

STREET & SMITH'S  
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**Brokedown Palace? (#13)**

Karen Davidson seriously considering selling Pistons, has sought advice from David Stern.

**The Sun Will Come Out Tomorrow**

Sun Life Financial acquires naming rights to Dolphin Stadium in time for Super Bowl. (#21)

**A New Olympic Standard**

NBC sets a 14.0 primetime ratings guarantee as part of revised ad sales goal for Vancouver. (#1)

**Counting Cards**

THE DAILY takes a closer look at the plan behind McGwire's admission, while PR experts offer their two cents on Big Mac's strategy. (#8)

**Welcome To The Neighborhood**

Wrigley faithful meet the Ricketts family, as the new owners unveil ballpark makeover plans, receive "several rousing ovations." (#22)

**Ted's Excellent Adventure (#14)**

Leonsis plans to negotiate through Wednesday deadline for deal to buy Wizards, Verizon Center.

**Early Bird Gets The Worm**

Orioles adding fees for tickets bought on game day, bumping prices for marquee games. (#18)

**Holiday Cheer (#30)**

ESPN.com's 101.9 million video streams in December comes in above all sports sites.



**Manning Just Part Of NFL's Desirable Final Four**

The NFL's Final Four is set, and it is doubtful the league could have drawn up better matchups from a ratings perspective. The teams include two proven quantities in drawing viewers (Peyton Manning and Brett Favre), the feel-good team of the season (Saints) and the country's top media market (Jets). As a lead-in to Championship Sunday, all four games this weekend see significant ratings increases from '09 (#7). Meanwhile, two more first-time advertisers in the Super Bowl are disclosed, and the tone of the ads could not be more different. Boost Mobile is going with a traditional route of trying to draw laughs, signing several members of the '85 Bears to recreate their legendary "Super Bowl Shuffle" video (#3). However, it is possible more people will be talking after the game about the spot non-profit Christian group Focus on the Family will air. Tim Tebow and his mother will appear in the ad, which is rumored to carry an anti-abortion theme (#2).

## Names In The News

**Roger Federer** recruits **Rafael Nadal**, **Andy Roddick** and several others for impromptu tennis event to raise money for Haiti relief. (#27)

## Quote Of The Day

**"I can't wait to go over there and show all of Europe what 49ers football is all about."**

-- 49ers TE **Vernon Davis**, on playing the Broncos at London's Wembley Stadium next season  
(*SAN JOSE MERCURY NEWS*, 1/16). (#12)

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## Sponsorships, Advertising & Marketing

### 1. NBC INCREASES REVENUE GOALS FOR OLYMPICS AS AD SALES PICK UP

Despite claims that it will lose \$200M on the Vancouver Games, NBC has seen its ad sales “pick up just enough to increase its revenue goals for the event,” according to Mickle & Ourand of SPORTSBUSINESS JOURNAL. NBC has sold 92% of its “newly revised sales goal, which is north of \$650[M] for national sales -- a figure that does not include local sales at the network’s owned-and-operated stations.” NBC Senior VP/Sports and Olympics Sales & Marketing Seth Winter said, “We’re in very good shape.” NBC “expects total sales revenue for the Vancouver Games to fall in line with the previous two Winter Olympics in Salt Lake City and Turin,” which totaled \$740M and \$930M, respectively. But NBC is “paying a much larger rights fee for the Vancouver Games,” and a source said that the “newly revised revenue target still is well below the original one set several years ago.” NBC has set a “14.0 prime-time household ratings guarantee” for the Vancouver Games. Several Olympic sponsors, including U.S. sponsors like AT&T and Procter & Gamble, “have bought significant advertising time on NBC, and global partners like Visa, Coca-Cola and McDonald’s also purchased inventory during prime time.” NBC has “managed to bring Subway on board as an advertiser” in the QSR category, and the net has done “well in the insurance, movies and auto categories.” It has booked Audi and GM, which “helped make up for the loss of GM’s 10-year, \$500[M] Olympic advertising commitment.” NBC still is “looking to add advertisers in some categories, including rental cars and beer, where USOC partner Anheuser-Busch opted not to buy exclusivity” (*SPORTSBUSINESS JOURNAL, 1/18 issue*).

**HOW THE WEST WAS LOST:** NBC last week disclosed that its primetime coverage of the Vancouver Games would not be live on the West Coast, and in Seattle, Ron Judd wrote if NBC “really believes most people want to be spoon fed” Olympic

coverage "only after dark, but knows that some other malcontents prefer to watch sports live, why not do both?" Using a "cable network to put morning events on in the morning" would be a "win-win." But Judd wrote that will "never happen under" NBC Sports & Olympics Chair Dick Ebersol's leadership. Judd: "Which is another good reason to give the Olympic contract to a network that treats the Olympics as a live event, not schlock content to be repackaged at its own convenience" (*SEATTLE TIMES*, 1/17).

**FAILED DEFENSE:** In N.Y., Lauria & Covert wrote Ebersol's defense of the decision to return Jay Leno to late night was a "lame attempt to control the carnage created by NBC management's latest late-night screw up." Ebersol said disappointing ratings for Conan O'Brien's "The Tonight Show" were the reason for the move, but Lauria & Covert wrote, "Excuse us, but aren't Ebersol and [NBC Universal President & CEO] Jeff Zucker paid to make programming bets? Aren't they precisely the people who should be blamed for making the wrong ones? By the way, Dick, nice job on all that red ink soon to be spilled on your Winter Olympics bet. Who should be blamed for that one, Shaun White?" Ebersol's comments regarding the late night move are "not just ruthless, they're disingenuous" (*N.Y. POST*, 1/18).

## 2. TIM TEBOW TO BE FEATURED IN SUPER BOWL AD FOR FOCUS ON THE FAMILY

Non-profit Christian organization Focus on the Family has bought a 30-second ad during CBS' telecast of Super Bowl XLIV that will feature former Univ. of Florida QB Tim Tebow and his mother, Pam. The Tebows will share a personal story centered on the theme of "Celebrate Family, Celebrate Life." Focus on the Family President & CEO Jim Daly in a statement said that "all the funds to air the ad came from a handful of 'very generous and committed friends' who donated specifically to support the project." No money from the ministry's general fund was used. This will be the organization's first Super Bowl ad (*Focus on the Family*). The AP noted Focus on the Family "isn't releasing details, but the commercial is likely to be an anti-abortion message chronicling Pam Tebow's 1987 pregnancy." After getting sick "during a mission trip to the Philippines, she ignored a recommendation by doctors to abort her fifth child and gave birth to Tim" (*AP*, 1/16). In Orlando, Jeremy Fowler reported the commercial was "shot in Orlando" (*ORLANDOSENTINEL.com*, 1/16).

**MAKING AN EARLY IMPRESSION:** In Miami, Joseph Goodman wrote, "This is fascinating stuff. Pro athletes, especially those as recognizable as Tebow, hardly ever take public stands about anything let alone something as divisive as abortion." However, the move "isn't exactly ideal for mainstream marketing, sponsorship and image branding." Goodman: "I'm sure Nike, Adidas, Reebok, Gatorade and all the rest are taking notice" (*MIAMIHERALD.com*, 1/17).

## 3. BOOST MOBILE USING '85 BEARS PLAYERS IN NEW SUPER BOWL SPOT

Boost Mobile has "drafted some of the 1985 Chicago Bears to star in its first Super Bowl commercial as the prepaid-wireless company tries to raise its brand awareness in an increasingly competitive market," according to Suzanne Vranica of the WALL STREET JOURNAL. Boost Mobile is "putting finishing touches on its ad," which shows former Bears including Jim McMahon, Willie Gault and Mike Singletary "re-creating their famous 'Super Bowl Shuffle' rap song and video." The spot is

being created by Omnicom Group's 180, L.A. and Boost parent company Sprint Nextel "declined to disclose how much it spent for the ad." The spot "will run in the first quarter" of Super Bowl XLIV, which is being broadcast on CBS on February 7. Vranica noted Boost "markets its plans to 18- to 49-year-olds and hopes the Super Bowl ... will help it build a broader awareness." Sprint Nextel VP/Marketing Bob Stohrer said that Boost has "about 55% to 65% brand awareness with consumers" (*WALL STREET JOURNAL, 1/16*). In N.Y., Holly Sanders Ware notes Boost Mobile is "jumping into the fray despite a budget dwarfed by rival giants AT&T and Verizon Wireless." With "veterans such as Pepsi, General Motors and FedEx sitting out Super Bowl XLIV," viewers "should prepare for a roster of unseasoned and second-string players during the commercial breaks" (*N.Y. POST, 1/18*).



**Boost Mobile Featuring Former Bears Players In Its First Super Bowl Spot**

**DOLLARS & NONSENSE?** Chrysler last week announced it will air a 60-second spot for its Dodge brand during the Super Bowl, and AD AGE's Rupal Parekh notes the company's decision to return to the game now, "after a five-year hiatus and on the heels of bankruptcy, set off a debate among consumers whether spending that kind of cash was kosher." Within hours of the news, Chrysler was "getting skewered in the blogosphere by angry consumers who dubbed the high-profile buy a waste of taxpayer dollars." Parekh: "What's a company who's taken a handout to do? Marketing is a part of the normal course of any business, and essential to rebuilding tattered brands. But when you're screamed at for spending money, is it worth it?" (*AD AGE, 1/18 issue*).

#### **4. ADIDAS DROPS GILBERT ARENAS AS ENDORSER FOLLOWING GUILTY PLEA**

adidas Friday said that it was "dumping longtime endorser" Wizards G Gilbert Arenas after his "guilty plea on felony gun charges" in DC, according to Michael McCarthy of USA TODAY. The move "demonstrates the short fuse that Madison Avenue now has with wayward athletic endorsers." adidas earlier this month had initially said it was "evaluating" its relationship with Arenas after NBA Commissioner David Stern suspended Arenas indefinitely without pay (*USATODAY.com, 1/15*). AD AGE's Jeremy Mullman noted as of Friday, Arenas' picture was "still prominent on adidas' website, even after he entered his guilty plea." Arenas had endorsed adidas since '03 and had been a "staple of the company's basketball marketing for years, alongside" Rockets G Tracy McGrady, Celtics F Kevin Garnett and Magic C Dwight Howard (*ADAGE.com, 1/15*). The adidas Web site no longer contains any references to Arenas (*THE DAILY*).

#### **5. VANCOUVER OLYMPICS SEEING LESS AMBUSH MARKETING THAN PAST GAMES**

VANOC CEO John Furlong said that there "has probably been less ambush marketing" around the Vancouver Games than at previous Olympics, and he "credits that to VANOC's early vigilance on the issue," according to Bruce Constantineau of the VANCOUVER SUN.



### Some Feel Blenz' Promotions Featuring Ricker Border On Ambush Marketing

Canada Dir of Public Affairs & Communications David Moran said that the IOC TOP sponsor is "clearly concerned with rival Pepsi's attempt to promote a new Team Canada cheer" at the IIHF World Junior Hockey Championship. Constantineau noted Lululemon Athletica, which sells yoga apparel, "got under VANOC's skin last month by launching a clothing line called the 'Cool Sporting Event That Takes Place in British Columbia Between 2009 & 2011 Edition.'" VANOC "complained, but the company still sells the clothing, now marketed as 'Cheer Gear.'" But some marketing efforts that "seem to push VANOC's boundaries appear to have been approved by the Olympic body." A Blenz Coffee Company cup sleeve features an image of Canada snowboarder Maelle Ricker "in red mittens -- similar to the popular official Olympic red mittens -- surrounded by rings that appear to overlap." Blenz co-Founder Brian Noble said that the rings are "actually coffee-cup stains, a marketing image the company has used for 16 years" (VANCOUVER SUN, 1/16).

**GETTING SOCIAL:** McDonald's Exec VP & Global CMO Mary Dillon said that social media will "play a larger role in the way McDonald's will activate its sponsorship of the Vancouver Olympics." In the U.S., McDonald's "How do you McNugget?" promotion will "allow fans on Twitter and Facebook to follow and try to find athletes in different cities across the United States on the social networks." Meanwhile, Dillon said that the company's Champion Kids program will "involve more athletes than in Beijing." U.S. gymnast Shawn Johnson is "serving as an ambassador for the program," and other athletes included in McDonald's ads are Canada speedskater Cindy Klassen, Canada snowboarders Brad Martin and Crispin Lipscomb and Canada skier Alexandre Bilodeau (AROUNDTHERINGS.com, 1/17).

## 6. MARKETPLACE ROUNDUP

Fundamental Sports Group's Ben Renzin, whose company handles Ravens RB Ray Rice's marketing and endorsement deals, believes that Rice is "on the cusp of turning himself into a major brand." Renzin said that Rice has "earned \$500,000 in endorsement deals already this season, and projects he will easily top" \$1M. Rice has a "deal in place with Nike," and he is the "spokesperson for a jewelry store in Baltimore." Steiner Sports Memorabilia Chair Brandon Steiner signed Rice to a "six-figure endorsement deal" last week and said that he is "planning a major promotional blitz featuring Rice" (*Newark*

STAR-LEDGER, 1/16).

**JEAN TEAM:** The "Mayne Event" segment of yesterday's edition of "Sunday NFL Countdown" focused around Vikings QB Brett Favre's endorsement of Wrangler jeans. Vikings LT Bryant McKinnie said, "Brett got us all together and said, 'Look, this is why we put in all the hard work, to get to this stage.'" ESPN's Kenny Mayne: "To be in a position to win a Super Bowl?" McKinnie: "No, man, to sell Wrangler jeans!" Vikings WR Percy Harvin said Favre "wanted us to wear Wrangler jeans during the game. He said denim goes with anything" ("*Sunday NFL Countdown*," *ESPN*, 1/17).

**FUN & GAMES:** In Boston, Kevin Paul Dupont reported Penguins Cs Sidney Crosby and Max Talbot "teamed up in a Reebok spot that has the two Penguins back in Crosby's family home in Cole Harbour, Nova Scotia, competing in Crosby's childhood passion: shooting pucks through the open door of a well-dinged clothes dryer." Talbot "grabbed the early 2-0 lead," but Crosby "roared back for a 9-4 thumping" (*BOSTON GLOBE*, 1/17).

**IT'S ELECTRIC:** Chargers RB LaDainian Tomlinson said of his "Electric Glide" viral video ad for Nike, "A lot of times, my fans see me very focused and a serious person. I wanted to bring out a side of me that my family and friends get to see, and so Nike came up with the idea of, 'Show people a different side of LT that they haven't seen,' and I wanted to show that side of me" ("*Sunday NFL Countdown*," *ESPN*, 1/17).

**WHEELS & DEALS:** Goody's Headache Powders and Tums are renewing their sponsorship of the two NASCAR Sprint Cup races at Martinsville Speedway through the '12 season. Goody's sponsorship of the spring race will continue as the Goody's Fast Pain Relief 500 while Tums will extend its sponsorship of the fall race as the Tums Fast Relief 500 (*Martinsville Speedway*)....Hershey's new Milk & Milkshakes line "will serve as the official sponsor" of Speedweeks '10 at Daytona Int'l Speedway (*ORLANDOSENTINEL.com*, 1/15).

**Sports Media**

**7. NFL CONTINUES TO SEE RATINGS JUMPS DESPITE LOPSIDED PLAYOFF GAMES**

Fox' telecast yesterday of the Vikings-Cowboys NFC Divisional playoff game earned the weekend's best NFL overnight Nielsen ratings, and it is up 14% from the comparable Eagles-Giants last year. Vikings-Cowboys also marks the best early-window Divisional game since Eagles-Cowboys earned a 25.8 overnight in '96, and the first time in a decade that an early Sunday Divisional game has outrated the late game. The game earned a 48.4 in Minneapolis-St. Paul and a 40.4 in Dallas-Ft. Worth. CBS also scored a 23.1 overnight for yesterday's Jets-Chargers in the late-window AFC Divisional game, marking the best Sunday AFC divisional game since a 24.3 for Patriots-Colts in '05. Jets-Chargers peaked at a 27.3 rating in the 7:30-8:00pm ET window. CBS Saturday earned an 18.7 overnight Nielsen rating for the Colts-Ravens AFC Divisional game in primetime, up 18.4% from the 15.8 overnight for Cardinals-Panthers primetime game on Fox last year, and up 10.0% from CBS' Ravens-Titans in the '09 Saturday early window. Meanwhile, Fox earned a 17.9 overnight for Saturday's Saints-Cardinals NFC Divisional game, up 13.3% from Cardinals-Panthers in '09, and up 5.3% over Ravens-Titans (*THE DAILY*).

**NFL DIVISIONAL PLAYOFF GAMES OVERNIGHT NIELSEN RATINGS**

DAY/ NET	TIME (ET)	'10 GAME	RAT.	NET '09 GAME	RAT. % +/-
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Fox	Sat./4:30pm	Cardinals-Saints	17.9	CBS	Ravens-Titans	17.0	5.3%
CBS	Sat./8:00pm	Colts-Ravens	18.7	Fox	Cardinals-Panthers	15.8	18.4%
Fox	Sun./1:00pm	Vikings-Cowboys	23.9	Fox	Eagles-Giants	20.9	14.4%
CBS	Sun./4:30pm	Jets-Chargers	23.1	CBS	Steelers-Chargers	21.4	7.9%

**ON TOP OF THEIR GAME:** In N.Y., Bob Raissman writes CBS' broadcast crew of Jim Nantz and Phil Simms "turned in a first-rate performance" during Jets-Chargers, as they made the "thriller even more compelling." Simms was "as aggressive as the Jets' defense, first-guessing with flair throughout the game," and his opinions were "pointed and original" (*N.Y. DAILY NEWS*, 1/18). Also in N.Y., Phil Mushnick writes under the header, "Simms Shows Why He's Best." Mushnick lists four reasons why Simms is "football's best analyst" (*N.Y. POST*, 1/18).

**OFF THE MARK:** In St. Petersburg, Tom Jones wrote it is "startling just how wide the gap is between Fox's top NFL broadcasting team of Joe Buck and Troy Aikman and the No. 2 crew of Kenny Albert, Daryl Johnston and Tony Siragusa." The No. 2 team, which called Saints-Cardinals, is "average at best," due to the "analysis of Johnston and Siragusa, whose remarks are too often after-the-play second-guessing" (*TAMPABAY.com*, 1/17). In Denver, Dusty Saunders writes Albert, Johnston and Siragusa "may have set a broadcasting record for the constant use of the 'he does a nice job' bromide in covering plays and players" (*DENVER POST*, 1/18). Meanwhile, SI.com's Peter King writes he did not like Fox "going to a commercial with a compelling closeup of Kurt Warner laying on the ground, being tended to by trainers, in what might be the last game of his career" (*SI.com*, 1/18).

**OTHER BOOTH OBSERVATIONS:** In Dallas, Barry Horn writes Buck and Aikman during Vikings-Cowboys "gave up on the Cowboys" with the Vikings leading 27-3 and six minutes remaining in the game. At that time, Aikman said, "Make no mistake this is a big win for Brett Favre." Buck added, "This is the first time Brett Favre will get a playoff win over the Dallas Cowboys." Horn: "I'm not saying they were premature or they were wrong. It's just unusual for network announcers to tell their audiences a game they are working is over so early" (*DALLAS MORNING NEWS*, 1/18). Meanwhile, in Baltimore, David Zurawik wrote there were "too few replays [and] questions of calls" during CBS' telecast of Colts-Ravens. There "wasn't enough time for adequate replays of pivotal and/or controversial moments" during the game. Zurawik: "It was maddening not to be able to see some of the calls in slow motion or to watch replays shown from more than one angle" (*BALTIMORESUN.com*, 1/16).

**WRONG APPROACH:** In Toronto, Chris Zelkovich writes NFL broadcasters "venture off the field far too often in search of stories and images that have nothing to do with the game." Fox "decided that Saints [TE] Jeremy Shockey was the story" during Saints-Cardinals, while CBS turned Colts-Ravens "into the Peyton Manning show." Manning was "clearly one of the game's stars," but CBS "treated him as if he were the only player on the field." Zelkovich writes Fox also "gave similar treatment" to Cowboys QB Tony Romo during Vikings-Cowboys (*TORONTO STAR*, 1/18). The ST. PETE TIMES' Jones wrote Fox sideline reporter Chris Myers was "slobbering all over Brett Favre during a postgame interview." Jones: "How could he not ask about Favre's controversial touchdown pass with two minutes left?" Meanwhile, Jones noted Nantz is in a commercial with Manning for Sony televisions and wonders how CBS can let Nantz do the ad with Manning. Jones: "Why should we trust anything Nantz has to say about Manning ever again?" (*TAMPABAY.com*, 1/17).

**STUDIO CHATTER:** The DAILY NEWS' Raissman wrote it "sure looks like CBS has

already targeted" recently retired LB Junior Seau, "if not for a role on 'The NFL Today' then as a game analyst." Seau during an appearance on Showtime's "Inside The NFL" Wednesday was "glib, funny, insightful." CBS owns Showtime, and it "sure looked as if this was an audition for Seau." Raissman: "If it was, Seau didn't just pass. He stole the show" (*N.Y. DAILY NEWS*, 1/17). Meanwhile, the N.Y. POST's Mushnick wrote just because CBS studio analyst Dan Marino was a "terrific quarterback with the Dolphins doesn't mean he's unable to confuse the game to a national audience." After the Ravens-Patriots AFC Wild Card game, Marino noted Ravens QB Joe Flacco had "only 10 attempts for 34 yards passing." Marino: "And they win a playoff game in the NFL. That's amazing!" But Mushnick wrote there was "no logical reason to pass much" in the Ravens' 33-14 victory, and it "only made sense to run the ball and the clock" (*N.Y. POST*, 1/17).

## 8. MCGWIRE CHOSE MLB NETWORK FOR COSTAS; EXPERTS ANALYZE STRATEGY

By [Erik Swanson](#), Staff Writer

Mark McGwire's decision to grant MLB Network the first television interview after his admission to using steroids was driven by Bob Costas' role with the network, according to a source familiar with McGwire's strategy. "If Bob had been on HBO, they would've had the first interview," the source said. "If Bob was on, name your station, they would've had the first interview. So it was the host that drove that decision." The decision to go with Costas was part of a PR strategy that focused first and foremost on getting the news out and in the open to allow McGwire to get to work as hitting coach for the Cardinals, according to the source. The strategy -- which included a statement and simultaneous AP story on Monday afternoon, followed by the Costas interview that evening -- has been lauded by some in PR circles for its targeted approach but criticized by others for its brevity. Sports and entertainment marketing and communications consultant Joe Favorito praised the decision to lead with the AP and follow with Costas. "It was a very good way to manage the news cycle and get the main message -- about the use of steroids -- out very clearly," he said. But MGP & Associates President Mike Paul disagreed with the approach. "I don't think a one-day-and-done strategy ever works," he said. "Not in politics and especially not in sports and entertainment. If McGwire were my client, I would have had the exact opposite strategy."

**CHOOSING COSTAS THE RIGHT MOVE?** McGwire and his reps felt the first on-camera interview he gave on the subject needed to be a "serious, solid, tough but fair interview," and they identified Costas as the ideal interviewer for the job. "Bob Costas is widely recognized as being a tough and fair expert journalist," the source said. "And when you have something important, that's big, all you can ask for is tough and fair. Nobody wanted to go a route where it would be perceived as a friendly, softball interview." Most public relations experts questioned by THE DAILY agreed with the decision to choose Costas and MLB Net. SCP Worldwide Senior VP/Communications Eric Gelfand agreed with the decision to select the network based on Costas, noting interviewers have "undoubtedly become part of the story." As a result, he said, "The choice of interviewer almost dictates what outlet you should go to, not the other way



**Most Public Relations Experts Agree With McGwire's Choice Of Costas, MLB Network**

around." Former USOC Chief Communications Officer Darryl Seibel, who now serves as Managing Partner for 776 Original Marketing, noted Costas is "one of the most respected baseball authorities" in the country. "In terms of image and perception, the newsmaker benefits from being interviewed by someone who is credible and respected," he said.

**MISSING THE MARK?** Some observers disagreed with the decision to lead with MLB Net. Communications consultant Vince Wladika, who spent years at Fox Sports and MLB, said McGwire's first public interview should have been in the form of a press conference. "I'm a little old school," he said. "To me, the right forum was a press conference -- that is the 'fairest' way to not play any favorites with the media." But Wladika said he believes McGwire's reps likely were worried about his ability to handle the forum of a press conference. "By doing Costas," he said, "McGwire and his advisors were counting on -- and trying to take advantage of -- Bob's extremely strong credibility as an interviewer to bolster McGwire's believability to the media and public." MGP's Paul said McGwire's reps likely chose MLB Net because they "believed they would go easy" on McGwire, as the league-owned network "has a biased interest in his future." Paul also pointed to MLB having previously worked with sports communications consultant Ari Fleischer, who advised McGwire ahead of his admission. "No coincidence there," Paul said.

**NO RESTRICTIONS:** No restrictions were set prior to the interview with Costas, according to the source, who added that McGwire wanted it to be "no restrictions, take what comes, explain it all." Of the hour-long interview, the source added, "There was an initial consideration of doing it shorter, but the more it was thought through, the decision was the longer the better; the more time for Mark to just tell his story." Meanwhile, McGwire has been criticized for refusing to admit that steroids enhanced his performance. But he truly believed everything he told Costas, according to the source, who added there was a consensus among his reps not to "put words in someone's mouth that they don't believe because you think it will lead to better PR." The source added, "It has to be authentic; it has to be genuine." That did not mesh with most observers, who criticized McGwire's performance in the interview for his refusal to admit that steroids enhanced his performance. Wladika said McGwire's assertion that his records are "completely legit" was a "travesty." He stated McGwire was "either poorly prepared by his PR handlers -- or he didn't listen" to their advice. Paul believes McGwire is "giving only a half-truth, which is one of the most hurtful types of lies," and his assertions showed he is "not fully humbled himself and he is lying about portions of his story." Paul added, "As a result, McGwire's reputation is still in crisis."

**DON'T FORCE IT:** Several execs noted the importance of not forcing McGwire into a scripted story. Ketchum Sports & Entertainment Managing Director Ann Wool said an athlete's handlers can "make suggestions on how to approach an answer to a question, but the best media training comes when advice is given, not a script." McGwire "clearly articulated his guilt, which was the goal of the interview, not the anecdotes surrounding it." Favorito said you "can't force anyone to say what they do not want to say." He added, "All you can do is advise and counsel. The main message, which was an admission of steroid use, was the one that needed to be conveyed and was conveyed pretty clearly." Seibel agreed, saying well-crafted messaging "will quickly unravel if, at some level, it's not a reflection of what the newsmaker actually believes -- and the media will quickly recognize and dismiss this as spin, not substance."

**NO FURTHER PLANS:** Following yesterday's meeting with Cardinals fans, McGwire has no plans to discuss his admission in a formal setting, according to the source, who said he believes the story now is "pretty much spent." Several execs agreed with the decision not to hold a press conference. "These days I don't believe you have to

hold a press conference to get the news out," said Edelman GM of Sports & Sponsorship Mary Scott. "Holding a press conference also means you need to be willing to answer every reporter's questions, and for something like this there would have been hundreds of media in attendance." Seibel agreed, noting press conferences make it "all-but-impossible for reporters to capture and convey the human element." Seibel: "Rarely do you get to know or understand how a person truly feels during a press conference, especially if the news is difficult." However, Paul speculated the failure to hold a press conference now will only "add more interest in McGwire's story this spring versus reducing it." He added, "I am sure he hopes the media will not be interested in the future in his steroid story, but they will be, especially on Opening Day as McGwire becomes a coach in the league. His team may need him to speak to the press at a press conference then." Gelfand said a press conference can play an "important part" of any strategy. "It allows you to speak to every media outlet at once," he noted, "helping you to better control the message and eliminates you from having to go from 'door-to-door' explaining yourself over and over potentially prolonging the media cycle."

See tomorrow's issue of *THE DAILY* for more commentary from our panel regarding various aspects of McGwire's admission strategy.

## 9. PUTTIN' ON THE HITS: BERECRUITED.COM SEES BIG TRAFFIC GROWTH IN '09

By [Eric Fisher](#), Staff Writer, SportsBusiness Journal

College recruiting hub BeRecruited.com last year generated 3.15 million visits to its site from high school student-athletes and 340,000 visits from college coaches, each more than double the traffic generated in '08, as interest in online recruiting continues to grow. Atlanta-based BeRecruited.com, like several other hubs it competes against, seeks to link prospective college student-athletes who are not elite prospects with college programs, similar to how a professional networking site such as LinkedIn operates. Among the factors that helped spur interest, from both sides,

in the site over the past year was the economic recession. "Everybody is having to be a lot more efficient, which plays really well into what we're doing," said BeRecruited.com President Jeff Cravens. "There's less money for recruiting, particularly going out on the road. Colleges' discretionary spending is down, and parents aren't spending what they used to either on taking their kids around. It was a slow evolution for us initially, but things are definitely picking up as more people continue to see how the Internet was tailor-made for this process." The number of student-athlete visits to BeRecruited.com was up 131% compared to '08; the number of coaches' visits was up 126%. Registrations also grew, by more than 50%. Nearly 7 million connections -- defined as a one-to-one contact between student-athlete and coach -- were recorded, up 128% percent from '08. In addition, student commitments to a particular school via BeRecruited.com, which relies on user self-reporting rather than Internet metrics measurement, surpassed 7,000 in '09, involving more than 1,500 different schools.



### BeRecruited.com Benefiting From Economic Recession; Traffic More Than Doubles In '09

By Eric Fisher, Staff Writer, SportsBusiness Journal

Seattle-based Atomic Moguls has launched Galacticos Football, a new Facebook-based online game that seeks to combine elements of fantasy sports with those of popular Facebook social games such as Farmville and Mafia Wars. The company since a beta launch of the game in late November has attracted a monthly audience of more than 130,000 people, much of them outside North America, and is now generating several thousands of dollars per day in revenue from microtransactions. In the game, users operate a European soccer team and can purchase attributes to improve their squad. "People are out there looking for the next big thing in fantasy, and we think we're on to something here," said Brenda Spoonemore, Atomic Moguls CEO and a former NBA Entertainment exec. "We were looking for that intersection between fantasy and Mafia Wars, and are particularly excited by the element where you can play as much as you want and aren't limited by an external schedule, and that we're into virtual goods." Advertising for the game direct aim at Farmville with a tagline, "Get Off the Farm And Onto The Pitch." The company is prepping a similar game for another sport to be released later this month.



#### 11. MEDIA NOTES

In Chicago, Lewis Lazare cites a source as indicating that the Blackhawks are "close to inking a new three-year contract" with WGN-AM. WGN is "currently in the middle of the second year of its first three-year broadcast deal with the Hawks," and the source said that the two have "established an extremely good working relationship." Lazare writes the Blackhawks have, "in just a matter of a couple of years, become a hot broadcast commodity again" (*CHICAGO SUN-TIMES, 1/18*).

**CLOSING IN ON A DEAL?** SI.com's Allan Muir noted a report by SI.com's Josh Gross last week cited a source as indicating that an agreement ending the DirecTV-Versus dispute "was expected by March." However, a Versus source earlier this month said, "I know (talks are ongoing), but it's pretty quiet. I don't think anyone at DirecTV is losing any sleep over this" (*SI.com, 1/15*). ESPN.com's E.J. Hradek noted NHL Commissioner Gary Bettman Thursday said that the Versus and DirecTV have "started talking again," though he "stopped well short of saying the groups were anywhere close to an agreement" (*ESPN.com, 1/15*).

**REPLAY RULES:** In N.Y., Klein & Hackel noted the NHL two weeks ago, in response to a FSN Pittsburgh producer withholding a replay during the January 7 Flyers-Penguins game, "issued a memo to all the holders of television rights, saying that 'replays from all camera angles [should] be shown in a timely sequence' to enable replay officials to rule accurately on disputed goals." The memo added, "In the case of video review, producers and their crews have an obligation to the game, the teams and our fans to provide any and all replays of the play in question." But Klein & Hackel noted nothing in the memo "indicated that penalties would result if another producer hid evidence from replay officials" (*N.Y. TIMES, 1/17*).

## Leagues & Governing Bodies

### 12. NFL SELECTS BRONCOS-49ERS FOR LONDON GAME AT WEMBLEY STADIUM

The Broncos and 49ers will "travel to London for a regular-season game" on October 31 as part of the NFL's International Series, and the contest will be considered a home game for the 49ers, according to Daniel Brown of the SAN JOSE MERCURY NEWS. It will mark the "fourth consecutive season in which the NFL has held a regular-season game at Wembley Stadium." The 49ers have played two previous exhibition games at Wembley -- in '88 and '92 -- while this is their "second international appearance that will count in the standings," having played the Cardinals in Mexico City in '05. The game will air on CBS at 1:00pm ET. 49ers TE Vernon Davis said, "I can't wait to go over there and show all of Europe what 49ers football is all about." 49ers LB Patrick Willis: "I couldn't think of a better way to get to visit England than to go there doing something I love to do." A 49ers official said that the financial details of the arrangement are still being worked out, but the team is "not expected to lose revenue by giving up a home date." Meanwhile, the NFL reiterated that it "will continue to explore adding a second game this season" in the U.K. (*SAN JOSE MERCURY NEWS*, 1/16). Manchester and Glasgow are "being looked at as potential venues" for the second game (*AP*, 1/15). The game will mark the "first time in more than 50 years that the Broncos will play a regular season game outside" of the U.S. (*DENVER POST*, 1/16).

**THINKING ABOUT TIME:** Comcast SportsNet Bay Area's Bill Romanowski said the trip "is going to be hard" for the 49ers, as there is an eight-hour time difference from S.F. to London. Romanowski: "This is going to be something that I think will take them two, three, maybe four weeks to get over that kind of jet lag." Santa Rosa Press Democrat reporter Lowell Cohn: "They should have used an East Coast team for this. I don't like the idea of the 49ers going through all of those time zones, and as you say, it takes time to recover." Sacramento Bee reporter Paul Gutierrez: "It's kind of a pain to get over there and have to deal with it, but at the same time, it's like a Monday night game. It's going to be the only game that is on in the entire country, as well as another entire country. Their eyeballs are all going to be on this game. So that kind of comes with it" (*Chronicle Live*, Comcast SportsNet Bay Area, 1/15).

**IS LONDON EVEN CALLING?** In S.F., Ray Ratto wrote why England "would consider this a gift" from the NFL "is beyond us, but at least there was enough sensitivity displayed that the NFL didn't send" the Buccaneers. The Glazers own both the Buccaneers and Manchester United, and the ManU situation, which "can properly be considered potentially disastrous, is why putting an NFL game in Europe right now seems so odd." English soccer is "awash in bad debt and shaky clubs, and so yet another incursion from the NFL will look profoundly discordant" (*SFGATE.com*, 1/15).

## Franchises

### 13. KAREN DAVIDSON "SERIOUSLY" CONSIDERING SELLING PISTONS, PS&E

Pistons Owner Karen Davidson "seriously is considering selling" the team and Palace Sports & Entertainment, and she has already talked to NBA Commissioner David Stern about the "process and protocol for attracting potential buyers," according to Chris McCosky of the DETROIT NEWS. There has been a "lot of chatter" about Tigers and Red Wings owner the Ilitches making an offer to buy the Pistons and PS&E, but sources said

that Mike Ilitch is "not a fan of the NBA." However, McCosky noted it "makes sense for the Pistons and Red Wings to partner" on a new arena. Sources indicated that it is "possible, perhaps even likely, that within this decade the Red Wings and Pistons will partner to build and share a sports arena in downtown Detroit." The Red Wings have "not renewed their lease at Joe Louis Arena beyond this season, and face more" than \$10M in "structural repair at the dilapidated arena this summer if the team is to play there next season." The Ilitches have been "looking for a temporary home" for the Red Wings, while the long-term plan at PS&E has been to "build a new arena before 2020." With both teams "needing arenas in this economically-bereft region, it's hard to imagine either being able to raise the money alone any time soon" (*DETNEWS.com, 1/17*). Davidson was profiled Friday by the WALL STREET JOURNAL's Juliet Chung in the "Home Life" feature. Davidson's 10,000-square-foot house in Snowmass Village, Colorado, is listed at \$47M, making it "one of the most expensive listings in the country." Davidson since assuming ownership of the Pistons last March following the passing of her husband Bill "continues to leave the day-to-day management" to team President of Basketball Operations Joe Dumars. Karen Davidson: "Thank God it's not baseball" (*WALL STREET JOURNAL, 1/15*).

#### **14. TED LEONSIS FACING WEDNESDAY DEADLINE IN TALKS TO BUY WIZARDS**

Capitals Owner Ted Leonsis is "negotiating against a Wednesday deadline to buy" the Wizards and Verizon Center from the estate of the late Abe Pollin, according to a front-page piece by Thomas Heath of the WASHINGTON POST. The outcome could have "far-reaching implications for the Washington sports scene, determining whether Leonsis -- or someone else -- will run Washington Sports & Entertainment." Reps for Leonsis and the Pollin estate have been "in discussions since Jan. 6, hoping to settle on a price" that Leonsis' Lincoln Holdings investor group would pay for 56% of the Wizards and the arena. The consortium already owns the remaining 44%. Heath notes when Leonsis bought the Capitals from Pollin in '99, it was "agreed that he would have 10 business days from the day discussions began to reach a deal." If no agreement is reached by Wednesday on the total value of the team and Verizon Center -- which could range from \$400-500M -- both sides could "agree to extend the exclusive talks." If the two sides fail to reach an agreement on the sale price by Wednesday and also "do not agree to extend the talks, each side selects an appraiser to estimate what the building and team are worth." If the two appraisers then "cannot agree on the value for the team, they together pick a third appraiser." Heath notes the purchase could be "crucial for Leonsis because Verizon Center generates revenue that could put an end to a decade of losses for his Capitals." The transaction is "expected to be closely watched in professional sports circles because the price could influence the value of NBA franchises" (*WASHINGTON POST, 1/18*).

#### **15. BROWNS FIRE MIKE KEENAN, COULD PART WAYS WITH DAWN APONTE**

The Browns on Friday fired CFO Mike Keenan, who had served as team President "until the arrival of Mike Holmgren" earlier this month, according to Tony Grossi of the Cleveland PLAIN DEALER. Keenan, who was demoted to CFO when Holmgren was named president, oversaw the "development of broadcast contracts and the club's sales and marketing departments." He was Browns Owner Randy Lerner's "top representative at league meetings" (*Cleveland PLAIN DEALER, 1/16*). Meanwhile, Grossi cited an NFL source as saying that the Browns and Dolphins are "contemplating swapping salary cap specialists." If the deal works out, Browns VP/Football Administration Dawn Aponte would leave the team for the Dolphins, and would be replaced in Cleveland by Matt

Thomas, who holds the same title for the Dolphins. The changes "apparently are being brokered" by new Browns Exec VP Bryan Wiedmeier, who joined the club last week after 29 years with the Dolphins. Aponte previously worked for the Jets when the team was coached by Bill Parcells, who now serves as Exec VP/Football Operations of the Dolphins (*Cleveland PLAIN DEALER*, 1/17). ESPN.com's Adam Schefter cited league sources as saying that when Keenan in '09 "attempted to hire Aponte away from the NFL office, the Browns became the first organization to be charged with tampering with an NFL employee and were fined \$50,000" (*ESPN.com*, 1/17).

#### **16. MCCOURT SAYS FANS STANDING BY DODGERS DESPITE QUIET OFFSEASON**

Dodgers Owner Frank McCourt Friday said that the fans "he has spoken to stand firmly behind the team," despite the fact that the Dodgers have "stayed on the sidelines of the free agent market this winter and their season-ticket sales are down," according to Dylan Hernandez of the L.A. TIMES. McCourt: "They're very excited about the team. They're very supportive of what we're doing." Meanwhile, McCourt said that the team's "lack of activity in the free-agent market should not be interpreted as a sign that his team is facing financial difficulties as a result of his personal situation." McCourt: "My divorce has no bearing on the club whatsoever" (*L.A. TIMES*, 1/16). ESPNLOSANGELES.com's Tony Jackson noted the "matter of a legal claim to an ownership stake in the club" by McCourt's estranged wife, former Dodgers CEO Jamie McCourt, is "expected to be resolved" at a May 24 court hearing. Frank McCourt, when asked about potentially losing that hearing, said, "I own the team. Major League Baseball confirms that I own the team, and we are moving forward." Jackson wrote the "likelihood is that McCourt does have a plan in place in case things don't go his way in the courtroom, but he isn't about to tell the public what it is -- or even acknowledge that it exists." Meanwhile, McCourt added of the team's ticket and sponsorship sales, "We are very, very sensitive to the economy and to what that means to our fans and to families that support the Dodgers, but (the economic crisis) has been going on for over two years now. Notwithstanding that, we had the highest attendance in all of baseball last year, and we have another great year coming up." He added, "There is no question that companies are looking closely at how they can spend their sponsorship dollars differently right now, and we're adjusting to that and making sure we provide great value to our corporate partners. It's really all fine" (*ESPNLOSANGELES.com*, 1/15).

#### **17. GILBERT ARENAS' NBA FUTURE IN JEOPARDY AFTER FELONY GUILTY PLEA**

Suspended Wizards G Gilbert Arenas "pleaded guilty Friday in DC Superior Court to a felony count of carrying a pistol without a license, leaving his NBA career in jeopardy," according to Keith Alexander of the WASHINGTON POST. As part of a plea deal, prosecutors agreed "not to ask for more than six months in jail for Arenas." The sentencing is scheduled for March 26. Arenas has four years and \$80M remaining on his contract with the Wizards after this season, and the team in a statement on Friday indicated that it was "disappointed in Arenas." The statement said, "Gilbert used extremely poor judgment and is ultimately responsible for his own actions" (*WASHINGTON POST*, 1/16). Arenas currently is serving an indefinite suspension from the NBA, and in N.Y., Adam Himmelsbach noted the league is "not expected to issue a final punishment of Arenas until it has completed its own investigation of what occurred" (*N.Y. TIMES*, 1/16).

**TRANSITION OFFENSE:** In DC, Michael Wilbon wrote the Wizards "want to distance themselves from Arenas as quickly as possible, and this is surely going to get worse considering management will very quickly seek to void" the remainder of his

contract. The difference between the felony and a misdemeanor "could be nearly \$100[M], which is a reasonable guess at how much Arenas could lose from his contract with the Wizards and his deal with adidas, which was terminated after Arenas's plea bargain Friday." While it is not a certainty the Wizards will void the contract, "copping to a felony makes it more difficult" for the team to keep ties with Arenas (*WASHINGTON POST*, 1/16). ESPN's Jalen Rose said, "For the most part, the Washington Wizards have already taken their stance. They're not selling his jerseys anymore, you won't see Gilbert Arenas on any promotions. And a player that you owe \$80(M) to, it's hard to have him in uniform out on the floor when you've already shown that you're not going to back him at this point" ("*Kia NBA Shootaround*," *ESPN*, 1/15). Arenas stands to lose \$9.9M in salary if the NBA maintains his unpaid suspension for the duration of this season, and in L.A., Mark Heisler wrote, "For a dumb joke with four unloaded guns, I'd say justice has been served, or over-served" (*L.A. TIMES*, 1/17).

**REDEMPTION SONG?** FANHOUSE.com's Jay Mariotti wrote Arenas' guilty plea will "lead to his divorce from the Wizards and will make him a public-relations nightmare for any team that dares to give him another chance" (*FANHOUSE.com*, 1/15). But ESPN.com's Marc Stein cited sources as saying that Magic GM Otis Smith, who was "part of Golden State's brain trust when the Warriors drafted Arenas as a second-rounder in 2001, continues to be one of Arenas' closest confidantes in the league." Sources indicated that it is a "virtual certainty, given the depth of their friendship, that Arenas will lobby Smith to be the GM who looks past the damage this incident has done to Gil's reputation and grants his comeback chance" (*ESPN.com*, 1/16).

**FALLOUT ON A LEAGUE LEVEL:** In Boston, Gary Washburn noted this case will have "massive repercussions around the NBA" for several reasons, "most important is its potential effect on collective bargaining negotiations, which are set to resume at the All-Star break in Dallas." The question for NBPA Exec Dir Billy Hunter is "how hard he will fight for Arenas." Sources indicated that the union has "set a maximum of a 30-game suspension it will accept for Arenas," and anything longer will "prompt it to appeal for a reduction." But does Hunter "want acrimonious dealings with Stern on the cusp of negotiations?" Arenas might have to "take the fall not only for his behavior but for his timing." He picked a "bad time to act a fool, when owners are crying broke and want a bigger slice of television revenues" (*BOSTON GLOBE*, 1/17). NBA player agent David Falk said, "Teams are losing tens of millions of dollars and the expectation is that the owners are going to really try to cut back. So, to me, it's a no-win situation for the players as a group. If Gilbert somehow avoids having his contract voided during arbitration, the owners will turn right around and tighten up the rules so this will never happen again" ("*Washington Post Live*," *Comcast SportsNet Mid-Atlantic*, 1/15).

#### **18. ORIOLES TO CHARGE MORE FOR GAMEDAY TICKETS, PRIME GAMES**

The Orioles are "holding the line on season-ticket prices and single-game tickets for the 2010 season" but will introduce a \$1-5 "additional charge on tickets purchased the day of the game," according to Ryan Sharrow of the *BALTIMORE BUSINESS JOURNAL*. In addition, tickets for Yankees and Red Sox games, as well as Opening Day -- dubbed "prime games" -- will cost 10% more than last season, and the additional charge for tickets purchased on gameday "will also be applied." Orioles Dir of Communications Greg Bader said that the team's decision to "hold the cost on season-long plans and most ticket prices is not directly tied to the team's string of 12 straight losing seasons, but is more reflective of the weak economy." Bader "declined to disclose the renewal rate of season tickets heading into 2010, but he expects that figure to be flat with the past six seasons" (*BALTIMORE BUSINESS JOURNAL*, 1/15 issue). In

Baltimore, Dan Connolly noted the ticketing fee of \$1-5 will depend on the "original price of the seat" and if that ticket is "purchased after 12:01 a.m. on game day." Bader said that the new policy, "which will average an additional \$2 per game-day-purchased ticket, is becoming more common" in MLB. He said that last season, "10 teams did it; the Orioles have become the 11th team and several more could implement it in 2010." Bader said the policy "rewards fans who buy in advance and make a commitment ahead of time to come" see a game (*Baltimore SUN*, 1/16).

#### 19. NFL FRANCHISE NOTES: ASKING PRICE FOR RAMS DROPS BELOW \$800M

SPORTSBUSINESS JOURNAL's Daniel Kaplan cites sources as saying that the price Rams co-owners Chip Rosenbloom and Lucia Rodriguez "would accept for the team has dropped" into the mid- to high-\$700M range, "underscoring the challenges even NFL teams have in finding buyers in this economy." Rosenbloom and Rodriguez in June hired Goldman Sachs to look into a potential sale, and sources indicated that the investment bank "quickly dropped" its sale estimate from \$900M to about \$850M. Kaplan notes "several factors are contributing to the falling price." Beyond the economy and the team's "poor play (3-29 over the past two seasons), Stan Kroenke's 40% stake and his "right of first refusal for majority control is an issue" (*SPORTSBUSINESS JOURNAL*, 1/18 issue).



**GO WITH THE FLOW:** Steelers President Art Rooney II said the possibility of an uncapped '10 season "creates some uncertainty about planning for the future." Rooney: "There are changes we've got to deal with and be prepared to adjust to. It's just one of those factors that's out there that the next couple of years are going to be something you wouldn't describe as business as usual." Rooney said he expects the NFL to have a salary cap after next season, and added the uncapped season will "kind of be a one-year situation that we'll get through." He added, "We've got to find the right system and the right adjustments going forward to continue being successful" (*Pittsburgh TRIBUNE-REVIEW*, 1/16).

**SPREADING THE FIELD:** Chargers Exec VP & COO Jim Steeg noted that 26% of the team's season-ticket holders come "from outside San Diego County," and outlined a "number of ways the Chargers have promoted themselves" in Southwest Riverside County. The team continues to air games on the area's KATY-FM, and Station Manager Kevin Watson "estimates his station's ratings for Chargers games 'quadruples' the average Sunday rating and delivers substantial revenue for the classic-rock station." In addition, of the "eight or so retail outlets that sell NFL apparel in Southwest County, only two offer jerseys other than those of the Chargers" (*Landon Negri, NORTH COUNTY TIMES*, 1/17).

**REACHING THE GOAL LINE?** Vikings Owner Zygi Wilf said that he "expects the club to break even financially this year" (*Minneapolis STAR TRIBUNE*, 1/17).

#### 20. FRANCHISE NOTES

Hurricanes Owner Peter Karmanos expects the NHL salary cap next season to be less than the \$56.8M this year, but said that the "cap won't be an issue for the Canes." Karmanos: "We can run a team well under the cap and have it be a team we think can contend." He revealed that the Hurricanes will "take a 'huge financial hit' this season, a result of a drop in overall revenue and now the likelihood of missing the playoffs." He added that the "emphasis will be putting a competitive team on the ice" next season

*(Raleigh NEWS & OBSERVER, 1/16).*

**KARMA POLICE:** In L.A., Bill Plaschke wrote Clippers Owner Donald Sterling's "negative presence runs as deep through his organization as red, white and blue." From the "sleazy tales of his apartment ownership to the discrimination suit filed against him by Hall of Famer Elgin Baylor, Sterling's swaying, pitching leadership seemingly will never steady this place." Lakers coach Phil Jackson Friday implied that the Clippers' bad "karma comes directly" from Sterling. Jackson: "I do think there is karma in effect. ... If you do a good mitzvah, maybe you can eliminate some of those things. You don't think Sterling's done enough mitzvahs to eliminate some of those?" (*L.A. TIMES, 1/17*).

**SOL PATROL:** WPS Dir of Communications Robert Penner said that AEG has been "in discussions 'for months' with an unidentified party" to sell its 50% stake in the L.A. Sol. Penner said that the sale of the WPS club, "which is currently operating under the custody of the league, will likely be finalized within the next week or two." The Sol reportedly lost \$2M in their inaugural season (*INSIDESOCAL.com, 1/15*). In DC, Steve Goff reported AEG and Blue Star LLC, which owns the other 50%, are selling to a "group that plans to keep the club in the Los Angeles area." Sources indicated that while the new owners would "like to continue playing at Home Depot Center, Cal State Fullerton's Titan Stadium is under consideration" (*WASHINGTONPOST.com, 1/15*).

**PITCH PERFECT?** In Atlanta, David O'Brien reported former MLBer Tom Glavine has been "in discussions with the Braves about a possible position with the organization that could include duties ranging from front-office work to instructing players in the minor leagues and perhaps even some broadcasting" (*ATLANTA CONSTITUTION, 1/16*).

## Facilities & Venues

### 21. BIG HARD SUN: DOLPHINS SELL STADIUM NAMING RIGHTS TO SUN LIFE

By Terry Lefton, Editor-At-Large

The Dolphins on Wednesday will announce Sun Life Financial as the new naming-rights partner for their home stadium, just four days before the Pro Bowl and 11 days before Super Bowl XLIV are played at what will be called Sun Life Stadium. Sources said the five-year entitlement deal averaged around \$7.5M annually. It was unclear whether Sun Life category rights will be restricted to insurance or be more broadly-based to include a number of financial services



**Sun Life Financial's Five-Year Deal With Dolphins Reportedly Averages Around \$7.5M Annually**

categories. The creative ties between Sun Life and an NFL team venue in South Florida are obvious. However, how much marketing value Sun Life will be able to extract in less than two weeks from an association with this year's Pro Bowl and Super Bowl site is questionable. From an industry perspective, the recession put many naming-rights deals on hold. It remains to be seen whether the Dolphins' new deal catalyzes similar entitlement deals for the Cowboys' new \$1.2B stadium before next year's Super Bowl, or for the new Giants/Jets stadium before it opens April 10 with the Big City Classic lacrosse tournament. The Sun

Life stadium entitlement comes just two months after the company launched its first national branding campaign in the U.S., entitled "Get to Know Sun Life," from ad firm The Martin Agency, which began Sun Life creative last August. All those marketing programs, designed to expand Sun Life's brand awareness, are being directed by Sun Life Financial U.S. Senior VP & Head of Marketing Priscilla Brown. Prior to joining Sun Life, Brown was a top marketer at Lincoln Financial Group and part of the marketing team that purchased a 20-year, \$139.6M entitlement at the Eagles' stadium in '02. Sun Life has generally been sports sponsorship shy. It signed on as a U.S. sponsor of Cirque du Soleil in August '09. It is interesting to note that Sun Life was title sponsor of the recent Frozen Fenway college hockey game at Fenway Park. That sponsorship was sold by Fenway Sports Group, where Mike Dee was President before jumping to the Dolphins as CEO.

**YET ANOTHER NAME CHANGE:** The Sun Life deal puts yet another name on the 22-year-old facility that has been called by five additional monikers since opening as Joe Robbie Stadium. It has also been known as Pro Player Park, Pro Player Stadium, Dolphins Stadium, Dolphin Stadium, and Land Shark Stadium, after an Anheuser-Busch beer licensed by Jimmy Buffet. The insurance category has been fertile territory for those selling sports sponsorships and sports media, even during the recession. Allstate has a USOC and BCS deal, along with its compelling branding on goal-post nets, Nationwide bought title rights to NASCAR's No. 2 circuit last year, and Progressive has naming rights to the Indians' home ballpark. Geico is an NHL sponsor and a large buyer of national and local sports media. State Farm has MLB and NCAA sponsorships, and had NFL rights until this season.

## 22. CUBS PLAN WRIGLEY RENOVATION FOR PARK'S 100TH ANNIVERSARY IN '14



**Kenney Says Wrigley Field Renovation Will Allow Cubs To Use Park For Another 100 Years**

Cubs President Crane Kenney said the team is planning a "complete renovation" of Wrigley Field in conjunction with the ballpark's 100-year anniversary in '14, according to Dave van Dyck of the CHICAGO TRIBUNE. Kenney said that the renovation, dubbed "Wrigley 20-14," will include "construction projects during the season so the Cubs can use it 'for another 100 years.'" The "focal point of the massive restructuring will be the long-talked-about 'triangle building' to the west, a project that will include knocking down the outer wall on the third-base side to form a large open-air courtyard that would include concession areas and shops." Ultimately, all of the concourses "will be widened and include expanded restrooms, some of which will be completed for this season." The project also means construction "will be ongoing during the 2011 and 2012 seasons." While plans "still are sketchy, there also could be a restaurant below the third-based terrace 'suites.'" The only parts of the ballpark that "will not be reconfigured are the bleachers, which already have been altered by more seats and a restaurant." Meanwhile, during a Cubs Convention panel discussion, Kenney was asked about naming rights for the ballpark, and he said, "I can't imagine the ballpark not being called Wrigley Field" (*CHICAGO TRIBUNE*, 1/17).

**TIME FOR A CHANGE?** In Illinois, Bruce Miles reports the Cubs are "not

considering personal seat licenses" for Wrigley Field, and team Owner the Ricketts family is "not considering increasing the number of night games from 30 or seeking Friday night or Saturday night home games." Cubs BOD member Laura Ricketts said that "any profits the team makes under the family's ownership would be put back into the team." Meanwhile, the Cubs "continue to lobby" MLB to "host the 2014 All-Star Game to mark Wrigley Field's 100th anniversary" (*Illinois DAILY HERALD*, 1/17). MLB.com's Carrie Muskat noted the Ricketts family is "weighing proposals" for Spring Training facilities from Mesa, Arizona, and Naples, Florida, and they are "expected to make an announcement this month." Cubs Chair Tom Ricketts: "The fact is that our goal is to have the best facilities in baseball when it comes to Spring Training" (*MLB.com*, 1/16). In Chicago, Paul Sullivan reported the family also is "looking to hire what it called a 'Chief Hospitality Officer' to bring fans suggestions and complaints to ownership." Tom Ricketts added that they are "looking into asking the city to block off some streets before games, making it less of a 'bar-like atmosphere outside the stadium'" (*CHICAGO TRIBUNE*, 1/17).

**FAMILY MATTERS:** The Illinois DAILY HERALD's Miles reports the "clear winners" of the Cubs Convention over the weekend were the "members of the Ricketts family." The new owners "met face to face with fans and took all their questions," marking the "first time in the 25-year history of the convention that fans actually got to see and talk to the owners of the Cubs." The Ricketts "talked of winning, improving Wrigley Field with 'respect' to its history and listening to the fans." They added that they "wouldn't be as visible -- or as loud -- as" Yankees Chair George Steinbrenner, but that they "would be at the games." The family's presence "alone this weekend seemed to put the fans in a better mood after they came loaded for bear following an extremely disappointing 2009 season" (*Illinois DAILY HERALD*, 1/18). In N.Y., Dave Seminara reported the family "received several rousing ovations over the course of the weekend," during which "some 15,000 fans attended" the Cubs Convention (*N.Y. TIMES*, 1/18). ESPNCHICAGO.com's Melissa Isaacson wrote the Ricketts family "doesn't deserve anything harsher than guarded optimism" currently. Not even "raised ticket prices caused any serious wrath, the subject coming up as a polite plea from one fan." The fan asked, "Will you please reconsider your decision to raise ticket prices considering the economy and job losses, so fans can afford it?" Isaacson wrote, "To the Ricketts' credit, there were honest, straightforward answers." Tom Ricketts said, "If we're going to compete with the bigger teams in the league, if we're going to try to compete for talent with the Red Sox or the Yankees, we're going to have to have some financial flexibility. With that said, we don't have any plans for any ticket increases in the future" (*ESPNCHICAGO.com*, 1/16).

### 23. SACRAMENTO ARENA TASK FORCE OPEN TO ALL SEVEN PROPOSALS

Sacramento First arena task force co-Chair Chris Lehane Friday said that his group is "not yet putting any proposal ahead of the others" among the seven submitted to build a new sports and entertainment center for the NBA Kings, according to Tony Bizjak of the SACRAMENTO BEE. Lehane: "This is not about a shining arena for the Kings and NBA. It is about what is best for Sacramento. The Kings and the



league have backed other proposals in the past, and those have not come to fruition." Sacramento Mayor Kevin Johnson in a blog on his Web site wrote, "The review process will determine which proposal or proposals best puts Sacramento First." Lehane said that the task force "may consider cobbling together ideas from several of the proposals and from their own research when they make a recommendation to the mayor." Bizjak noted "five of the seven proposals shared a unifying factor, making the case that the venue belongs downtown where it would enliven the urban core." Meanwhile, NBA officials "created shock waves by announcing they already back one of the plans." The proposal spearheaded by Sacramento developer Gerry Kamilos includes a "complicated land swap moving the State Fair to the Arco Arena site in Natomas, turning Cal Expo over to private developers, and leveraging income from those moves to help finance an arena in the downtown railyard." Baltimore-based Moag & Co. CEO John Moag, a consultant working for the NBA on the arena project, said that the proposal "stands out among the seven ... because it includes something other proposals don't: deep-pocketed private partners to jump-start the project financially" (SACRAMENTO BEE, 1/16).

**TOO GOOD TO BE TRUE?** In Sacramento, Marcos Breton wrote under the header, "Is Land-Swap Arena Proposal Too Bold For Sacramento?" It seems an "amazingly clever and innovative deal -- and too good to be true." Putting aside the "environmental questions and neighborhood opposition, it's unclear whether the state can sell Cal Expo to one group without putting it out to competitive bidding." Also, the new arena "would go up on city-owned land at the railyard -- though the city is headed to arbitration with the railyard developer over the value of that land." The developer, Thomas Enterprises, "has its own arena bid competing against the Kamilos plan." Breton noted Kings Owners the Maloofs are "on board" with an arena plan "for the first time," supporting the Kamilos plan. The new Kings arena at that location "would be paired with a new transit station that could be the hub of a revitalized downtown," and Cal Expo "could become a thriving commercial and residential area instead of a worn-out fairground." Breton: "It's a bold vision that transcends our sensible-shoes landscape" (SACRAMENTO BEE, 1/17). A SACRAMENTO BEE editorial stated it is "appealing that Arco could be reused as a Cal Expo exhibit hall, instead of tearing it down or building housing on this floodplain property." But there also are some "open questions about how this deal would be structured." The city "has lent the Kings" \$70M, and Moag said the loan would be "retired" as part of the proposal. The NBA insisted that it is "not expecting the city to 'forgive' the loan," but the editorial wondered, "If not, what will be the source of funding for retiring this debt? And what would the city get out of this deal, in exchange for giving up land?" (SACRAMENTO BEE, 1/16).

#### 24. CANADIENS' HOF OPENS WITH 100 YEARS OF MEMORABILIA ON DISPLAY



The Canadiens' new HOF opened on Saturday at the Bell Centre, and team President Pierre Boivin "called it the 'icing on the cake' of the team's 100th anniversary celebrations," according to Bill Beacon of the CP. Visitors "enter into a space with a floor painted to look like centre ice at the old Montreal Forum, with a dome overhead covered in pictures of the 54 players and builders the team has sent to the Hockey Hall of Fame." Down some stairs is a "wall done up like

**Canadiens' New HOF Opened Its Doors Saturday At The Bell Centre** the old Forum's Atwater Street facade, but in front are life-size mannequins of current Canadiens players celebrating a goal." The net in the display is the "one used for the final game at the Forum in 1996." There also is a "replica of the Canadiens dressing room from its dynasty days in the 1970s." Many of the "rare artifacts came from Montreal collector Allan Rubin, including hundreds of hockey cards in pristine condition, some going back to the Canadiens first season in 1909-10." Former players "donated other pieces." Tickets to the HOF cost C\$10 for adults and C\$7 for children and seniors, while "fans with a ticket for that night's game get in for" C\$5 (*CP*, 1/15). In Montreal, Dave Stubbs noted fans will "find touch-screen tours, audio-video loops and an interactive multimedia display." In addition, "almost endless are the items culled from the Canadiens' vault and those loaned by private collectors and borrowed" from the Hockey HOF in Toronto (*Montreal GAZETTE*, 1/16).

## 25. STUBHUB PRESIDENT CLAIMS PAPERLESS TICKETS HURTING FANS' OPTIONS

By Eric Fisher, Staff Writer, SportsBusiness Journal

StubHub President Chris Tsakalakis said paperless ticketing is reducing fan choice and stifling marketplace competition. Electronic ticketing, where entry to an event is obtained typically using a magnetic strip on a credit card or driver's license, represents an estimated 1% of the marketplace, but through efforts of companies such as Veritix and Ticketmaster, it is growing rapidly and gaining increased adoption among pro and college teams. Tsakalakis at the Ticket Summit conference in N.Y. Friday argued that fan choice is being eliminated by rules that often limit resale of those electronic tickets to secondary forums operated by the primary ticketing vendor, venue or team. "People often talk about the virtues of paperless ticketing, and there are some, but there are also two main negatives: It takes away fan rights and eliminates resale competition," Tsakalakis said. "And with no competition, you usually get a lower level of service and higher prices."



**Tsakalakis Argues Fan Choice Being Eliminated**

Tsakalakis said the company's future plan to combat paperless ticketing is not fully clear, but said, "We think there's scope here for potential regulation." He added StubHub would continue to inform consumers on the drawbacks of paperless ticketing. Veritix has sold more than 2 million paperless tickets since its '06 launch as Flash Seats and generated more than \$500,000 in new secondary ticket revenue so far this season for its NBA clients the Cavaliers, Jazz, Nuggets and Rockets. It predictably disputed StubHub's view. "The free market is defined by the content owners," said Veritix President Jeff Kline. "And content owners -- the leagues and teams -- are choosing us because of what we provide. It seems pretty clear that what Chris is seeing is that the market is shifting, and that he's losing business in the markets where we're at."

## 26. FACILITY NOTES

USA TODAY's Nate Ryan reports several NASCAR tracks have "sliced their grandstand capacities by several thousand seats after a 2009 season in which attendance was flat or down at virtually every race." Among the "biggest drops" are Daytona Int'l

Speedway, which decreased from 168,000 to 146,000, and Phoenix Int'l Raceway (PIR), "which dropped by 20,000 seats." ISC Exec VP & COO Roger VanDerSnick: "Phoenix is a nice market, but it's been hit hard. This is an opportunity to take valuable real estate that wasn't going to be used and turn it into amenities." PIR President Bryan Sperber said that the track "expanded seat width from 18 to 22 inches to address a frequent complaint from fans" (*USA TODAY*, 1/18).

**NIGHT MOVES:** In New Orleans, Bob Fortus noted the New Orleans' Fair Grounds Race Course held it's first night race card of the season on Friday, and the atmosphere was "part nightclub, part racetrack." Dancers in "short shorts entertained in a track-side tent while people ate oysters." A band "played in the clubhouse," and "well-dressed people mingled, drinks in hand." Attendance figures for the card "weren't available as of Saturday, but it was evident that this wasn't a typical Friday gathering." Track President Austin Miller: "I'm just as pleased as I can be. I can tell you, it's not your grandfather's racetrack. ... In terms of creating an environment or creating a vibe, it all went fantastic" (*NOLA.com*, 1/17).

**CUTTING BACK?** DAILY RACING FORM's Steve Andersen reported Santa Anita is "considering reducing its racing calendar at the current winter-spring meeting, with the possibility of running fewer races per day or one fewer day per week." Santa Anita President Ron Charles Friday said that the track is "concerned about field size after eight-race programs on Wednesday and Thursday drew 52 and 49 starters, respectively." Charles said that "ontrack handle is down" 10% and that the Southern California intertrack network is "down a 'little less'" (*DRF.com*, 1/15).

## Sports & Society

### 27. TENNIS PLAYERS HOLD IMPROMPTU EVENT TO RAISE FUNDS FOR HAITI

More than 14,000 tennis fans "swarmed onto the grounds of the Australian Open on Sunday afternoon ... in an impromptu show of financial support for Haiti relief efforts -- and the chance to see top players in an exhibition staged at the last-minute suggestion of Roger Federer," according to John Martin of the N.Y. TIMES. Federer said that "all funds would be contributed to victims of the Haiti earthquake." Federer: "It's something as a tennis family we're very happy to do." Other players included Rafael Nadal, Andy Roddick, Novak Djokovic, Lleyton Hewitt, Serena Williams, Kim Clijsters and Samantha Stosur. Organizers said that within 45 minutes "all but about 1,000 seats" at 15,000-seat Rod Laver Arena "were filled." Australian Open PA Announcer Craig Willis said that the event was "expected to raise more than \$200,000." Willis announced to the crowd that spectators "had donated \$20,000 in collection boxes and that Maria Sharapova had donated \$10,000." An online "auction of the players' racquets was also announced" (*NYTIMES.com*, 1/16). The AP's Jocelyn Gecker reported the event, which was dubbed "Hit for Haiti," raised "more than \$185,000, an amount that organizers expected would increase" (*AP*, 1/17).

**DONATIONS CONTINUE:** The NFL and NFLPA Friday announced that they would donate \$500,000 each to the American Red Cross and Partners in Health to support relief efforts in Haiti, and the NBA and NBPA said that they will contribute \$1M. Hendrick Motorsports said that it was "loaning an airplane and two flight crews to Missionary Flights International, which will send support teams" to Haiti, and the Redskins also are "flying medical supplies, personnel and clothing into Haiti with help from Diageo, one of the team's business partners." World TeamTennis is "donating clothing items for children through Kids in Distressed Situations," and the Lions are

"donating \$10,000 to the American Red Cross in the name of three" players -- OT Gosder Cherilus, DE Cliff Avril and CB Louis Delmas -- who are of Haitian descent. Former NBAer Alonzo Mourning and Heat G Dwyane Wade are "working together on a venture" called the "Athletes Relief Fund for Haiti" (*AP*, 1/15). The Suns have joined forces with Arizona-based Chances for Children to aid relief efforts. The team is making an initial donation of \$20,000 and is encouraging Suns fans to join in the effort by making a donation to Chances for Children on the team's Web site (*Suns*). Meanwhile, Univ. of Kentucky men's basketball coach John Calipari yesterday from 12:00-1:30pm ET hosted a "Hoops for Haiti" telethon "to raise money." The telethon was scheduled to air "statewide in Kentucky" on WKYT-CBS, and also could be "viewed worldwide on Calipari's Web site, coachcal.com, and on UKathletics.com." The telethon included an "auction, with items like dinner for six at Calipari's house cooked by the chef of the actress Ashley Judd, a prominent Kentucky fan." Calipari said that he hoped to raise "in the high six-figure range" (*NYTIMES.com*, 1/16).

**HOCKEY FOR HAITI:** In N.Y., Jeff Klein reports the Canadiens last week announced that they "were donating \$100,000 to earthquake relief and would further match fans' donations." Canadiens RW Georges Laraque, "one of a handful of NHL players of Haitian descent," asked readers on his Web site to "donate to various relief organizations" (*N.Y. TIMES*, 1/18). Meanwhile, the Lightning are "teaming up with the American Red Cross to help Haitian earthquake victims." The team Friday announced a "cash donation drive for the next eight home games at the St. Pete Times Forum" (*TAMPABAY.com*, 1/15).

## Sports Industrialists

### 28. EXECUTIVE TRANSACTIONS

MLB Commissioner **BUD SELIG** has appointed Twins Owner **JIM POHLAD** to the MLBAM BOD (*Minneapolis STAR TRIBUNE*, 1/17)...The NFL has named **MARC REEVES** to the newly created position of Int'l Commercial Dir. He will be responsible for sponsorship activity and growing the league's global fan base (*THE DAILY*)...The Brewers have named **SARAH HOLBROOK** Dir of Corporate Marketing and have promoted **TOD JOHNSON** to Dir of Application Development and **COREY KMICHIK** to Dir of Network Services (*Brewers*)...The ACC has named MEAC Assistant Dir of Compliance & Championships **SHAMAREE BROWN** Dir of Student-Athlete Programs and Univ. of Miami Assistant Dir of Event Management **LEE BUTLER** Associate Dir of Championships (*ACC*)...USA Wrestling has named Citizens Bank commercial lender and credit analyst **LES GUTCHES** to the newly created position of Dir of Program Development, effective February 1 (*USA Wrestling*).

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

### 29. NAMES IN THE NEWS

In Houston, David Barron profiled Astros Owner **DRAYTON MCLANE**'s 17-seasons with the club. McLane's tenure is the "longest of the four eras of Colt .45s/Astros ownership" and is "easily the most successful." Barron: "Whenever or however Drayton McLane relinquishes control of the Astros, he will be remembered as the longest-tenure, most consistent owner of a franchise that has had its share of controversy, chaos and calamity in 48 major league baseball seasons in Houston" (*HOUSTON CHRONICLE*, 1/17).



**Snider (l), Clarke (c) And Parent Celebrate Wachovia Spectrum At Party Saturday Night**

**OWNERS IN THE NEWS:** In Chicago, Melissa Harris profiled Blackhawks Chair **ROCKY WIRTZ**, who "having turned the Blackhawks into a winning franchise almost overnight, is quite possibly the most popular businessman in Chicago." Wirtz has "handsomely cut brown hair, a long nose and a million-dollar smile," and his "humor is wickedly dry." Wirtz said during the tenure of his father, late Blackhawks Owner **BILL WIRTZ**, "even the guy who ran the mailroom said 'no thank you'" to tickets (*CHICAGO TRIBUNE*,

1/16)...Comcast-Spectacor Chair **ED SNIDER** "blew out the candles" on the Wachovia Spectrum Saturday night "with a cocktail party for several hundred people." Former Flyers G **BERNIE PARENT** and C **BOB CLARKE**, "carrying the Stanley Cup, led about 10 teammates in to greet Snider." The event also featured a performance by Earth, Wind & Fire (*PHILADELPHIA INQUIRER*, 1/17)...Patriots Owner **ROBERT KRAFT** called to congratulate new Seahawks coach **PETE CARROLL** last week. Kraft was the "last man to fire" Carroll after a three-year coaching stint in New England. Kraft: "It was actually a real treat having him here and working with him for three years. In some ways, I think the experience with (Bill) Parcells made it more difficult for me to allow him to have the authority he wanted here" (*BOSTON.com*, 1/16).

**ENTERTAINMENT BEAT:** In Miami, Michelle Kaufman reports Homer and Marge Simpson will be "representing the United States in the fictional event of mixed curling" in an episode of Fox' **"THE SIMPSONS"** during the Vancouver Olympics in mid-February. The show chose to spotlight curling because "several of the show's writers are Canadian" and because they were "determined to integrate the Winter Olympics into the show." Kaufman notes the show's writers were "sensitive to the fact that competitive curlers might take offense to a couch potato like Homer Simpson being able to waltz into the Olympics" (*MIAMI HERALD*, 1/18)...Driver **DANICA PATRICK** "will make an appearance" on the February 10 episode of CBS' "CSI:NY" (*INDIANAPOLIS STAR*, 1/16).

**NAMES:** The Women's Sports Foundation will be the "designated charity" for the March 1 BNP Paribas Showdown at MSG. It is likely MSG "will be the stage for a **SERENA WILLIAMS-KIM CLIJSTERS** showdown -- possibly their first meeting since the controversial U.S. Open semifinal," when Williams berated a line judge (*N.Y. POST*, 1/17)...Boxing announcer **NICK CHARLES** in August was diagnosed with bladder cancer, but with the cancer "in remission and his strength returning, Charles is preparing to get back behind the microphone" for Showtime's January 29 telecast of the **CHRIS AVALOS-JOSE NIEVES** bout (*LAS VEGAS REVIEW-JOURNAL*, 1/17)...The Minnesota Chapter of the Baseball Writers Association of America will recognize Twins Sports Inc. President **JERRY BELL** with the Herb Carneal Lifetime Achievement Award at the Diamond Awards on January 28 (*Minneapolis STAR TRIBUNE*, 1/17)...Chicago condo owner **PANTELIS KOTSIPOULOS** is suing Mariners LF **MILTON BRADLEY**, claiming that he "walked out on" a \$15,000-a-month lease he signed last year. Kotsiopoulos and Greenleaf Realty, which helped lease the condo to Bradley, are suing for \$44,100 (*SUNTIMES.com*, 1/16)...Boxer **AMIR KHAN** has teamed up with Golden Boy Promotions, which "could potentially lead to an all-British showdown with **RICKY HATTON**." Khan parted ways with promoter **FRANK WARREN** after five

years for GBP, which also reps Hatton (*TIMESONLINE.co.uk*, 1/17)...The MBTA's North Station platform in Boston has been renamed the **RED AUERBACH** Concourse in honor of the late Celtics President and coach (*Celtics*)...Former Alaska Gov. **SARAH PALIN** is scheduled to attend the February 14 Daytona 500 (*ORLANDO SENTINEL*, 1/17).

## The Back Of The Book

### 30. ESPN.COM TOTALS 101.9 MILLION VIDEO STREAMS DURING DECEMBER '09

ESPN.com had 101.9 million video streams in December '09 in the U.S., tops among all sports sites for the month, according to data from Nielsen Online. ESPN.com ranked 10th among all online brands for the period. In the month of December, overall online video streams in the U.S. were up 11.8% from the same period a year ago. Turner Sports & Entertainment's digital network of sites accounted for a total of 142.3 million streams in the period, good enough for fourth among all online brands. YouTube led all online brands with 6.4 billion streams. Below are the top 10 online sports sites for December '09, ranked by total video streams from home and work (*Nielsen Online*).

#### TOP 10 ONLINE SPORTS SITES, RANKED BY TOTAL VIDEO STREAMS, FOR DECEMBER '09 (HOME + WORK)

SITE	TOTAL STREAMS (000)	UNIQUE VIEWERS (000)
ESPN.com	101,856	8,470
NBA.com	27,695	986
NFL.com	20,385	3,878
MLB.com	18,364	2,565
Yahoo Sports	11,690	4,288
CBSSports.com	6,498	1,604
FoxSports.com	6,197	1,223
NHL.com	4,537	1,076
GolfChannel.com	3,939	426
WWE.com	3,773	740

## Classified Advertisements

### 31. CLASSIFIED ADVERTISEMENTS

Increase your company's exposure in the sport business marketplace and get your message in front of the industry's top executives. For more information on placing a classified in SportsBusiness Daily, please contact Heather Taylor at 704-973-1525 or [hcrawley@sportsbusinessdaily.com](mailto:hcrawley@sportsbusinessdaily.com).

### 32. SBJ IN-DEPTH: SPONSORSHIP

Tight scrutiny of sponsorship spending puts more challenges on sports properties to deliver. Marketers want to find creativity in how they are allowed to activate and reach

consumers, and they want to be able to measure the results to make sure their efforts are cost-effective. SportsBusiness Journal will look at how the sports industry is meeting those demands and helping brands achieve their goals. What will sports sponsorships look like in the year ahead? **Publishing Date:** February 15 **Ad Close:** February 1 **Materials Close:** February 3.

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