratings for the Vancouver Games." But Carrion said, "There is sufficient instability in the market that we may wait a bit." Carrion's comments "come just days after" NBC Sports & Olympics Chair Dick Ebersol said that his network will lose money on the Vancouver Games. Ebersol also said that ad sales "have been flat for the past two Olympic Winter Games." Media execs "saw Mr.

Ebersol's comments as a signal to the IOC to lower their expectations in anticipation of bidding for 2014 and 2016," but Carrion said that he is "confident the U.S. rights fees will ultimately increase for 2014 and 2016, as they already have in Brazil and the Middle East." Carrion added that he "anticipates the conclusion of Comcast Corp.'s deal to take over NBC Universal, and a recovering advertising market combined with the increasing ability of broadcast networks to begin collecting transmission fees from cable and satellite-television providers will all help loosen the purse strings -- if the IOC can time its sale correctly." Futterman & Ovide note in addition to NBC, other companies "considering Olympic bids" include ESPN, Turner, CBS and News Corp., though sources said that "all are wary of the profitability of televising the Olympics" (*WALL STREET JOURNAL*, 1/15).

## 7. NBC UNIVERSAL PLANS 835 TOTAL HOURS OF VANCOUVER GAMES COVERAGE

NBC Universal Thursday announced that it will present a total of 835 hours of '10 Vancouver Games coverage across six platforms: NBC, USA Network, MSNBC, CNBC, Universal HD and NBCOlympics.com. It represents the most total hours of coverage ever for a Winter Olympics, nearly doubling NBCU's 419 hours of coverage of the '06 Turin Games. The Vancouver Games also will be the first ever presented entirely in HD. Primetime coverage will focus heavily on figure skating and alpine skiing (*NBCU*). MULTICHANNEL NEWS' Mike Reynolds noted NBCU's plans call for the "most in-depth coverage in history for a Winter Games." While NBC's broadcast network "sets the pace from a linear perspective with 193.5 hours," NBCOlympics.com will feature about 400 hours of live event competition and "more than 1000 hours of on-demand access to full-event encores and host-feed coverage of all 15 Winter Olympic sports." The Web site during the '06 Games only "streamed two hours of the men's gold medal hockey as a test." Powered by Microsoft's Silverlight technology, NBCOlympics.com's video player "will present the action in HD quality and offer DVR-style controls." Meanwhile, NBCU will air live coverage of all Team USA hockey games -- both men's and women's -- with the "majority of the time on USA Network" (*MULTICHANNEL.com*, 1/14). Bravo, which is also part of the NBCU family, "will not be airing coverage this year despite airing it in the past" (*MEDIALIFEMAGAZINE.com*, 1/15).



**LET'S DO THE TIME WARP AGAIN:** In Seattle, Ron Judd wrote under the header, "Here We Go Again With NBC's Not-Live 'Live' Coverage." The net is "delaying broadcast of the main event for three hours" to viewers on the West Coast, as primetime coverage will begin every night between 7:00-8:00pm ET/PT. The move is the "same intentional falsehood the peacock network foisted upon the not-fooled public during the Beijing Games." Either NBC "has already reinvested some of that Conan O'Brien money in new time-shifting broadcast technology, or the 'live' designation is a lie to those of you unfortunate enough to live on the West Coast." Judd: "We can only hope the people responsible for [getting] the next Olympic TV contract take note" (*SEATTLETIMES.com*, 1/14). NBC Sports & Olympics VP/Communications Chris McCloskey said, "Our extensive research has clearly shown that West Coast viewers, more than any other region, wants to see the Olympics when they're available to watch, and that is when they are home, which in almost all cases means prime time." But with NBC expecting to "lose \$200[M] with its Olympics coverage," the L.A. TIMES' Diane Pucin writes, "We who love the Olympics want them to be a big television event. But maybe you deserve to lose

money if you feel as if live coverage isn't good for the western outposts" (*L.A. TIMES*, 1/15).

**STREAM WEAVER:** PAIDCONTENT.org's Staci Kramer wrote the more than 400 hours of streaming event coverage is an "astonishing amount of live video" compared to the Turin Games. However, that is "far less than the 2,000 hours of live coverage of the Beijing Olympics." Kramer: "More important, it's a lot less than NBC has the right to deliver." The development "isn't surprising," as NBCU President & CEO Jeff Zucker last summer said that live streaming "devalues top events like the Olympics or Super Bowl -- and there wasn't a model that exists [that] could show him how to avoid that." Given projections that NBC "may lose money on an Olympics for the first time, it's hard to see that changing" (*PAIDCONTENT.org*, 1/14).

## 8. LACK OF UNIFORM NFL DIVISIONAL SCHEDULE COULD HURT RATINGS

The NFL's failure to "adopt a uniform divisional round schedule, in terms of starting times, will cost it this time around when it comes to TV ratings points," according to Bob Raissman of the N.Y. DAILY NEWS. The "perception hanging out there" is that the NFL "won't go to uniform divisional round (4:40 p.m./8:15 p.m. starts on Saturday and Sunday) because CBS does not want" to preempt "60 Minutes." The ratings that will be lost by putting Cowboys-Vikings at 1:00pm ET Sunday "will come at the expense" of Fox. As soon as the NFL "designated CBS' Ravens-Colts game for its Saturday night prime-time window," the Jets-Chargers game on Sunday was scheduled for a 4:40pm ET kickoff, as a "game played on the West Coast cannot start" at 1:00pm ET. So not only are Fox officials "looking at their red hot Cowboys-Vikings telecast being scheduled at 1 p.m., when maximum viewers are not available, but they also have to deal with CBS having the two 'late' windows on Saturday and Sunday" (*N.Y. DAILY NEWS*, 1/15). Fox Sports President Ed Goren: "As the day goes on, there are more and more viewers. So ratings go up. That late Sunday slot is where all the networks want to be" (*NORTH COUNTY TIMES*, 1/15).

**BIG CHEESE:** CBS earned a 16.9 final Nielsen rating and 27.4 million viewers last Sunday for its coverage of the Ravens-Patriots AFC Wild Card, up 13% and 15%, respectively, from a 15.0 rating and 23.9 million viewers for the net's Ravens-Dolphins Wild Card last year. The NFL's four Wild Card games last weekend averaged 29.9 million viewers, making it the most-viewed opening weekend of the NFL Playoffs since '94. The 29.9 million viewers also represented a 16% increase over 25.8 million viewers for last year's Wild Card round (*THE DAILY*). In Milwaukee, Bob Wolfley reports last Sunday's Cardinals-Packers NFC Wild Card game earned a "monstrous" 49.1 local rating on WITI-Fox in Milwaukee, the "highest rating for any wild-card game on any Milwaukee station" since a 51.2 local rating for Packers-49ers in January '02. Cardinals-Packers also had a "whopping" 70 share (*MILWAUKEE JOURNAL SENTINEL*, 1/15).

**BOOTH REVIEW:** In N.Y., Phil Mushnick writes now that CBS' Phil Simms is the "best football analyst in the TV business," he can "stay his course and remain a valued analyst, the best of the lot, even." However, he also can "take it one notch higher, the way fellows in his TV position have never done because they become cautious, even frightened." After a big hit by Ravens CB Frank Walker on Patriots

WR Sam Aiken during last Sunday's Ravens-Patriots game, Simms "should have taken a poke at Walker for pounding his chest and demonstrating his great self-regard after his free shot at a defenseless receiver left him laid out." Simms is "too good to have said nothing about it" (*N.Y. POST*, 1/15).

#### **HITTING ITS GROWTH**

**SPURT:** CABLEFAX DAILY reports Nielsen Universe estimates for January '09 and December '09 indicate that NFL Network "saw the biggest percentage gain in subs among metered networks," increasing 30.6% to nearly 55 million HHs in December. That is "not a surprise given its deal with

Comcast that got it off a sports tier," but another factor was the "launch of NFL RedZone, which affiliates can only get if they take NFL Net." NFL RedZone "helped bring new distributors on board, like Massillon," and the net is "hoping to entice a few more operators this year." NFL Network VP/Affiliate Distribution John Malkin: "All of the operators I'm talking to are engaged, they want to talk more about RedZone, [they] all are very well aware of the successful season we've had. ... I expect a good year" (*CABLEFAX DAILY*, 1/15).



**Writer Calls Simms (r) The "Best Football Analyst In The TV Business"**

#### **9. MARK MCGWIRE INTERVIEW A LONG-TIME COMING FOR BOB COSTAS**



#### **McGwire's Belief Steroids Did Not Aid Strength Forced Costas To Change Interview Strategy**

this very public setting that he believed steroids didn't give him additional strength." Costas said, "You try to prioritize it. We'll first get to the stuff that's most topical, then get to personal stuff." He added, "But when a couple minutes in he says this (that steroids didn't help his strength), then I had to audible. It was like, whoa! If you believe that, it puts a lot of other things in a different light. If you believe you got no benefit from that, how do you explain the whole era?" Costas noted that he "thinks the reason that he and MLB Network were picked for McGwire's first national TV interview about the subject was the result of several factors, including Costas' track record and the amount of time ... the outlet could devote to the conversation." Costas: "I had talked to him a couple times, the most recently of which was probably two years ago just to say if you ever want

MLB Network's Bob Costas "had been hoping to line up an interview" with Mark McGwire for years, and when he landed the opportunity on Monday, it "took McGwire only a few minutes to show live TV's unpredictability," according to Dan Caesar of the ST. LOUIS POST-DISPATCH. Costas, who "hadn't seen or heard" McGwire's interviews with the AP and Post-Dispatch earlier in the day, had a "game plan going in" to the interview. However, he was "taken aback when McGwire said in

to talk about any of these issues, I believe you'd find a fair and credible place to do it with me. At that time I was at HBO, but I felt it was very important that if he ever spoke, that he do it at a place that not only was credible but also would be able to have a lot of time to devote" (*ST. LOUIS POST-DISPATCH, 1/15*).

**NO SOPHOMORE SLUMP:** MLB Net President & CEO Tony Petitti Thursday at the MLB owners' meetings spoke to team officials "on the MLBN's first year." Petitti's presentation was "well-received, reflecting the strides made by the MLB Network, which is 13 days into its second year on the air." MLB Commissioner Bud Selig said, "The Network's first year was excellent, to say the least" (*MLB.com, 1/14*). In Albany, Pete Dougherty writes MLB Network "has made a major impact on the television landscape" in its first year. The net is "already in more homes than the NFL Network, which has put profit margin ahead of distribution, and Bob Costas' interview Monday night with Mark McGwire was a major boost to MLB Network's credibility" (*Albany TIMES UNION, 1/15*). In California, Jim Carlisle writes the McGwire interview was "just another feather in MLB Network's cap." When ESPN's Bob Ley interviewed McGwire on Tuesday, the network "made a big deal out of it, but the impact wasn't nearly as great because it had been beaten to the punch" (*VENTURA COUNTY STAR, 1/15*).



#### 10. **DICK EBERSOL DEFENDS NBC'S DECISION TO RETURN LENO TO LATE NIGHT**

NBC Sports & Olympics Chair Dick Ebersol Thursday said that the reason NBC is returning Jay Leno to the net's "late-night roster after a short stint in prime time this season was a simple one: disappointing ratings for Conan O'Brien's 'Tonight Show,'" according to Bill Carter of the N.Y. TIMES. Ebersol, referring to the "pointed jokes made this week by Mr. O'Brien and David Letterman," said that Leno "had not pushed for any of the changes." Ebersol added it was "chicken-hearted and gutless to blame a guy you couldn't beat in the ratings," and also said what the move is "really all about is an astounding failure by Conan." Carter notes ratings for "The Tonight Show" with O'Brien hosting have "dropped off sharply from what they had been under" Leno. Ebersol also "chided Mr. O'Brien for declining to take advice about how to adjust his show to the 11:35 p.m. slot from the style he had used on NBC's 12:35 a.m. 'Late Night' show." Ebersol added that he met personally with O'Brien "three weeks before he stepped behind the 'Tonight' desk for the first time to urge him to take steps to expand the appeal he had built up in his 'Late Night' years." Carter notes Ebersol has a "longstanding relationship" with NBC Universal President & CEO Jeff Zucker, and has a "deep link to the network's late-night history, having been a creator of 'Saturday Night Live,' and he has been frequently consulted on changes in NBC's late-night lineup." Ebersol said he and Zucker are "big boys." Ebersol: "When we do something big in the public forum and it doesn't succeed, we know we'll be the butt of criticism. But you don't personally attack someone who hasn't done anything" (*N.Y. TIMES, 1/15*).

#### 11. **PEOPLE & PERSONALITIES: KEVIN MCHALE ENJOYING NBA TV ANALYST ROLE**

In Boston, Chad Finn notes former T'Wolves VP/Basketball Operations and coach Kevin McHale is in his first season with TNT and NBA TV, and his "main role is in-studio analyst ... on NBA TV's freewheeling 'Fan Night'

program, in which fans vote on NBA.com for the game they want to see." McHale said of the program, "It's kind of a busy night. Everything's pulled together real fast, on the fly. You have 90 seconds to get three games' worth of highlights in." McHale added what he enjoys "the most is doing the telestrator, getting to go over some of the stuff on the floor and going over the whys and hows of something happens." McHale: "It's fun to show the audience why something is successful or why it didn't work" (*BOSTON GLOBE*, 1/15).



**McHale's (c) Main Role Is In-Studio Analyst On NBA TV's "Fan Night" Program**

**STILL IN THE GAME:** KOTAKU.com's Owen Good reported former ESPN MLB analyst Steve Phillips, who was fired by the net in the wake of his affair with a production assistant, "remains in the commentary booth for 'MLB 2K10,'" according to previews of the game. Good wrote Phillips' presence in the game is "not surprising, nor can 2K Sports be blamed for ... keeping Phillips on." When the "scandal came to light in late October," it likely was "too late to replace him." The videogame is scheduled to be released March 2 (*KOTAKU.com*, 1/13). YAHOO SPORTS' Kevin Kaduk wrote, "Maybe it's too expensive at this point to go back and wipe his voice, but it's still kind of weird that he could be in the game" (*SPORTS.YAHOO.com*, 1/14).

**TRADING PLACES:** USA TODAY's Michael Hiestand notes ESPN college basketball announcers Dan Shulman and Dick Vitale Wednesday will call the Spurs-Jazz game the "same night that ESPN NBA announcers call a college game -- Wake Forest-North Carolina -- in ESPN's second annual on-air basketball assignment-swap night." Also, ESPN NFL analyst Tim Hasselbeck and his wife, ABC's "The View" co-host Elisabeth Hasselbeck, will "swap roles," as Elisabeth Tuesday will "appear on ESPN's 'NFL Live' while Tim drops in on 'The View'" on January 28 (*USA TODAY*, 1/15).

**SUSPENSION LIFTED:** The GLOBE & MAIL's Bruce Dowbiggin reported Leafs TV producer Mark Askin was "initially suspended for two games" for his criticisms of the CBC's "HNIC" and Don Cherry on Twitter, but "by the end of last week, Askin had sent his mea culpas to 'Hockey Night,' and the suspension was lifted." Askin's comments were "controversial, but still fair -- everywhere, that is, but in Canadian broadcast circles, where dishing the dirt on competitors is considered not a done thing" (*GLOBESPORTS.com*, 1/14).

**READY FOR A BIGGER ROLE?** In L.A., Chris Erskine writes TNT NBA analyst Charles Barkley is "becoming the Oprah Winfrey of sports." Erskine: "And I don't mean that just because he shows up almost everywhere. I mean it because he's amazing." During Barkley's "triumphant hosting of 'Saturday Night Live' last week," he "transitioned into comedy better than most comedians." Barkley "might be NBC's answer to what to do about all those 10 p.m. slots that suddenly opened up" with the pending return of Jay Leno to late night (*L.A. TIMES*, 1/15).

## 12. FINAL NIELSEN RATINGS FROM RECENT SPORTS TELECASTS

The charts below list final Nielsen ratings from recent sports telecasts (*THE DAILY*).

TELECAST	DATE	NET	TIME	RAT.
NFC Wild Card: Cardinals-Packers	1/10	Fox	4:41-8:06pm	19.6
NFC Wild Card: Cowboys-Eagles	1/9	NBC	8:06-11:12pm	18.0

AFC Wild Card: Ravens-Patriots	1/10	CBS	1:04-4:13pm	16.9
AFC Wild Card: Jets-Bengals	1/9	NBC	4:37-7:41pm	15.2
"Fox NFL Sunday"	1/10	Fox	4:00-4:30pm	7.1
"NFL on NBC Studio Show"	1/9	NBC	4:00-4:37pm	5.0
"The NFL Today"	1/10	CBS	12:00-1:00pm	4.1
NCAA Basketball: Kansas-Tennessee	1/10	CBS	4:30-7:00pm	2.5
High School Football: U.S. Army All-American Bowl	1/9	NBC	1:00-3:59pm	1.4
Progressive Skating & Gymnastics Spectacular (taped)	1/10	NBC	4:00-6:00pm	1.3
PBR: Built Ford Tough Series: New York City Invitational	1/10	NBC	2:30-4:00pm	0.7
U.S. Snowboarding Grand Prix (taped)	1/10	NBC	1:30-2:30pm	0.6
Women's NCAA Basketball: North Carolina-Connecticut	1/9	CBS	4:14-6:04pm	0.5
Women's NCAA Basketball: Ohio State-Michigan State	1/9	CBS	2:00-4:14pm	0.5

TELECAST	DATE	NET	TIME	U.S.	CABLE	VIEWERS (000)
GMAC Bowl: Central Michigan-Troy	1/6	ESPN	7:00-11:10pm	2.4	2.7	3,518
"Sunday NFL Countdown"	1/10	ESPN	11:00am-1:00pm	2.2	2.5	3,115
"College GameDay"	1/7	ESPN	7:00-8:00pm	1.5	1.8	2,355
NBA: Cavaliers-Nuggets	1/8	ESPN	10:36pm-1:24am	1.4	1.6	2,250
NCAA Basketball: Duke-Georgia Tech	1/9	ESPN	2:03-4:20pm	1.4	1.6	2,087
NBA: Lakers-Clippers	1/6	ESPN	11:10pm-1:06am	1.4	1.6	2,039
NBA: Celtics-Hawks	1/8	ESPN	8:02-10:36pm	1.2	1.4	1,987
NBA: Cavaliers-Trail Blazers	1/10	ESPN	9:00-11:38pm	1.2	1.4	1,779
"NFL Countdown"	1/9	ESPN	11:00am- 12:00pm	1.3	1.5	1,631
NCAA Basketball: Connecticut-Georgetown	1/9	ESPN	12:00-2:03pm	1.1	1.3	1,515

**SOARING HIGH:** The Falcons "for the second consecutive year ... have seen a significant rise in TV ratings." The team finished the '09 season 9-7 and failed to make the playoffs, but ratings improved 7% over the '08 season, when the team finished 11-5. The team averaged 498,000 HHs per game this season. The Falcons this season "did accomplish consecutive winning seasons for the first time," and the team's ratings "have increased 57[%] since 2007, the largest increase of any NFL team" (*ATLANTA CONSTITUTION*, 1/14).

**COOL BREEZE:** In Chicago, Lewis Lazare reports the Blackhawks "have more than doubled their Nielsen ratings for games telecast on" Comcast SportsNet (CSN) Chicago in the last year. A CSN spokesperson said that game telecasts have averaged a 2.1 local rating for 28 games through Wednesday, up 102% over the same period last season (*CHICAGO SUN-TIMES*, 1/15). Meanwhile, CSN Chicago on January 7 earned a 3.4 local

rating for Blackhawks-Bruins, marking its highest regular-season Blackhawks rating ever (CSN).

**BIG APPLE:** YES Network finished the '09 broadcast year as the most-watched RSN on a total-day basis (Monday-Sunday, 6:00am-2:00am ET) for the seventh consecutive year, experiencing a 10.3% growth over '08. YES averaged 82,000 primetime HHs in the N.Y. market for the year, up 13.9% over 72,000 HHs in '08 (YES)....SportsNet N.Y. following last Saturday's Jets-Bengals AFC Wild Card game drew a 0.9 local rating and more than 128,000 viewers from 7:30-8:45pm ET for "Jets Post Game Live," marking the highest-rated "Jets Post Game Live" show ever (SNY).

### 13. MEDIA NOTES

SCENEDAILY.com's Bob Pockrass wrote the "problem" with ABC/ESPN moving all but three of its 17 NASCAR Sprint Cup races this year to cable is that NASCAR and the circuit's tracks "have been touting the fact that for the last three years 24 Cup races have been on network television." But now that is "not the case," as there "will now be 20 points races on cable and 16 on network television." Pockrass: "No one should blame people for being angry and having the perception that things are better on network than on cable. It has been NASCAR people who sold us that theory in the first place" (*SCENEDAILY.com, 1/14*).



**ABC/ESPN Moving All But Three Of Its 17 Sprint Cup Races To Cable This Year**

**AIR WAVES:** In Pittsburgh, Bob Smizik reports a new sports-talk radio station in the city is "in the advanced planning stages and could be on the air as early as next month." The CBS Radio Group is "planning to launch the station on the FM dial," either on WBZW or WZPT. Pittsburgh's two current sports-talk stations – ESPN Radio 1250 and Fox Sports Radio 970 – both are on the AM dial. It is unknown "how much local programming will be carried by the new station," but a source indicated that it "will be considerable, and in that respect comparable to 1250 ESPN" (*POST-GAZETTE.com, 1/15*).

**BROTHERLY LOVE:** HBO Sports has begun production on "Broad Street Bullies," a documentary about the '74 and '75 Stanley Cup-champion Flyers teams. The documentary is set to debut during the Stanley Cup Playoffs in May (*HBO Sports*).

## Leagues & Governing Bodies

### 14. ACTION ITEM FROM MLB TASK FORCE EXPECTED BEFORE SEASON'S START

At least one action item from MLB Commissioner Bud Selig's newly formed on-field task force is expected prior to the start of the '10 season following a nearly four-hour session Thursday in Paradise Valley, Arizona. Meeting for the first time since the December formation of the group, the 14-member panel discussed more than 15 separate topics, Selig said, though much like Wednesday's unprecedented gathering of GMs at the owners' meetings, he declined to disclose specific details. There is already consensus on some issues, however, the commissioner said. "This was a great exchange of ideas. I said

there would be no sacred cows, and there were no sacred cows. Everything was on the table," Selig said. "The group took this very seriously, and everybody had very strong opinions." He later joked the only subject not discussed was an evaluation of the commissioner. Selig created the group -- assembled from a mix of team owners and execs, GMs, managers, league consultant Frank Robinson and syndicated columnist George Will -- to address a wide range of competition-related issues such as postseason scheduling, instant replay and pace of game play. The recommendations expected to come from the panel will likely be a mix of items that Selig can act on unilaterally, will require owner approval, or will need to be collectively bargained with the MLBPA. Selig said he intends to convene the task force again in the next two to three weeks at a yet-to-be-determined location. "We have a lot of work to do," he said. "I have a sense that action will come out of this soon. This is an action committee. Some will happen pretty quickly, others will take some time" (*Eric Fisher, SportsBusiness Journal*). The next owners' meetings are set for May, and Selig said of the task force, "I think I'm going to bring them to that meeting -- that's how good it was. I know they enjoyed it. They made a major contribution to our understanding of a lot of really tough issues" ("*Hot Stove, MLB Net, 1/14*").

**ECONOMIC FORECAST:** Selig said it is too soon to say definitively whether the league will have a better fiscal year this year than in '09. League revenues were roughly flat compared to '08 at around \$6.5B, in part because of new revenue from the MLB Network offsetting declining gate receipts. Selig: "We're sort of at the same level, perhaps a little better. You can't get a group of economists to agree on what's going to happen, but I think we'll do OK (this year)." To that end, several individual teams have indicated that ticket sales patterns have closely resembled '09 in that consumers are waiting as long as possible to make purchasing decisions. Will, as he did last January, made a presentation to the owners on his outlook for the national economy.

**STEPPING UP TO THE PLATE:** The owners Thursday also heard a presentation from Stand Up 2 Cancer, which MLB has been supporting since '08, on the organization's ongoing work to fight the disease. Selig called the session among the most moving in his 40 years of attending owners' meetings. "I don't think I've ever seen more emotion. I'm very proud of our association with this group. They do tremendous work. This issue is so pervasive now -- everybody's been affected by it in some way" (*Fisher*).

**STRIKING A NEW DEAL:** The AP's Bob Baum reported MLB owners "unanimously ratified a five-year contract with umpires on Thursday, wrapping up a decade of labor peace in a sport once plagued by work stoppages." A source said that the deal, "expected to be ratified by umpires on Monday, would remove a ban on umpires appearing in consecutive World Series." A source said that the agreement "also would allow management to use video to evaluate umpires and establish new programs for early retirement" (*AP, 1/14*).

## 15. **GOODSELL REMAINS OPTIMISTIC ABOUT CBA TALKS, HOPES FOR PROGRESS**

NFL Commissioner Roger Goodell Friday morning said he wishes there was "more progress happening" in CBA negotiations with the NFLPA, but added the "good news is that dialogue is happening." Goodell: "Obviously, as we get closer to the start of a new year, it becomes increasingly likely we'll be in an uncapped season and the clubs are preparing for that." Meanwhile, Goodell stressed that the Redskins and Seahawks both adhered to the Rooney Rule in hiring new head coaches this month. Goodell: "I actually feel that the Rooney Rule was not only observed, it was followed very sincerely. ... I'm aware of both the owners' and the CEOs' perspective going back several weeks and their initiative and what they were thinking about." He added, "I'm confident that both

clubs went after this with the right perspective and the right process." Meanwhile, Goodell said moving the Pro Bowl from Hawaii to Miami, the site of this year's Super Bowl, is a "big change, and we thought it was a great way to create a new platform and a bigger platform for our great players." He noted, "We've already sold more tickets to the Pro Bowl this year than we've sold in the past. Hawaii has been a great place and we're going back next year, but this is an opportunity for us to try something different" ("*Mike & Mike in the Morning*," *ESPN2*, 1/15).

**SIDES STILL FAR APART:** NFLPA Exec Dir DeMaurice Smith Wednesday addressed the CBA negotiations and said he has a "hard time understanding why in the era of such good business why we just can't get this thing taken care of sooner rather than later." When asked whether he has been contacted by politicians about preventing a work stoppage in '11, Smith said the NFLPA has "fielded a lot of questions across the board and some of those questions have come from not only people on the Hill but people within state houses, state legislatures, state attorney generals, consumer interest groups." Smith: "Everyone wants to make sure that this game goes forward and the players are absolutely committed to that. It's my job to try to figure out why eight billion isn't enough" (*CHICAGOBREAKINGSPORTS.com*, 1/13).

**INCONSISTENT POSITION?** In St. Paul, Brian Murphy reports the NFL "went on the offensive in a Minneapolis courtroom Thursday, attacking claims" by Vikings DTs Kevin and Pat Williams that the league "violated state drug-testing laws when it suspended them" in '08 for taking the StarCaps supplement, which contains a banned substance. The NFL "argued for the first time Thursday that the Williamses could not sue the league for violating" the Drug and Alcohol Testing in the Workplace Act because the Vikings "are their employers, not the NFL, which is responsible for disciplining players under the anti-doping policy." Peter Ginsberg, an attorney for the Williamses, "seized on that to portray a conflict in legal positions the NFL is staking in separate court cases," including *American Needle v. NFL*. The league in that case Wednesday "argued its teams should be allowed to operate as a single business unit when negotiating licensing and merchandising contracts" (*ST. PAUL PIONEER PRESS*, 1/15).

#### 16. DON GARBER SAYS MLS, MLSPU "WORKING HARD" TO REACH NEW CBA

MLS Commissioner Don Garber Thursday said the league and the MLSPU are "working hard collectively" to reach a new CBA that is "going to be good for both players and for management." He said the two sides have spent a "lot of time talking, but I'm not sure over the last year we spent time really talking and we're really talking now." Garber: "We're meeting regularly. We met several times last week. We'll meet again next week, but we are going to get to a point where both the players and management are going to have to make some tough decisions. We're not going to be able to agree to a deal that's not in the long-term best interest of the league. We've been doing very well over the last 10 years making this league very stable ... and clearly the players are going to have to try to think about what kind of deal they'll accept." ESPN soccer analyst Alexi Lalas noted MLS team owners believe the current CBA has "not only gotten us here through the good times, but more importantly through the lean times." Lalas: "I think that there is a deal out there to be done. But some of the changes are very, very difficult because they are completely counter to what the ownership believes is not just the past, but also -- at least for the foreseeable future -- needs to be in place to go forward." ESPN's John Harkes noted 80% of MLS players have non-guaranteed contracts and said, "Are you kidding me? ... From the players' perspective, things have to advance and improve" ("*2010 MLS Superdraft*," *ESPN2*, 1/14). Garber noted the MLS and union plan to meet next Wednesday in DC, and said, "Everything so far is positive. We're going to try to reach an

agreement that's good for the management but also good for the players"  
(*PHILADELPHIA INQUIRER*, 1/15).

## Franchises

### 17. FRANK MCCOURT SAYS DIVORCE NOT AFFECTING TEAM, WON'T FORCE SALE

Dodgers Owner Frank McCourt said that his pending divorce from former team CEO Jamie McCourt "has not prevented management from improving the roster this winter and won't force a full or partial sale of the franchise," according to Ken Gurnick of MLB.com. McCourt "assured fans he will retain control of the franchise, that he remains committed to fielding a sustainable championship team, and that he should be judged by what happens on the field." McCourt: "To repeat what I said in October, my personal situation and divorce has no bearing on the team whatsoever. As I've said, I own the team and we're moving forward as we have in the past six years. ... I own the team, it's not for sale and my hope someday is that my four boys will own the team." Gurnick noted the Dodgers' payroll is projected to drop from \$100M last season to around \$85-90M this season, and "skeptics such as agents claim the Dodgers' payroll has been frozen because of the divorce." But McCourt said, "We've spent a huge amount of money during my tenure as owner. ... I wish there was a direct correlation between how much you spend and how many games you win. Unfortunately, there is not." Meanwhile, McCourt's "vision of a refurbished Dodger Stadium and development of the surrounding 300 acres into a year-round entertainment destination ... has been slowed by the economic downturn." Gurnick noted there will be "modest improvements this year with the addition of portable concessions stands." McCourt said that nearly \$150M has "already been spent on the site since he bought the club and he's hopeful major construction will resume next winter" (*MLB.com*, 1/14).

### 18. MARLINS SIGN JOHNSON TO \$39M DEAL DAYS AFTER PLEDGE TO SPEND

The Marlins and P Josh Johnson Thursday agreed to a four-year, \$39M contract extension, just two days after the team pledged to "raise payroll," according to Clark Spencer of the MIAMI HERALD. The agreement "follows closely on the heels of an unprecedented three-party agreement" by the Marlins, MLB and the MLBPA in which the Marlins "promised to increase payroll as dictated by the Basic Agreement." Johnson is the "first Marlins pitcher to have a long-term contract since Jeffrey Loria took over as owner in 2002" (*MIAMI HERALD*, 1/15). In Ft. Lauderdale, Juan Rodriguez notes the contract was "not a cause-and-effect situation." Johnson is set to make \$3.75M this season and \$7.75M in '11, "salaries the Marlins already had budgeted" (*South Florida SUN-SENTINEL*, 1/15). Also in Ft. Lauderdale, Ethan Skolnick wrote, "Were they pushed by the recent joint letter from Major League Baseball and the players union, essentially warning them to stop pocketing all that revenue sharing loot? Perhaps. But I don't care." The Marlins needed to "start showing their fan base that they were serious, and they needed to do so before they moved into the new stadium that required significant public funding." Skolnick noted that is why he "took exception to David Samson's assertion ... that the team would start spending money after it saw how fans responded to the new stadium" (*SUN-SENTINEL.com*, 1/14). ESPN.com's Buster Olney writes, "Within hours after getting their wrists slapped by the powers within the industry for not spending enough, the Marlins spent to lock up Josh Johnson" (*ESPN.com*, 1/15).

**SUNNY SKIES AHEAD?** In West Palm Beach, Greg Stoda notes perhaps the Johnson extension is a "sign of things to come, with a new stadium set to open in 2012."

It would be "fun to see what" Marlins President of Baseball Operations Larry Beinfest "could build if Florida were to nudge" last season's \$36.8M payroll just a little higher. Stoda: "It's a waste to shackle Beinfest's genius with such strict economic constraints" (*PALM BEACH POST*, 1/15).

#### 19. ARENAS' FELONY CHARGE LIKELY NOT ENOUGH FOR WIZARDS TO VOID DEAL

Suspended Wizards G Gilbert Arenas is expected to plead guilty Friday to a "single felony count of carrying a pistol without a license" in DC, which "would not be enough to allow the Wizards" to void the remainder of his contract, according to sources cited by Wise & Lee of the WASHINGTON POST. Arenas has four years and \$80M left on his contract with the Wizards after this season, and a source indicated that the "only way a team can terminate a contact, in addition to the league suspension, would be to meet a very high standard." However, Wise & Lee note "neither side may be interested in reviving the relationship if and when the NBA reinstates" him from indefinite suspension. A source close to Arenas said that the Wizards G believes team President Ernie Grunfeld and other club officials "failed to support him following his locker room confrontation on Dec. 21 with teammate Javaris Crittenton." Grunfeld declined to comment on the matter, but sources said that if Arenas "cannot be traded and his contract cannot be voided, brokering a peace between the team and the player would be difficult" (*WASHINGTON POST*, 1/15).

**POTENTIAL FALLOUT:** ESPN.com's J.A. Adande said a guilty felony plea or conviction for Arenas "certainly changes the landscape" of whether the Wizards can void his remaining contract. Adande: "There's a clause in the standard player contract that allows for termination based on moral turpitude. That can be a very vague term. However, felony is very specific. No one doubts the meaning of that" (*SportsCenter, ESPN*, 1/15). The Washington Post's Michael Lee said if Arenas is charged and convicted of a felony, the Wizards "have all the rights to go after" voiding Arenas' contract. Lee: "If he pleads down to a misdemeanor, then there is no way they can go after his contract." The Post's Mike Wise: "This is business, and if Ernie Grunfeld is going to work for Ted Leonsis in the future -- if Ted Leonsis gets this team -- he needs to be rid of that contract" (*Washington Post Live, Comcast SportsNet Mid-Atlantic*, 1/14). An NBPA source "vowed to fight any attempt to terminate the contract," but ESPN.com's J.A. Adande reported there are "indications the rank and file would not feel the need to rally around this cause." Would the Arenas case, in which he was "clearly in the wrong in many eyes, be worth winning at the expense of weakening the players' position down the road?" (*ESPN.com*, 1/14). Meanwhile, TNT's Charles Barkley said, "I don't want the Washington Wizards -- who are a horrible organization I might add -- to use this as a way of saving money. Gilbert should be suspended, but the notion he should be suspended for the rest of the year or kill his contract, which he has \$90(M) left -- this is not a \$90(M) incident" (*Inside The NBA, TNT*, 1/14).

**A DIVIDED LOCKER ROOM?** YAHOO SPORTS' Adrian Wojnarowski reports this case has "polarized the Wizards' locker room -- pitting the front office and players against each other -- and an unprecedented fight to terminate Arenas' contract could unravel the franchise." A source said, "If they try to terminate his contract and fail, they're in big trouble." Wojnarowski writes the Wizards "marketed and made money on the clown persona that ultimately got Arenas an indefinite suspension by NBA commissioner David Stern, and they don't deserve the salary-cap relief that voiding his contract would give them." The Wizards' organization "isn't a victim of Arenas' recklessness, but a co-conspirator" (*SPORTS.YAHOO.com*, 1/15). ESPN's Tony Kornheiser said to "PTI" co-host Michael Wilbon, "You argued -- and I thought rather persuasively -- that to this

point the punishment was much worse than the crime. They're taking down his picture, they're not selling his jersey, so on and so forth." Wilbon: "When you're talking about scrubbing someone's face and name from history, I think that ridicule is a little over the top, even for this" (*"PTI," ESPN, 1/14*).

## 20. NFL FRANCHISE NOTES: JETS' WINNING STREAK HELPING PSL SALES

In N.Y., Richard Sandomir writes as the Jets "accelerate their marketing" before their new 82,500-seat Meadowlands stadium opens next season, they "seem like a legitimate team with a good future." Two-thirds of the seats at the stadium "require buying personal seat licenses" for \$4,000-30,000 each, and the Jets "refuse to say how many remain." But winning "six of the last seven games has helped sales." Jets Exec VP/Business Operations Matthew Higgins said that "all of the seats in the Coaches Club, which contains the most expensive seat licenses in the house, have been sold." Meanwhile, Sandomir notes the Giants are "more forthcoming with numbers" of sales for the new stadium, "perhaps because they are closer to a sellout." Giants officials said that the team has "fewer than 1,500 seat licenses left, all in club areas, including 300 for the most expensive behind their home bench" (*N.Y. TIMES, 1/15*).

**CLEANING HOUSE:** In Cleveland, Tony Grossi reports "at least six" Browns staffers have been fired as new President Mike Holmgren "fulfilled his promise to make changes." The "entire pro personnel department" of Steve Sabo, Keith O'Quinn, Jim Jauch and James Kirkland was "wiped out" by new GM Tom Heckert. The "sweep of the pro department might set up the arrival" of Seahawks Dir of Pro Personnel Will Lewis, who has a "long relationship with Holmgren." Assistant trainers Danny Long and James Williams also "were let go," and "more changes are expected -- some in high places -- as Holmgren streamlines the organization" (*Cleveland PLAIN DEALER, 1/15*).

**SEARCH PARTY:** In Pittsburgh, Ed Bouchette reports the Seahawks "have narrowed their search for a general manager to two men," Steelers Business & Football Administration Coordinator Omar Khan and Patriots Senior Football Advisor Floyd Reese. Reese served as Titans GM from '94-06 (*PITTSBURGH POST-GAZETTE, 1/15*). NFL.com's Jason La Canfora reported sources as saying that Reese "already has had contact with Seahawks owner Paul Allen." Reese has "worked with new coach Pete Carroll in the past and has deep roots with him," and the other candidates for the position "believe Reese will get the job" (*NFL.com, 1/14*).

**WAITING IN THE WINGS:** SI.com's Don Banks wrote when Ravens Dir of Player Personnel Eric DeCosta "declined to interview for the Seahawks general manager job last week, it was a clear indication that he has emerged as the obvious heir apparent" to longtime Ravens GM Ozzie Newsome. There is "no timetable for Newsome's departure from the organization," but "in the coming weeks, look for Baltimore owner Steve Bisciotti to make the line of succession official in terms of the Ravens' general manager position" (*SI.com, 1/12*).

## 21. FRANCHISE NOTES

In N.Y., Waldstein & Schmidt cite a source as saying that the Mets contacted MLB "seeking legal advice" regarding CF Carlos Beltran's recent surgery, which the team claims was "done without their permission." The league informed the Mets that they could either "attempt to withhold pay" from Beltran for the time he spends recuperating or the team can "take a more difficult path and try to void" the remaining two years and \$37M on his contract. The "most likely course is that the Mets will attempt to do neither and hope Beltran comes back healthy" (*N.Y. TIMES, 1/15*). Also in N.Y., Botte & Mccarron write, "Welcome to the Mets' latest injury fiasco and PR disaster" (*N.Y. DAILY*

*NEWS*, 1/15). FanHouse.com's Jay Mariotti: "This is a reflection of the disarray of Mets management" ("*Around The Horn*," *ESPN*, 1/14).

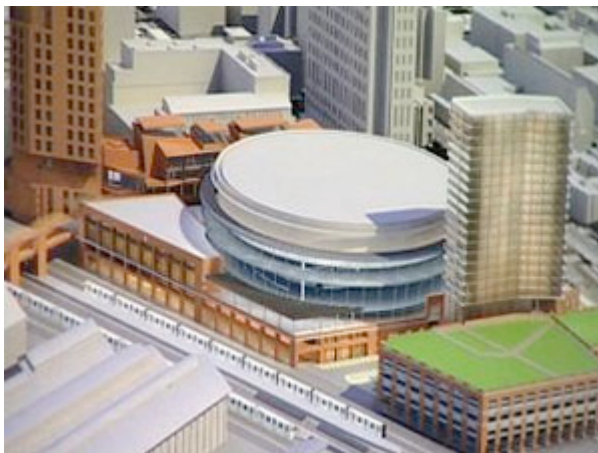
**READY FOR SOME FUTBOL:** In Philadelphia, Jeff Gammage notes the crowd at Thursday's MLS SuperDraft at the city's Convention Center was "standing-room-only, with dozens more fans watching on monitors set up on the concourse." The expansion Philadelphia Union had "at least 200 Union supporters who rocked the ballroom," and team CEO & Operating Partner Nick Sakiewicz said, "Another landmark day to building the team. Philly has gone from zero to a hundred miles per hour in the soccer world." Sakiewicz earlier this week noted that team has "sold about 9,000 season tickets" at their 18,500-seat Chester stadium, and the "highest-priced sideline seats are sold out" (*PHILADELPHIA INQUIRER*, 1/15).

**WHERE'S THE LOVE?** In Charlotte, Tom Sorensen notes the Bobcats are 14-4 at Time Warner Cable Arena this season, but there were only about 7,500 fans in attendance Tuesday night for the team's "thrilling comeback victory" over the Rockets. The Bobcats are "tough to ignore," putting out an "entertaining, sound and solid" product. They have a "tremendous opportunity to upgrade their profile this weekend" with home games against the Spurs and Suns. The Bobcats through Thursday have won five consecutive home games, and it will be "interesting to see what we talk about if they somehow make it seven" (*CHARLOTTE OBSERVER*, 1/15).

**MATCH FIT?** In London, Wallace & Fleming report Serie A club Cagliari Owner Massimo Cellino has been "identified as one of the frontrunners" to buy EPL club West Ham United, but he will "have to pass the league's 'fit and proper person test' if he is to be allowed" to buy the franchise. Cellino and his sister Lucina from '96-'00 "fought a high-profile case against charges that they defrauded the European Union over a contract to ship grain to developing countries." The case effectively ended in a plea bargain, but the "complex nature of the trial's conclusion would mean that the Premier League would have to seek legal advice to decide whether Cellino" should be allowed to acquire West Ham (*London INDEPENDENT*, 1/15).

## Facilities & Venues

### 22. NBA, MALOOF'S BACK KINGS ARENA PROPOSAL INVOLVING LAND SWAP



**Proposal To Build New Kings Arena, Entertainment Complex Unveiled Thursday**

submissions were unveiled Thursday night at City Hall, but NBA officials said that they

The NBA Thursday said that it is "backing a dramatic land-swap proposal that would move the State Fair to the Arco Arena site" and build a new Kings arena and entertainment complex "next to the downtown train depot," according to Bizjak & Breton of the SACRAMENTO BEE. The proposal was unveiled Thursday night by Sacramento developer Gerry Kamilos, alongside "international financiers and NBA executives." The concept is the "most spectacular of seven arena concepts submitted in response to a request from Sacramento Mayor Kevin Johnson." Details of the other

and Kings owner the Maloofs support the land-swap concept "because it has what other proposals don't -- private investors willing to put up money." The Maloofs in a statement said, "We're committed to help any way we can." Baltimore-based Moag & Co. CEO John Moag, a consultant working for the NBA on the arena project, noted that the land-swap plan "has been in the works for nine months." Moag said that the Kings have agreed in concept to put \$300M into the project in the form of a 30-year lease with \$10M annual rent payments. Part of the Arco site is owned by the city, and part by the Kings, and Moag indicated that a \$70M "loan the Kings owe the city would be retired in the deal." The arena would be "owned during that time by a private development group" including Kamilos, Sacramento developer David Taylor and "private cash partners." That group would "front the initial costs of an arena -- an undetermined amount -- with cash from the two key" supporters: Australia-based Macquarie Capital and California-based Pacific Coast Capital Partners. Johnson's arena task force is "expected to review the seven proposals and submit an arena concept to the mayor in March" (SACRAMENTO BEE, 1/15).

**OUT WITH THE OLD, IN WITH THE NEW:** In Sacramento, Kelly Johnson noted the NBA and Cal Expo, which would be sold and "used for new development" under the land-swap proposal, have been "negotiating for three years over a proposal to develop a sports and entertainment complex there as part of a larger plan to revitalize the state fairgrounds." Kamilos Thursday said that his group will "provide details of its financing plan in mid February." Moag said that the project would "probably require two years for entitlements," with the goal to "break ground in October 2012 or early 2013, and open in 2014." Moag noted that "until a sports and entertainment complex would be designed, it is impossible to estimate a price tag." He suggested that the "initial phase of an arena, parking garage and the payment to Cal Expo could run" around \$675-700M (BIZJOURNALS.com, 1/14). FANHOUSE.com's Tom Ziller wrote the NBA's "quick reversal on the Cal Expo project is surprising." The viability of the land-swap plan "depends on where the money comes from." Ziller noted "no one expects the Maloofs to contribute much, and public funding will likely be limited to land and tax breaks" (FANHOUSE.com, 1/14).

### 23. NOSTALGIA UNLIKELY TO SAVE PENS' MELLON ARENA FROM DEMOLITION

Nostalgia for Mellon Arena is "running high in its final season," but Penguins President David Morehouse said that "fond memories are no reason to spare Mellon Arena from demolition once" Consol Energy Center is completed in time for the '10-11 NHL season, according to Jeremy Boren of the Pittsburgh TRIBUNE-REVIEW. Morehouse: "It's not that we're not nostalgic about the arena, it's just that it has outlived its usefulness. The memories will last forever, but the arena shouldn't." Some critics have said that the Penguins "backed away from creating merchandise and other reminders of its final season, such as a patch for players' uniforms," but Morehouse said that the team is "planning a farewell celebration that will feature appearances by yet-to-be-named former players, a commemorative book and,

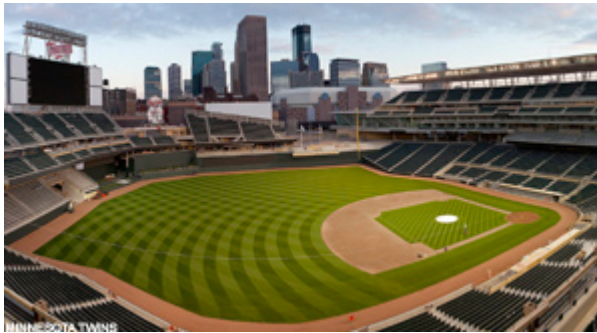


**Penguins President Says Mellon Arena Has Outlived Its Usefulness**

possibly, a final concert by the Pittsburgh Symphony Orchestra." Morehouse added during Penguins home games this season, the arena's big screens show video clips dubbed "Mellon Arena Memories." Boren notes in December, the Penguins "sent metal Christmas ornaments stamped with 'Mellon Arena' and 'Final Season' around an image of the arena with Downtown buildings in the background," and the ornaments are a "top seller on the team Web site at \$19.99 a piece." Meanwhile, a Facebook group created by Pittsburgh-based architect Rob Pfaffmann "has amassed nearly 3,000 'fans' under the banner of 'Reuse the Igloo." The Penguins began play at the arena in '67, and Pennsylvania state Sen. Wayne Fontana said that the team and the Pittsburgh-Allegheny County Sports & Exhibition Authority, the arena owner, are "trying to appear to have an 'open mind' about preserving the arena, but it may be too late" (*Pittsburgh TRIBUNE-REVIEW*, 1/15).

#### 24. FACILITY NOTES

USA World Cup Bid Committee Exec Dir David Downs said that Chicago did not make the list of 18 potential host cities for the '18 or 22 event because the city "balked at making financial guarantees that could have cost taxpayers" about \$10M. Chicago was on the list of 27 U.S. finalists announced in August, but Downs said that Chicago Park District officials told the bid committee in "late December that they did not want Soldier Field ... to be part of their effort." In N.Y., Dan Mihalopoulos notes Soldier Field was "widely considered a shoo-in to host" games should the tournament be held in the U.S. (*N.Y. TIMES*, 1/15).



**ON THE MENU:** MLB.com's Kelly Thesier noted the Twins will "provide fans with a wide variety of food options" when Target Field opens on April 12. The food choices at the new ballpark "will range from the classic ballpark fare of hot dogs and peanuts to Minnesota-inspired signature items such as the steak sandwich from famed Murray's steakhouse." Among other

**Twins Will Provide Fans With Wide Variety Of Food Options When Target Field Opens April 12** new offerings "will be a stand called 'State Fair Classics,' featuring walleye-on-a-stick and cheese curds, and two full-service restaurants where fans can dine while at the ballpark." There will be "nine different themes for the permanent concession stands at Target Field, three of which pay tribute to Twins greats" (*MLB.com*, 1/14).

**ONE, TWO PUNCH:** In Ft. Worth, Randy Galloway writes to call Cowboys Stadium "a 'success' seriously limits the impact." Since its grand opening in June, "nothing in sports, or beyond, has had this kind of \$1.2[B] immediate wow factor." The "latest and newest addition to the Arlington lineup came this week," when it was announced that the facility will host the March 13 Manny Pacquiao-Joshua Clottey bout. Top Rank Chair Bob Arum told Cowboys Owner Jerry Jones the stadium will "take boxing to a place it's never been" (*FT. WORTH STAR-TELEGRAM*, 1/15).

**BLOW OUT SALE:** In New Jersey, John Brennan reports the Giants and Jets have hired memorabilia dealer Brandon Steiner to "direct memorabilia sales" from Giants Stadium. The teams are "attempting to recoup much or all of demolition costs." New Meadowlands Stadium Co. President & CEO Mark Lamping indicated that tearing down Giants Stadium "could cost nearly as much as the \$17[M] tab for eradicating" Shea Stadium (*Bergen RECORD*, 1/15).

## Olympics

### 25. IOC PRESIDENT CONFIRMS HE WILL MEET WITH USOC EXECES NEXT MONTH

IOC President Jacques Rogge will meet with USOC Chair Larry Probst and CEO Scott Blackmun in Vancouver next month to "begin healing the troubled relations that led to Chicago's humiliating defeat for the 2016 Games," according to Stephen Wilson of the AP. Rogge Thursday said that he has arranged a meeting with Probst and Blackmun as "part of an effort to improve ties and bring the American body back into the international fold." Rogge: "There is a lot of goodwill on both sides. The IOC wishes to have a very good relationship with what is still today in sport the No. 1 national Olympic committee in terms of results." Rogge noted that the meeting "will take place in Vancouver before or during the Feb. 12-28 Winter Games." He said that IOC and USOC officials "also would meet separately in Vancouver to discuss the thorny financial issues that have caused resentment among many IOC members." Wilson noted a decade of "revolving-door and ineffective leadership has isolated the USOC in the international Olympic world, but Rogge is hopeful that Blackmun's appointment will usher in a new era." Rogge said of Blackmun, "There seems to be a lot of praise coming from all sides in the United States, so that bodes well. The advantage is he knows sport and the USOC very well" (*AP, 1/14*).

**SWEET SIXTEEN:** Rogge Thursday said that Rio de Janeiro won the right to host the '16 Games "on merit and not on its geographical location." He said the IOC "did not choose Brazil because South America had never got the Games before." Rogge: "We chose Brazil because of the quality (of the bid). The purpose of the Olympic Games is not to serve the public opinion of a country or region." Meanwhile, Rogge "denied that the costs of staging the Games had spiraled out of control, saying that many governments had chosen of their own accord to make improvements to coincide with the event." He added, "We make every effort to keep the costs under control. They are in line with inflation and it is not up to us what improvements the government decides to make in terms of general infrastructure" (*REUTERS, 1/14*).

## Collegiate Sports

### 26. BUSINESS OF COLLEGE SPORTS DOMINATING NCAA CONVENTION IN ATLANTA

By Michael Smith, Staff Writer, SportsBusiness Journal

The business of college sports has dominated discussions at this week's NCAA Convention, which runs through Saturday at Atlanta's Marriott Marquis and Hyatt. Citing a now-familiar refrain in college sports that the current financial model cannot be sustained, Smith College sports economist Andrew Zimbalist advocated for a football playoff and an antitrust exemption to help regulate coaches' salaries. Earlier, SMU President and Knight Commission co-Chair Gerald Turner and Michigan professor Rodney Fort both pressed for a reduction in the financial pressures on college sports. "If the solutions were known, we'd have added another section in our report. But the discussion at least has to begin," Turner told the audience



of athletic administrators. The convention audience Thursday heard from interim NCAA President Jim Isch, who delivered the state of the association report. Isch says the permanent replacement for late President Myles Brand, who died on September 16 from pancreatic cancer, is expected by the fall. Additionally, U.S. Secretary of Education Arne Duncan made quite an impression Thursday when he called for even stricter penalties against teams that do not graduate their players. Duncan called the NBA's age limit rule a farce and intellectually dishonest. Today, the NCAA moves deeper into its business phase with the Division I issues forum and business session. The convention concludes Saturday with final meetings by the NCAA's executive committee.

**REMEMBERING BRAND:** During the convention, the NCAA announced it is donating \$500,000 to the Myles Brand Chair in Cancer Research at the Indiana University School of Medicine in Indianapolis.

## Sports & Society

### 27. SPORTS LEAGUES, TEAMS HELPING CONTRIBUTE TO HAITI RELIEF EFFORTS

The NFL "plans to promote relief efforts in Haiti by having messages about the Red Cross's donation line aired during the television broadcasts of this weekend's four playoff games," according to Mark Maske of the WASHINGTON POST. NFL officials indicated that Commissioner Roger Goodell "directed the league office to work with CBS and Fox, the TV networks carrying this weekend's games, to provide messages to viewers before and during games about the Red Cross's text-to-give line to aid relief efforts in Haiti after this week's devastating earthquake there." NFL officials said that the league has also "contacted ESPN and the league-owned NFL Network about running similar messages during their pregame shows this weekend." The league is filming a PSA "featuring several NFL players that is to air during this weekend's games to further promote relief efforts." Officials said that there will be "video-board messages and public address announcements at the stadiums at all four games." NFL research indicated that "about two dozen NFL players were either born in Haiti or are first-generation Haitian-Americans" (*WASHINGTONPOST.com, 1/14*).



**Watch Dalembert's PSA For Haiti Relief**

television shows in recent days to solicit support, including ESPN's "SportsCenter," CNN's "Larry King Live" and MSNBC's "The Dylan Ratigan Show." Wizards F Mike Miller also has filmed a PSA that will be posted on Wizards.com Friday and will air in Verizon Center beginning Saturday. Meanwhile, NBA D-League Utah Flash Owner Brandt

### **PERSONALLY GETTING**

**INVOLVED:** 76ers C Samuel Dalembert, a native of Haiti, will present \$100,000 to UNICEF prior to Friday's game against the Kings at Wachovia Center to help aid in relief efforts. Dalembert also has pledged to match the amount of money donated by 76ers fans at the UNICEF table on the concourse during Friday's game. Dalembert is currently the only active Haitian player in the NBA. He appears in a PSA that debuted Thursday night on TNT asking for assistance. Dalembert has appeared on several

Andersen is travelling to Haiti this weekend along with 10 doctors on an approximately week-long trip to provide supplies to victims of the earthquake (*THE DAILY*).

**NBA CARES:** Several NBA teams are launching Haiti relief efforts. In Orlando, Josh Robbins reported the NBA and the Magic are "lending their support" to relief efforts in Haiti. NBA Cares has "created a link on its Web site to encourage people to donate to UNICEF." The Magic "have done the same on their Web site." Some NBA players have even "used their Twitter pages to encourage people to donate" (*ORLANDOSENTINEL.com, 1/14*). The Heat and AmericanAirlines Arena have launched an emergency relief drive to help provide essentials to victims in Haiti. Each person who makes a donation at the AmericanAirlines Arena drop-off location will receive a voucher for two tickets to select Heat home games in February (*Heat*). In Chicago, K.C. Johnson reports the Bulls have "teamed with UNICEF to aid relief efforts in Haiti." Donations "will be collected during Friday's game and a relief drive gathering essentials will be conducted during" the February 2 game against the Clippers (*CHICAGO TRIBUNE, 1/15*).

**MLB, NHL DOING THEIR PART:** MLB Thursday pledged an immediate donation of \$1M to benefit earthquake victims in Haiti. The donation, coordinated through UNICEF, is being made on behalf of MLB, its 30 clubs, MLB Network and MLB.com. In addition to the donation, MLB Net will air PSAs encouraging fans to donate toward Haitian relief efforts. MLB Commissioner Bud Selig said, "I reminded the owners today that we remain a social institution, and are privileged to be in that position." Meanwhile, the NHL Thursday also donated \$100,000 to UNICEF in support of relief efforts (*THE DAILY*).

**OTHERS CHIPPING IN:** The Harlem Globetrotters are donating a portion of the gate revenue from the seven games scheduled for the weekend of January 22-24 to UNICEF's relief efforts (*Globetrotters*). Meanwhile, Def Jam Founder Russell Simmons said that Tiger Woods is "considering a \$3[M] donation that would send doctors and supplies to Haiti." Simmons and reps from Wyclef Jean's Haitian relief organization Yele have "asked Woods to support the effort" (*N.Y. DAILY NEWS, 1/15*).

**SOCCER STAR SAFE:** In Utah, Dan Rasmussen reports MLS Real Salt Lake (RSL) officials "received word Thursday morning from Haitian-born midfielder Jean Alexandre that he is alive and safe." The club "didn't receive confirmation that he was OK until he sent an e-mail to them from Argentina Thursday." RSL and KUTV-CBS, along with several other companies around Salt Lake City, will be holding a "telethon fundraiser with the Red Cross" on Friday from 6:00am-7:00pm MT. RSL MF Andy Williams and MF Raphael Cox are "scheduled to participate" (*DESERET NEWS, 1/15*).

## Sports Industrialists

### 28. ARSENAL TAKEOVER WOULD ADD TO STAN KROENKE'S STRONG PORTFOLIO

Kroenke Sports Enterprises Owner **STAN KROENKE** has "built a portfolio that makes him one of the most powerful people in sports," but his next move "will firmly establish him ... as a major attraction on the sports world's map," according to a profile by Jere Longman of the *N.Y. TIMES*. Kroenke is "on the verge of taking control" of EPL club Arsenal. He owns 29.9% of the club and is "17 shares short" of reaching 30%, a threshold at which he would have to make a bid for the entire team. Some Arsenal fans "worry a new owner will saddle the club with debt and curb the signing of players," but sports finance experts said that that "has not been Mr. Kroenke's style." MLS Commissioner **DON GARBER** said that Kroenke's "interest in soccer was apparently

piqued by another billionaire entrepreneur, **PHIL ANSCHUTZ**, from whom he bought" the MLS Rapids in '03. Longman notes Kroenke's business model with the Rapids, Nuggets and Avalanche "has been to own not just teams, but also the building in which they play, the regional sports network (Altitude) that broadcasts their games and the ticket distribution system (TicketHorse)." Meanwhile, Kroenke's personality is "most often described for what it is not -- flamboyant." NBA Commissioner **DAVID STERN** said that Kroenke is "inquisitive and analytical, 'as knowledgeable a person as there is' about basketball, an owner 'willing to do old things in a new way,' but ultimately a man without anecdotes." Stern said that Kroenke "remains so self-controlled" that he has "never once called the NBA offices to complain about officiating." Longman noted neither Kroenke "nor his associates were made available" for the article (*N.Y. TIMES, 1/15*).

### 29. WMG, JAMES GRANT SPORTS LEAD WAY WITH FIVE MLS FIRST-ROUND PICKS

Wasserman Media Group and James Grant Sports, formerly known as Proactive, both represent five players selected in the first round of Thursday's MLS SuperDraft. The top two picks -- **DANNY MWANGA** from Oregon State Univ. and **TONY TCHANI** from the Univ. of Virginia -- are repped by WMG, while JGS represents all four Wake Forest players selected among the top 14 picks. The following chart, which was compiled by SportsBusiness Journal's Tripp Mickle, lists the first round SuperDraft selections and their representation (*THE DAILY*).

NO.	TEAM	PLAYER	AGENCY
1)	Union	Danny Mwanga/F/Oregon State	Wasserman Media Group
2)	Red Bulls	Tony Tchani/MF/Virginia	Wasserman Media Group
3)	Earthquakes	Ike Opara/D/Wake Forest	James Grant Sports
4)	Wizards	Teal Burnbury/F/Akron	First Wave Sports
5)	FC Dallas	Zach Loyd/MF/North Carolina	First Wave Sports
6)	Union	Amobi Okugo/MF/UCLA	Wasserman Media Group
7)	Union	Jack McInerney/F/Cobb Soccer Club	James Grant Sports
8)	Crew	Dilly Duka/MF/Rutgers	Wasserman Media Group
9)	Revolution	Zack Schilawski/F/Wake Forest	James Grant Sports
10)	Chivas USA	Blair Gavin/MF/Akron	First Wave Sports
11)	Sounders FC	David Estrada/F/UCLA	No representation
12)	Crew	Bright Dike/F/Notre Dame	No representation
13)	Fire	Corben Bone/MF/Wake Forest	James Grant Sports
14)	Red Bulls	Austin daLuz/MF/Wake Forest	James Grant Sports
15)	Real Salt Lake	Collen Warner/MF/Portland	Foster/Easley Sports Management
16)	Galaxy	Michael Stephens/MF/UCLA	Wasserman Media Group

### 30. THIS WEEK'S NEWSMAKERS: COSTAS HELPS LAND MCGWIRE INTERVIEW

THE DAILY each Friday offers our take on the performances over the past week of people and entities in sports business. Here are this week's newsmakers:

**WIN: BOB COSTAS** -- MLB Network snags the first televised sit down with **MARK**

**MCGWIRE** in the wake of the slugger's steroid admission thanks to the venerable baseball broadcaster. Costas' boss, MLB Network President & CEO **TONY PETITTI**, says the interview "doesn't happen without Bob." And Costas acquits himself well, asking tough questions and receiving mostly solid reviews for his performance.

**LOSE: MANCHESTER UNITED** -- The EPL club's financial issues are a hot topic of conversation in England, as figures released this week reveal that while record revenues continue to flow in, the team is plunging deeper into debt. The club reveals plans for a bond issue to ease the franchise's debt load, and the **GLAZER** family sends team officials out to cities around the globe attempting to attract investment in the club. The embattled owners also incur more media and fan wrath by floating the idea of selling the team's legendary Old Trafford stadium.

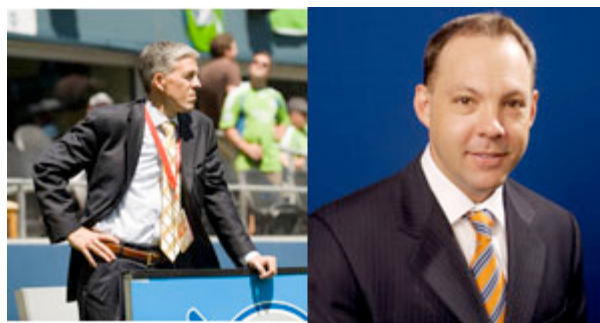
**DRAW: MARLINS** -- The penny-pitching club pledges to spend more on its on-field product after being called out by MLB and the MLBPA for not spending enough of its revenue-sharing income on player payroll. While the move may have proven embarrassing for the team, it will be welcome news for baseball fans in South Florida who long to see the club open its coffers to retain star players. And the Marlins have made good on their commitment only two days after the announcement, signing P **JOSH JOHNSON** to a four-year, \$39M deal.

### 31. EXECUTIVE TRANSACTIONS

AEG Facilities has hired **DENNIS PETRULLO** to head its business development and event booking operation at the new Louisville arena, a 22,000-seat college basketball facility opening this fall. For the past two years, Petrullo was SCP Worldwide's Senior VP/Business Development at Scottrade Center in St. Louis and Rio Tinto Stadium in suburban Salt Lake City. Prior to that position, Petrullo served 10 years as Scottrade Center Senior VP & GM. Petrullo previously worked 14 years for Delaware North Sportservice. Petrullo's new role also includes booking events at Freedom Hall and Broadbent Arena in Louisville (*Don Muret, SportsBusiness Journal*).

**SWITCHING APPLES: KEN PODZIBA** is stepping down as N.Y. sports commissioner to become chief executive of Bike NY, which stages the five-borough city bike tour. He has been the sports commissioner for over a decade, acting as a link between the city and sports entities looking to do business with N.Y. He is expected to be replaced by his deputy, **ANDY GOULD**. A farewell party is being held Wednesday at the New York Athletic Club. N.Y. Mayor **MICHAEL BLOOMBERG** is expected to attend (*Daniel Kaplan, SportsBusiness Journal*).

**WELCOME TO THE TEAM:** The Blackhawks signed Senior VP/Business Operations **JAY BLUNK** to a contract extension. Blunk is in his third season with the team after spending the previous 22 years with the Cubs (*Blackhawks*)....MLS announced a reorganization of its league office and created two new departments to focus on technical development and player/labor relations. **NELSON RODRIGUEZ** was named Exec



**MLS Names Rodriguez (l) To Exec VP Position; Durbin (r) To Focus On MLS Player Contracts**

VP/Competition, Technical & Game Operations, while Exec VP/Player Relations & Competition **TODD DURBIN** will expand his existing responsibilities, overseeing the signing of all player contracts (*MLS*)....PGA of America CEO **JOE STERANKA** has been

named Chair of the World Golf Foundation for '10. He succeeds R&A CEO **PETER DAWSON** (*World Golf Foundation*)....Delaware North Companies named Wyndham Worldwide Senior VP & Treasurer **CHRISTOPHER FEENEY** CFO (*Delaware North Cos.*)....**DENNIS DRAZIN** was confirmed by the New Jersey Senate as a member of the state's racing commission and "reportedly is in line to become" Chair (*THOROUGHBREDTIMES.com, 1/13*)....Premier Partnerships named NBA Coordinator of Team Strategic Initiatives for Team Marketing & Business Operations **UZMA SYED** Manager of Corporate Partnerships (*Premier Partnerships*).

**EXECS:** Fox Cable Networks promoted **MICHAEL BIARD** to Exec VP/Affiliate Sales & Marketing (*Fox*)....YES Network promoted **BILL BOLAND** to Senior Producer. He will become Lead Producer for Yankees telecasts on the net (*YES*)....Comcast SportsNet Mid-Atlantic named Thrashers Dir of Media Relations **BRIAN POTTER** Senior Dir of Communications (*Comcast*)....**JESSICA BRYANT** was named PR Dir for Bruno Event Team. Previously, Bryant worked in the Office of Presidential Advance and Office of the First Lady in the Bush White House (*Bruno Event Team*)....Temple Univ. promoted Compliance & Student Services Coordinator **JENNIFER SEKELLICK** to Assistant Dir for Compliance & Student Services in the school's athletic department (*Temple*)....ISP Sports named **JOSE LIZARDO** Senior Account Exec of the Miner ISP Sports Network, **PAUL WOODY** Assistant GM of the Rebel ISP Sports Network, **BRETT WALLERSTEDT** Assistant GM of the Sun Devil ISP Sports Network and **NEAL TALMADGE** GM for the Houston ISP Sports Network (*ISP*).

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

### 32. NAMES IN THE NEWS



**AEG's Tim Leiweke Receives City Of Hope '09 Spirit Of Life Award**

*TIMES, 1/15*).

**A PLACE TO CALL HOME:** In San Antonio, Vianna Davila reports the City South Management Authority "approved a zoning change at its board meeting Thursday that greenlights construction of a residential treatment center for abused boys," which would be owned by Rams CB **RONALD BARTELL**. Bartell said that the planned 6,700-square-foot center "will be designed for boys with emotional problems who've come from abusive homes and are wards of the state" (*SAN ANTONIO EXPRESS-NEWS, 1/15*).

**WHAT TO WATCH:** Golfers **NATALIE GULBIS**, **ROCCO MEDIATE**, **DUFFY WALDORF** and CBS' **DAVID FEHERTY** and **GARY MCCORD** will make cameo appearances on CBS' "CSI" on January 21. The episode, titled "Long Ball," is about investigators "trying to untangle a golf murder mystery" (*GOLFWEEK, 1/15 issue*)....New

AEG President & CEO **TIM LEIWEKE** received the City of Hope '09 Spirit of Life Award Wednesday night at a benefit that raised \$9M for the cancer research center outside L.A. (*BILLBOARD.biz, 1/14*). In L.A., Cara Mia DiMassa notes the event was a "gala for the 54-story Ritz-Carlton hotel-condo tower that is the centerpiece of L.A. Live and opens for business next month." KB Homes Founder **ELI BROAD** and WMG Chair & CEO **CASEY WASSERMAN** were among those in attendance (*L.A.*

Line Cinema and ESPN will produce the sports biopic "**MULKEY**," which is set to be directed by **MIKE TOLLIN**. The project "follows the story of firefighter **LOUIS MULKEY**, who was an assistant high school basketball coach in South Carolina before he and eight others perished in a 2007 fire at a Charleston furniture store." **CHRISTOPHER WILKINSON** and **STEPHEN RIVELE**, who wrote "**ALI**," are "penning the script" (*DAILY VARIETY*, 1/15).

**HONORS & RECOGNITION:** The Portland Oregonian's **RACHEL BACHMAN** has been named Oregon sportswriter of the year for '09 by the National Sportscasters & Sportswriters Association. It is the first time that a woman has won the award in its 50-year history (*OREGONLIVE.com*, 1/14)...Fox NFL analyst **TROY AIKMAN** will be inducted into the Oklahoma Sports HOF as part of its '10 class on August 3 (*DAILY OKLAHOMAN*, 1/15).

**NAMES:** A celebration of Angels play-by-play announcer **RORY MARKAS**'s life was held Thursday at Angel Stadium's Diamond Club (*L.A. TIMES*, 1/15)...The Univ. of Florida license plate was the top seller among specialty plates in the state in '09. The UF plate "ended the year with 120,858 total plates sold, up more than 7,000 from 2008." The Florida State Univ. plate ranked No. 3, "up two spots from 2008," while the Buccaneers plate ranked No. 9 (*ORLANDOSENTINEL.com*, 1/11)...Mets P **JOHN MAINE**, 1B **DAN MURPHY** and mascot Mr. Met Thursday appeared on ABC's "GMA" to donate winter coats for needy families ("*GMA*," *ABC*, 1/14)...U.S. Central Command Commander Gen. **DAVID PETRAEUS** will be the grand marshal for the March 28 IRL Honda Grand Prix of St. Petersburg (*INDYCAR.com*, 1/14)...The Nike School Innovation Fund Wednesday announced that it awarded \$1.1M in grants to public schools in Oregon (*BEAVERTON VALLEY TIMES*, 1/15).

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

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Entries are being accepted through the end of the day. Go to [www.sports-business-awards.com](http://www.sports-business-awards.com) to have your voice be heard.

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

## **The Back Of The Book**

### **33. ATTENDANCE FOR NBA WESTERN CONFERENCE FRANCHISES REMAINS FLAT**

NBA Western Conference teams are averaging 17,080 fans per home game this season, relatively flat compared to the same period a year ago. The Trail Blazers remain tops in the conference at 20,468 fans per contest at the Rose Garden, which is flat with last year. Despite remaining near the bottom of the conference standings, the T'Wolves and Kings are seeing a 9% and 8% bump, respectively. After finishing last season with a 20% jump in home gate, the Hornets' disappointing on-court performance this season has contributed to a 13% decline at New Orleans Arena, marking the sharpest drop among Western Conference teams. Below is team-by-team attendance for the NBA Western Conference through January 13, with comparisons to the same period a year

ago. See yesterday's Back of the Book section for Eastern Conference figures (*THE DAILY*).

#### NBA WESTERN CONFERENCE ATTENDANCE THROUGH JANUARY 13

HOME TEAM	GMS	TOTAL	AVG.	% CAP.	PREV.	% +/-	GMS ('08-09)
Trail Blazers	22	450,300	20,468	102.4%	20,541	-0.4%	18
Mavericks	19	378,866	19,940	103.9%	20,008	-0.3%	18
Lakers	24	455,928	18,997	100.0%	18,997	0.0%	22
Jazz	20	378,853	18,943	95.1%	19,896	-4.8%	20
Warriors	16	291,133	18,196	92.9%	18,808	-3.3%	15
Thunder	20	358,143	17,907	98.4%	18,575	-3.6%	20
Spurs	23	410,489	17,847	96.1%	17,845	0.0%	21
Nuggets	20	347,877	17,394	90.8%	16,641	4.5%	20
Suns	19	328,575	17,293	93.9%	18,422	-6.1%	19
Rockets	16	270,124	16,883	93.6%	17,664	-4.4%	17
Clippers	20	314,795	15,740	82.6%	15,155	3.9%	18
Hornets	18	267,201	14,845	86.4%	16,961	-12.5%	17
T'Wolves	20	291,049	14,552	75.2%	13,374	8.8%	19
Kings	21	279,731	13,321	76.9%	12,307	8.2%	20
Grizzlies	17	215,516	12,677	70.0%	12,488	1.5%	21
<b>W.C. Totals</b>	<b>295</b>	<b>5,038,580</b>	<b>17,080</b>	<b>91.0%</b>	<b>17,126</b>	<b>-0.3%</b>	<b>285</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

### 34. CLASSIFIED ADVERTISEMENTS



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### 35. 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)