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Back-To-Back Birdies (#1)

On the heels of securing Farmers Insurance as last-minute title sponsor in San Diego, PGA Tour lands RSM McGladrey for Fall Series event. (#27)

Ups And Downs

Bucs make dramatic cuts to some ticket prices, while Texans boost costs by average of 7%. (#21)

Holding Serve (#23)

Melbourne Park will add third retractable roof as part of \$333M renovation.

K.C. Masterpiece (#22)

Proposed development that includes MLS Wizards stadium could net final approval today.

Now And Later

A source close to the Pistons refutes report that Karen Davidson has put team up for sale, but an eventual deal remains possible. (#16)

Collective Soul

There are "positive vibes" stemming from MLS labor talks with CBA about to expire. (#15)

All Along The Watchtower (#17)

MLBPA reportedly keeping an eye on payroll of Pirates, Rays, Padres and Royals.

Meet The Press

PR experts debate the effectiveness of McGwire releasing steroid admission via the AP. (#9)



Opening Ceremony Less Than A Month Away

There are just 24 days before the Olympic flame is lit at Vancouver's BC Place, and the activity surrounding the Games is increasing. Many sponsors are in the midst of rolling out their activation plans, and it appears more companies are adopting social media outlets as a way to expand their campaigns' reach. Several TOP sponsors, including Samsung, Visa and McDonald's, are trying to attract consumers with efforts on Twitter and YouTube (#2). That is not to say that traditional advertising is taking a big hit -- ad sales for NBC's telecast of the Olympics are on pace to fall in line with the previous two Winter Games. Meanwhile, one topic to monitor is what Vancouver will mean for the legacy of Dick Ebersol. NBC's Olympics boss is long associated with the event, but with NBC slated to take a loss on the Games for the first time -- and future sites less than desirable after '12 -- it is possible the Olympic momentum that peaked in Beijing could see a considerable waning period (#8).

Marketing Spotlight

Nike fails to see results from record deal with **Maria Sharapova** after her unexpectedly early exit Down Under. (#3)

Quote Of The Day

**“It's amazing what you can put on a stick.
It tastes that much better.”**

-- Target Field GM of Food Services **Pete Spike**, on the Twins' new ballpark featuring concessions like pork chops and walleye on a stick
(*STAR TRIBUNE*, 1/19). (#24)

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'10 SPORTS FACILITIES & FRANCHISES

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Sponsorships, Advertising & Marketing

1. FARMERS INSURANCE TO TITLE SPONSOR SAN DIEGO PGA TOUR EVENT

The PGA Tour yesterday announced the Farmers Insurance Group has signed a one-year deal to title sponsor next week's PGA Tour event in San Diego. Industry sources said the Tour was seeking \$3-3.5M for the last-minute deal, which includes limited branding on the course and ad units during the telecast on CBS and Golf Channel. The deal was negotiated over the weekend and finalized yesterday morning. It includes a long-term

option, and industry sources said the Tour plans on seeking the same \$8.5M a year deal it originally put on the market last fall after Buick dropped the San Diego event in bankruptcy reorganization. Zurich Financial Services, which title sponsors the PGA Tour event in New Orleans, is the parent company of Farmers Insurance Group. Both organizations are represented by The McGriff Group, a sports marketing agency based in Ponte Vedra Beach, Florida (*Jon Show, SportsBusiness Journal*). GOLFWEEK.com's Gene Yasuda noted keeping Farmers "in the fold beyond 2010 would be a major boon for the Tour, which has several title sponsorships coming up for renewal after this season" (*GOLFWEEK.com, 1/18*).



SPEED GOLF: In San Diego, Tod Leonard notes with the sponsorship deal coming "so close to the start of the tournament," event organizers the Century Club will have to "work quickly to get the Farmers Insurance logo on as many tournament items as possible." That includes "everything from tee markers to caddie bibs." Farmers CEO Bob Woudstra yesterday noted that he was "approached by PGA Tour officials and didn't begin extensive talks about the tournament until this past weekend" (*SAN DIEGO*

UNION-TRIBUNE, 1/19). The event will be known as the Farmers Insurance Open, but Tournament Dir Tom Wilson said that signage was "complete and officials were ready to move forward without a title sponsor," calling the event the San Diego Open. Wilson contends that there still is "plenty of time to make sure the event will run as if Farmers had been the sponsor all along" (*NORTH COUNTY TIMES, 1/19*).

HOW ABOUT ANOTHER ROUND? In Honolulu, Paul Arnett reports Sony's sponsorship of the PGA Tour event in Oahu expires after this year, and it "seems likely a long-term arrangement can be secured, if the price is right" for both Sony and the PGA Tour. Those negotiations should "go a little easier after last week's successful event concluded with a dramatic ... finish at the 18th." This year's field was "as strong as any since the Mercedes and Sony corporations signed five-year deals in 1998 to host the opening PGA tournaments for 1999 and beyond" (*HONOLULU STAR-BULLETIN, 1/19*).

2. OLYMPIC SPONSORS PLACING GREATER FOCUS ON SOCIAL MEDIA EFFORTS



Samsung Enhancing Its Typical On-Site Marketing Initiatives, TV Spots With Social Media Campaign

Olympic sponsors this year are "putting more attention on digital initiatives that tap into social media" as part of activation plans around next month's Vancouver Games, according to Brian Morrissey of ADWEEK. Companies are "plowing money that in previous Olympiads would have been spent in TV into digital channels that barely existed during prior games, using athlete blogs, tweets and mobile to drum up buzz before and during" the Games. Compared to the '08 Beijing Games, social media initiatives now are "more integrated with campaigns and less often add-on components." IOC TOP sponsor Samsung is "enhancing its typical on-site marketing initiatives and TV spots with a social media campaign," under which Olympic attendees "will record their experiences via blog posts, videos and Twitter updates." Meanwhile, other TOP sponsors "hope to generate buzz by marrying athlete sponsorships with social media." Panasonic is using the Games as a "launch pad to market" its new 3D TVs, and is planning for a blog that will chronicle the efforts of five Olympians. In addition, Visa's "Go World" campaign includes a new microsite "where the brand features athlete videos, photos and widgets that tie into nets like Facebook." McDonald's is distributing athlete-focused TV ads "on YouTube and other social venues." However, Morrissey notes social media represents "only a tiny fraction of the amount marketers will spend during the Olympics," and TV ads "still predominate in most top advertisers' plans" (*ADWEEK, 1/18 issue*).

3. SHARAPOVA'S EARLY AUSSIE EXIT CALLS NIKE DEAL INTO QUESTION

Tennis player Maria Sharapova Monday lost her first-round match at the Australian Open just five days after signing a record eight-year, \$70M contract extension with Nike, and it appears she did not get the deal solely "based on the way she's playing," according to Greg Couch of FANHOUSE. It is her role "to be Anna Kournikova, only with results." While women's tennis "needs Maria Sharapova," it "walks a tightrope right along with her, between whether it is selling sport or sex appeal." It is "fine to sell both, with the message being that women can be strong, fit, athletic and attractive all in one." But it is "important that the only women's sport accepted into the mainstream doesn't drop the 'sport' side of the equation." Sharapova is "supposed to be more than just looks, yet she

has gotten past the third round of a major just twice in the past two years." Meanwhile, Couch wrote Sharapova Monday wore an "embarrassing-looking green dress/thing," and if she is "going to dress up in a girl scout uniform from the 1970s with lingerie over the top, or mosquito netting, or whatever that was, and then go out and be afraid to hit a second serve, well, that's just embarrassing." She "makes statements not only with her grit, but also her outfits," and it is "particularly embarrassing when she dresses up in such a goofy outfit, and then stinks up the place" (*FANHOUSE.com, 1/18*). In Melbourne, Dan Silkstone notes Nike received "little early return on its investment" after Sharapova's first-round exit (*Melbourne AGE, 1/19*).

FEELING BLUE: The AP's Tanalee Smith wrote Sharapova's "blue dress with a patterned green mesh overlay was the first of the new Maria Sharapova Collection, a line of Nike tennis dresses and two-piece sets available this year" that Sharapova helped design. Maria Kirilenko, who defeated Sharapova Monday, said of the dress, "It was blue, I think, like Powerade. It was a good dress. She always has nice dresses." Smith noted four other Sony Ericsson WTA Tour players -- Kai-Chen Chang, Julie Goerges, Anastasia Pivovarova and Madison Keys -- "will compete in Sharapova's designs this year" (*AP, 1/18*). YAHOO SPORTS' Chris Chase noted reviews of the dress "were on par with Sharapova's disappointing performance on the court" (*SPORTS.YAHOO.com, 1/18*).

4. NORTHERN ROCK RENEWS NEWCASTLE UNITED SHIRT SPONSORSHIP DEAL



Northern Rock Renews Shirt Sponsorship With Newcastle

English soccer club Newcastle United has "signed a new four-year" shirt sponsorship deal with Newcastle-based bank Northern Rock plc, "which could earn the club" \$16.3M (all figures U.S.), according to the PA. It had been thought Northern Rock "would not be renewing" its five-year, \$40.8M deal set to expire after this season, as it is now "government-owned." But the new bank, "formed after the recent restructuring of Northern Rock business, will continue to be the club's main sponsor until the end of the 2013-14 season." Northern Rock CEO Gary Hoffman: "We remain mindful of our responsibilities under government ownership and only consider those advertising and promotion channels that deliver a high return on investment and good strategic fit. We believe that the sponsorship deal with Newcastle United provides both of these" (*PA, 1/18*). The BBC noted the bank was "taken into public ownership in 2008," but Hoffman "defended the decision to renew the sponsorship deal." Hoffman: "Brand awareness and promotion are important elements in the continuing development of the company." The "maximum value of the contract would only be realised if Newcastle" plays in the EPL "for the whole of the four-year period." The club currently plays in the Championship, England's second division (*BBC.co.uk, 1/18*). Meanwhile, Northern Rock Small Shareholders' Group Founder Robin Ashby described the move as "bonkers." Ashby: "This is not a sensible use of taxpayers' money. It is not a sensible commercial decision. I really do not understand it. They have got a lot of explaining to do and I think they are going to be doing that explaining in Parliament. British taxpayers clearly should not be sponsoring football clubs as a publicly-owned, nationalised bank" (*London TELEGRAPH, 1/19*).

EASTERN PROMISE: The BIRMINGHAM MAIL's Colin Tattum reports EPL club Birmingham City yesterday "became the first English side to appoint a Chinese firm as kit

and leisurewear supplier" after signing a five-year, \$12.8M deal with Xtep, China's "leading fashion sportswear brand." The club will receive \$11.5M from Xtep and \$1.3M "worth of sportswear bearing the Xtep logo during the five-year period to May 2015." Xtep also will pay up to \$650,000 "should [the] Blues win league or cups, domestically or in Europe." As part of the deal, a "minimum of eight Blues matches will be televised on China's CCTV5 sports channel and players will participate in promotional activities for Xtep in China during the close season." Also, "eight 'mega advertising billboards' bearing Xtep's logo and products will be made available" at St. Andrew's Stadium. Birmingham City Vice Chair Peter Pannu said players will "undertake product endorsements and that in itself can be an incentive for them to work hard and produce for the club on the pitch." Pannu said the Xtep deal is "just the tip of the iceberg as far as what [Owner] Carson Yeung is doing for us in China" (*BIRMINGHAM MAIL, 1/19*). Tattum noted Birmingham "had been negotiating with Italian manufacturers errea to replace current suppliers Umbro, whose contract finishes at the end of the season," and had "promised to ask supporters to help choose the design of the jerseys for the 2010-11 season" (*BIRMINGHAMMAIL.net, 1/18*).

5. NIKE DEBUTING NEW LINE OF GOLF CLUBS WITHOUT TIGER'S PROMO POWER

Nike will "launch new golf clubs this month without the promotional muscle" of Tiger Woods, according to Miguel Bustillo of the WALL STREET JOURNAL. Nike said that its Victory Red STR8-FIT Tour fairway woods -- which will go on sale January 28 for \$299 -- were "designed with input from all 13 U.S. golf stars who promote Nike's golf products." But the "promotional materials make no mention" of Woods. Instead, the promos "trumpet that the clubs were tested in tournament play" by '09 U.S. Open champion Lucas Glover. Bustillo notes Nike has "faced deteriorating golf sales because of the recession." Annual revenue at Nike Golf "fell 11% last year to \$648[M] after peaking at \$725[M] the year before." Nike Golf's "slump mirrors a wider plunge in the market for golf apparel and gear." Orlando-based research firm Golf Datatech LLC indicated that sales of clubs and other hard equipment "fell 11.9% in the first 11 months of 2009 at golf-course shops and specialty stores." Bustillo notes while Woods will be "out of the limelight for at least part of this year" due to his indefinite leave from the PGA Tour, some industry experts believe that Nike has a "larger set of options" from an endorsement standpoint than in recent years. Both Glover and Stewart Cink won their first major titles last year, and Michelle Wie "won her first professional women's tournament last year." Golf Datatech co-Founder Tom Stine: "What Tiger gave Nike is credibility. When you have the top guy out there winning with your stuff, it tells the public that you have top-line equipment. But they have plenty of other golfers doing that now" (*WALL STREET JOURNAL, 1/19*).



**Nike This Month Launching
New Line Of Woods**

6. WORK ZONE AHEAD: LOWE'S, NASCAR HOF NEARING SPONSORSHIP DEAL

By Michael Smith, Staff Writer, SportsBusiness Journal

Lowe's and the NASCAR HOF are in the final stages of negotiations for a sponsorship

deal that will put the home improvement store's marks on the Kid's Zone, Transporter and Pit Road areas. Visitors to the HOF tonight on the Sprint Cup media tour will notice a transporter wrapped in Lowe's familiar blue colors, even though the HOF has not yet made an official announcement about the deal. It is not certain whether Lowe's will also use its Kobalt Tools brand in the HOF, as it does on the No. 48 Jimmie Johnson car.

7. MARKETPLACE ROUNDUP



Images Of This Season's NBA All-Star Jerseys Accidentally Leaked Online Monday Afternoon

YAHOO SPORTS' J.E. Skeets noted images of this season's NBA All-Star jerseys were "posted/accidentally leaked online Monday afternoon," and they look "similar to the 'futuristic' '09 threads." The game will be held next month at Cowboys Stadium, and the jerseys have a "large, but subtle star image on the front, and a star-ish Windows '97 desktop background tile-like pattern on the back." The biggest difference from last season is

that while the "East and West are sticking to their blue and red respective themes, for the first time (possibly ever), neither team will wear white as its base color"

(SPORTS.YAHOO.com, 1/18).

WORRIED WHAT OTHER PEOPLE THINK? THESTREET.com's Andrea Tse reported EA Sports last week "discreetly sponsored a survey about Tiger Woods" in an effort to "gather the public's views" of the gaming company and its new "Tiger Woods PGA Tour Online" game. The questionnaire on Web survey site Greenfield Online "begins with general questions about sports games, then surprises survey takers" with other questions. One question asks if the controversy surrounding Woods has "made your impressions of EA Sports more or less favorable, or has it had no impact?"

(THESTREET.com, 1/15).

GONE IN 60 MINUTES: In Boston, Kevin Paul Dupont wrote the NFL's "Play 60" initiative aimed at battling childhood obesity is "very simple, which is part of its beauty and hopefully its effectiveness." The league's aim is to "get every kid engaged in physical activity for 60 minutes per day," and "that's it." It vows to "help you find something to do and help you do it." The NFL is "onto something really good here, and we will see plenty of the 'Play 60' TV spots over these weeks leading up to the Super Bowl." The league has "engaged a number of players" to join in the effort (BOSTON GLOBE, 1/17).

FRESH TASTE, FRESH PLACE: Ruby Tuesday restaurant has signed on as the primary sponsor of Penske Racing's No. 22 Nationwide Series Dodge driven by Brad Keselowski for six races this season (Penske Racing). Penske Racing also has signed a deal with Magellan, and team Owner Roger Penske said, "Ruby Tuesday is a new category for us. A great brand ... with almost 900 stores here in the U.S. going international which is very interesting to us. With Magellan, I guess I'll never get lost now." Penske: "Those are two key categories that we entered into and that's because we've been knocking on doors" (AL.com, 1/19).

ROUNDUP: Tennis player Andy Roddick earlier this month "filmed several commercials" in Boca Raton, Florida, reportedly for sponsors Lacoste and SAP (PALMBEACHPOST.com, 1/18)....All NBA players who wear Nike shoes wore a "commemorative gray and black pair" yesterday in celebration of Martin Luther King Jr. Day (New Orleans TIMES-PICAYUNE, 1/19).

Sports Media

8. EBERSOL'S ADMISSION OF VANCOUVER LOSSES COULD HURT HIS LEGACY

NBC Sports & Olympics Chair Dick Ebersol's announcement last week that the network "expects to lose money on the upcoming" Vancouver Olympics was a "costly -- and likely galling -- admission of failure by Ebersol, whose tenure at NBC has been defined by Olympics coverage," according to Jon Weinbach of FANHOUSE.com. Ebersol over the last decade "has trumpeted the appeal and profitability of the Olympics and criticized other networks for what he saw as irresponsible spending on sports-league TV contracts." Many "broadcasting veterans -- both inside and outside 30 Rockefeller Center -- believe Ebersol's statement about potential red ink on Vancouver was a calculated ploy to manage the [IOC's] expectations for the next set of TV deals." Sources said that NBC Universal President & CEO Jeff Zucker recently told several senior execs that he expects the '14 Sochi Games "to be a 'disaster'" financially. But Weinbach wondered if the Vancouver Games "won't be worth the price, then what, exactly, is Ebersol's plan for NBC Sports?" His contract "expires after the 2012 London Olympics," and "going forward, it's not clear that Ebersol's new bosses at Comcast ... will be as eager to indulge his zeal for the Olympics." While Ebersol "has enjoyed a storied career at NBC, his track record over the last decade has been decidedly rockier," as he "has failed miserably on the Internet, as NBC Sports' online efforts have never gained much of a foothold" (*FANHOUSE.com, 1/18*).

PAYMENT PLAN: AD AGE's Jeremy Mullman writes there is "broad agreement that NBC overpaid" for the Vancouver Games, and that the "astronomic rise of rights fees for the games -- which rose 50% over the previous cycle -- is at an end." Ponturo Management Group CEO Tony Ponturo: "I think this is a franchise where rights fees have outpaced the sponsorship demand. The next several years, there will be extreme accountability for marketing dollars and their ROI. ... This should have some impact as a correction on rights fees that got out of whack, just like housing and other over-appreciated items." Some observers saw Ebersol's comments about losing money on Vancouver "as a negotiating ploy," but the IOC "has responded to that by indicating it may delay bidding on future games." Mullman writes, "Given the myriad signs that point to lackluster financial and ratings performances in Vancouver, it might be wise to wait until the 2012 London games to renew interest" (*AD AGE, 1/18 issue*).

9. MCGWIRE ROUNDTABLE: PR EXPERTS ANALYZE ADMISSION STRATEGY

MLB Cardinals hitting coach Mark McGwire's admission to using steroids during his playing career generated some heated debate, as critics weighed in on everything from the impact on McGwire's Hall of Fame candidacy to the public relations strategy behind his admission. Staff writer Erik Swanson recently asked a panel of experts to analyze various aspects of the admission strategy, from breaking the news with an exclusive AP story, to granting Bob Costas and MLB Network the first on-camera interview. Panelists included SCP Worldwide Senior VP/Communications **Eric Gelfand**, communications consultant **Vince Wladika**, MGP & Associates President **Mike Paul**, sports and entertainment marketing and communications consultant **Joe Favorito**, Ketchum Sports & Entertainment Managing Director **Ann Wool**, 776 Original Marketing Managing Partner **Darryl Seibel** and Edelman GM of Sports & Sponsorship **Mary Scott**. See tomorrow's issue of THE DAILY for part two.



Paul Believes PR Approach Will Create More Interest

Q: Did you like the strategy of breaking with the AP? What are the positives and negatives to that? What other outlets would you consider? What are the benefits and drawbacks to potentially breaking with ESPN?

Gelfand: Given the magnitude of the McGwire story, it certainly made sense to go to the AP first. They do have a reach that is far and wide. I could have seen a scenario, however, where his first print interview went to the local paper (St. Louis Post-Dispatch). ... Most likely, the story would have received the same coverage regardless and you would have taken care of the local media outlet. There is an argument to make that ESPN is the source for sports news -- especially breaking news -- and that it is the platform to use because of its reach. Regardless, though, they are going to inundate their airwaves (and Web site) with wall-to-wall coverage of the story. So, does it really matter?

Wladika: While I don't agree with the overall strategy from the start, once McGwire and his PR handlers decided to go down the route they chose, I have no problem breaking with AP. It gets it out to every member newspaper and also gets it out to all relevant Web sites/blogs, etc. (It is interesting to remember that it was an AP reporter who "broke" the andro story that started all this in the first place.)

Paul: Not really a strategy. More of a tactic in Ari Fleischer's one-day-and-done strategy for his client, Mark McGwire. That being said, AP is not a bad choice to break a story because of its global impact in seconds. I don't think a one-day-and-done strategy EVER works. Not in politics and especially not in sports and entertainment. If McGwire were my client, I would have had the exact opposite strategy. It would have been the whole truth or nothing and the goal is to be so comfortable talking about the issues that he is willing to talk about them with anyone the rest of his life. ... Ironically, Ari's strategy will add more interest in McGwire's story this spring versus reducing it.

Favorito: It all comes down to a few factors. How and who is your client comfortable with and who can help you reach the largest audience that you want to reach with your message. This is not a specific market story; it is an international story, so for this, AP makes sense. ... It was a very good way to manage the news cycle and get the main message -- about the use of steroids -- out very clearly. There are many outlets that I'm sure they considered, and again, it comes back to whom you are most comfortable with and whom your client feels most comfortable with. There is no playbook to go to for who you choose every time.

Wool: With so many different opinions, entities and factors involved, using a news engine with no affiliation to the league eliminates any speculation of a partnership with a broadcast partner, which also acts as a news source.

Seibel: I'm a big believer in the power, reach and influence of wire services, particularly as the media industry continues to contract, so yes -- I thought it was a solid strategy. With news such as this, there are two significant advantages in breaking the story with a well-respected wire service such as AP ... 1) By speaking on a "first exclusive" basis with a reporter (or with a small group of reporters) from a single news organization, the likelihood of your message being heard, and ultimately reflected in the reporting, is much greater. The reporter understands you are providing she/he with unprecedented access -- and what you should expect in return is balance, fairness and an opportunity to have your message heard. 2) Given the reach and influence of a major wire service, a balanced first story will often set the tempo and tone for subsequent stories by other

news organizations.

Q: In today's media, does it matter whom you talk to first, second or third?

Seibel: It matters more today than ever. For me, the most important criteria is knowledge. I want to work with a journalist who is knowledgeable and has some perspective on the subject at hand.

Scott: Media watch other media and social spaces for news, and then the news spreads in seconds. The reason to focus on whom the few outlets you speak with and in what order comes down to trust in reporter/outlet; credibility of outlet; and reach.

Paul: It matters but it must be customized to each particular client. For example, it is wise to use a global or at least national media outlet first and it should include all of your client's key audiences or stakeholders.

Favorito: It depends on the story and its impact.

Who you talk to first among the major competing media definitely matters for breaking news. That is why many organizations and personalities do feel better with not using exclusives; it causes way too many problems sometimes.

Wool: This depends on the story and who is telling it. When exclusives are promised on such sensitive topics, sometimes a conflict of interest may arise. By using the AP as their first step, they left the door open to do individual interviews as the story progresses down the line, which it will.

Wladika: In today's Internet-based world, it really doesn't matter what outlet you speak with first -- it's more of a matter of relationships and what reporters/writers you think will give you the "fairest shake" for what you are trying to accomplish. There are no "deadlines" in today's world like there used to be prior to the Internet.



Seibel Feels Exclusivity Is Very Important In Today's Media

10. PEOPLE & PERSONALITIES: ROENICK EYED AS NHL'S ANSWER TO BARKLEY

ESPNCHICAGO.com's Jesse Rogers wrote former NHLer Jeremy Roenick, who appeared as a studio analyst during NBC's broadcast of Blackhawks-Red Wings Sunday, "should become the Charles Barkley of hockey." Rogers: "Why not take that outspoken charm he had for 20 years on the ice and use it to energize the sport from the broadcast booth?" Roenick said, "I'm all for it. That's the direction I want to take things. NBC is giving me some opportunities and we will see what happens. Next up is the Olympics." Rogers wrote if things "go well during the Olympics, look for more of Roenick." But the NHL "needs to go one step further and embrace this idea," and Versus and NBC "need to pay Roenick what he wants and tell him to let fly" (ESPNCHICAGO.com, 1/18).

UNFAIR CRITICISM? The GLOBE & MAIL's Matthew Sekeres reported CBC "HNIC" host Ron MacLean was "criticized" by Canucks coach Alain Vigneault after Saturday's Penguins-Canucks game, which was broadcast by the CBC. Vigneault was "objecting to a pre-game segment" with MacLean and NHL Dir of Hockey Operations Colin Campbell, during which MacLean, "seated beside Campbell, went through a detailed video analysis of a Dec. 8 cross-check" by Predators C Jerred Smithson on Canucks LW Alex Burrows. MacLean claimed that Burrows had an "embellished reaction" to the hit. Vigneault said of Burrows, "I'm happy he didn't see the Ron MacLean bashing prior to the game. I didn't think that was very fair" (GLOBE & MAIL, 1/18). The GLOBE & MAIL's Gary Mason writes MacLean's "10-minute evisceration" of Burrows

marks "perhaps the low point of Mr. MacLean's career." The analysis was "one of the most brutal, sustained bits of character assassination ever witnessed on the show" (GLOBE & MAIL, 1/19).

PERSONALITIES: NHL Panthers radio announcer Randy Moller "will miss the Panthers' upcoming two-game trip to the New York area as he rests up after having a health scare" following Saturday's Lightning-Panthers game. Hockey HOF broadcaster Jiggs McDonald is "filling in for Moller -- who is expected to return to the booth" for Maple Leafs-Panthers on Saturday (MIAMI HERALD, 1/19)....ESPN/ABC's Marty Reid and Scott Goodyear will "return to the television booth this year to host ABC's five Izod IndyCar Series races." Former IRL driver Eddie Cheever will also serve as an analyst during the Indianapolis 500. The pit reporters for ABC's coverage will be Jerry Punch, Vince Welch, Jamie Little and Rick DeBruhl (INDIANAPOLIS STAR, 1/16).

11. MEDIA NOTES

In N.Y., Brian Stelter cites sources as saying that Microsoft has held "in-depth discussions with the Walt Disney Company about a programming deal with ESPN" that would make content available via the Xbox. For a "per-subscriber fee, ESPN could provide live streams of sporting events, similar to the ones available through ESPN 360." The sources added that Microsoft "could also create some interactive games in association with ESPN," though a deal "has not yet been struck" (N.Y. TIMES, 1/19). PAID CONTENT's Joseph Tartakoff wrote an ESPN deal "would once again put Microsoft ahead" of Sony and Nintendo, "especially among male-dominated gamers, many of whom also are among ESPN's core demographic" (PAIDCONTENT.org, 1/18).



Microsoft In Talks For ESPN To Provide Live Streams Of Sporting Events To Xbox

NEXT GENERATION: The WALL STREET JOURNAL's Jonathan Clegg reported a "new wave of sophisticated online-scouting systems have revolutionized the way" European soccer clubs "track potential superstars." U.K.-based scouting consultancy Scout7 and Germany-based media solutions provider Xeatre.tv collaborated last year to launch the Scout7Xeatre.tv system, which "provides clubs with a world-wide feed of player information and video footage" for an annual subscription of about US\$82,000. The database "covers more than 110,000 players from more than 160 leagues and 127 international squads, with 30 correspondents around the world constantly updating the system." Scout7 Managing Dir Lee Jamison "expects half of the top-flight clubs in England to be signed up ... within six months" (WSJ.com, 1/18).

GETTING IN THE GAME: MARKETING magazine's Andrew McCormick reports Google is "poised to become a powerhouse in live sports broadcasting after securing the rights to stream cricket's most lucrative annual tournament to a global audience online." Google's YouTube "will show 60 matches from the Indian Premier League, which starts in March." YouTube "wants to sign a global sponsor and multiple local backers as part of its strategy to make money from the coverage" (MARKETINGMAGAZINE.co.uk, 1/19).

DISAPPEARING ACT: In Orlando, Brian Schmitz reported Magic coach Stan Van Gundy last summer was "asked to appear in an ESPN commercial with his younger

brother," ESPN NBA analyst Jeff Van Gundy. Stan "at first agreed to participate if it could be shot in Orlando, given the Magic's long postseason run," but he "then backed out of the commercial after learning it was to be shot" in L.A. (ORLANDO SENTINEL, 1/17).

Leagues & Governing Bodies

12. SI'S KING SAYS WORK STOPPAGE LIKELY TO DELAY/CANCEL '11 NFL SEASON

It will be an "upset if there isn't a work stoppage that either delays or cancels" the '11 NFL season, according to Peter King of SI.com. The "total lack of progress over the nut issue in 11 bargaining sessions" indicates that "unless there's a sea-change by one side or the other, you'd better savor the 2010 season because it could be the last football we see for a while." At the "core of the problem is ownership's demand for players to bear an equal part of the cost for stadium construction, debt service and upkeep -- and the players saying it's not their problem." NFLPA Exec Dir DeMaurice Smith in a recent e-mail to player reps "startled player leaders by saying ownership wanted to cut player compensation by 18[%] per year in the new CBA." King: "I thought the 18[%] number might be an exaggeration, a scare tactic to get players' attention. It's not." An NFL source said that owners "have asked that the players' pool of revenue against which the salary cap is calculated be reduced" by 18%, and a union source said that the players are "not prepared to take a penny, or a percentage point, less." King: "I wouldn't be surprised if there is some give-and-take in the owners' demands, because this is collective bargaining, but I would be surprised if the owners drop this as a demand altogether. ... But from the players' perspective, it's got to be a tough sell to union leaders." More King: "Imagine Smith going into a union meeting at a team and telling the players that the average compensation to the men in this room is about \$1.8[M] this year in salary and bonus payments, and explaining to them in a time of bountiful success for the NFL, each of the players is going to have to take, on average, a \$324,000 pay cut. The players will never go for that" (SI.com, 1/18). In N.Y., Mike Vaccaro wrote the NFL could see the "most traumatic work stoppage in sports history, and there's no need to even argue the point" (N.Y. POST, 1/17).

UNION AGAIN PUTS ONUS ON LEAGUE: Smith said of the current CBA, "We signed this deal in 2006 so every player thought this was going to be an agreement that lasted until 2012. So the players want to play. We didn't walk away from the deal at all; the owners did. ... What our fans should know is what the facts are, and that our players want to play and our fans should know it's the owners who have taken these steps, not the players" (CHICAGO SUN-TIMES, 1/19).

IMPACT ON ASSISTANT COACHES: In Milwaukee, Greg Bedard reported the group "set up to take the hardest hit" from a possible work stoppage is assistant coaches. Most coaching staffs "run with contracts through the next season, so nearly all have contracts through '10." However, negotiations "have been going on since the end of the season about contracts for '11," and assistant coaches typically are "getting a raw deal." Owners are "putting language in new contracts that not only calls for up to a 50% wage reduction in the event of a lockout, but the right for the team to terminate the coach without further payment past 60 days." NFL Coaches Association Exec Dir Larry Kennan: "It's horrible. We're not involved in the work stoppage. The club is telling us 'we're not going to allow you to work, therefore we're going to cut your pay.' You don't like it, it's not right" (MILWAUKEE JOURNAL SENTINEL, 1/16).

STRIKE WHILE THE IRON'S HOT: The NFL today announced 53 college

underclassmen declared for the NFL draft by Friday's deadline, up from 46 last year and even with '08. In Atlanta, Jeff Schultz noted the increase from last year could be due in part to both the "fear of an NFL lockout" and a "rookie wage scale beginning" in '11. Schultz wrote it "seems implausible that the NFL and players won't come to terms on a new CBA," as there are "too many billions on the table." However, the "most absurd concern of all is this projected rookie wage scale, which likely would have a significant effect on only the top half of the first round (16 players)." The scale would "have minimal effect on the other 250 players taken" (*AJC.com, 1/16*). But SI's Stewart Mandel writes the 53 underclassmen is not the "massive rush as some feared" (*TWITTER.com, 1/19*).

BAD TIMING: The INDIANAPOLIS BUSINESS JOURNAL's Anthony Schoettle reported the Indianapolis Super Bowl Host Committee and the Indianapolis Convention & Visitors Association said that planning for Super Bowl XLVI in '12 is "proceeding at full speed in spite of the labor issue." Central Indiana Corporate Partnership President & CEO Mark Miles, the host committee's liaison to the NFL, "thinks there is little to worry about." Organizers "have already agreed to hold open the weeks" of February 5 and February 12, but an "extended labor dispute could easily push the game to late February or even early March" (*IBJ.com, 1/16*).

13. NFL ALUMNI EXEC DIR BACKS OFF COMMENTS ABOUT ROOKIE WAGE SCALE

By Liz Mullen, Staff Writer, SportsBusiness Journal

NFL Alumni Association Exec Dir George Martin yesterday stepped away from a public statement he made Friday calling for the NFLPA to consider a league proposal to institute a rookie wage scale for this year's NFL Draft and give some of the savings to retired NFL players. "I am told this increase would be \$100[M] starting out," Martin said in the statement issued Friday. "I hope the union will consider this proposal, as it will benefit retired players immediately, while not impacting their task of negotiating a new long term labor agreement for active players." The statement was sent along with an SBD story describing the league's proposal to institute the rookie wage scale this year -- a full year before the expiration of the NFL CBA -- and use some of the savings to improve benefits to retired players. Martin, who became NFL Alumni Exec Dir in October, yesterday said he wanted to "clarify" some of his statements. "I did not comment on labor negotiations," he said. "I am absolutely, vehemently not implying there should be a rookie wage scale." Martin added the "amount told to me would be roughly \$100[M]" to be added to retired players benefits, but did not say who gave him this information. The SBD article did not report the \$100M figure. Martin: "I am commenting on the aspect that alumni, former players, can derive a benefit. It's a wonderful thing and how it is derived, I don't care whether its from a taxation or a direct contribution or a cap, I would like to see it."

INITIAL COMMENTS DRAW NFLPA REBUKE: Martin's initial comments brought a sharp rebuke from a group of retired players who were meeting with NFLPA Exec Dir DeMaurice Smith on Friday. Smith in a statement said, "We want to know why the teams contribute nothing to retired players and why \$31[M] profit per club isn't enough. The simple fact is the teams sell the legacy of retired players, but pay nothing for it. Every fan should know that as they look at their stadiums ring of fame, none of those players have received a dime from the teams since their last play. George Martin knows that better than anyone." The statement was signed by nine former NFLers -- Andre Collins, Jean Fugett, Clark Gaines, Nolan Harrison, Charles Mann, Mike McBath, Brig Owens, Isiah Robertson and Ray Schoenke. The letter also questioned why Martin has not attended retired players meetings Smith has held since he was elected NFLPA Exec Dir last year. Martin said he has not been able to attend NFLPA retired players meetings

because of scheduling conflicts, but said he met with NFL Commissioner Roger Goodell three times since taking on his new job and has met up to twice a week with other league employees since taking the reins of NFL Alumni. The organization is funded in part by a \$1M, interest-free loan from the NFL.

MARTIN RESPONDS TO NFLPA, RETIRED PLAYERS: Martin this morning responded to the letter from Smith and the nine former players. The letter in part stated, "Since the day I was selected to this position in October, I have attempted to meet with Mr. Smith but unfortunately he has not been able to free his schedule to sit down with me. Fortunately, I have had numerous other conversations with leaders in the player Alumni community around the country, Commissioner Goodell, and NFL owners. ... My recent statements regarding increasing pension and medical benefits for NFL alumni was not a comment on the current CBA negotiations; rather a call to both the union and the owners to keep the best interests of retired players in mind as they negotiate the latest labor agreement for active players."

CBA BARGAINING CONTINUES: Meanwhile, the NFL is meeting with the NFLPA today for another formal CBA bargaining session in DC, where the league could respond to the NFLPA's counter-proposal to change rookie deals this year. Under the NFLPA's proposal there would be no wage scale, but rookie deals would be limited to three years and some savings would go to retired players. But the NFLPA's plan is conditional, based on the league agreeing to extend the current labor deal two years and for NFL owners to match any contributions active players make to retired players benefits. It is not expected that the league will accept that offer, as a league source last week said that the union was tying its offer "to extraneous proposals that they know are unacceptable." A union source responded that the NFLPA was asking owners to match the contribution to retired players that active players are willing to make.

14. **NASCAR PLEASING FANS WITH PLANS FOR MORE LENIENCY ON THE TRACK**

NASCAR plans to be a "kinder, gentler governing body this season and let the drivers police the garage more," and as a result the circuit is "giving the fans what they want," according to David Newton of ESPN.com. NASCAR officials intend to be "more lenient when it comes to on-the-track issues without letting things get out of control." Driver Ryan Newman yesterday during the first day of the NASCAR Sprint Media Tour said, "That would be great for the sport. I've seen Kenseth and Harvick go at it. I've seen Robby Gordon and a lot of people go at it. Jimmy Spencer-Kurt Busch. All of those things have had a positive effect." He added, "That's been a part, a very staple part, of NASCAR. Taking those things away is not good." Newton noted the stricter governance of driver conduct "started with NASCAR and team owners not wanting to present a product that might embarrass the sponsors." However, the sport "became so corporate that it became vanilla." But with declining TV ratings and "constant complaints from fans and many drivers, officials are ready to go back to the future." Crashes and "controversy are to NASCAR like what big hits are to the NFL." Fans should see "more aggression, maybe even some popping off at the mouth, that will provide much-needed energy." Newton noted NASCAR officials spent the offseason "talking to drivers, owners and fans about ways to improve." Newman: "We're not getting more control. We're just getting back what we had, which is important" (ESPN.com, 1/18).

15. **LEAGUE NOTES**

In Providence, Bill Reynolds writes, "These are not the best of times for the NBA, not when the last week has been about lawyers, guns and money, as much as it's been about slam dunks." Suspended Wizards G Gilbert Arenas is "all over the news for bringing four

handguns” to Verizon Center following a gambling dispute with teammate G Javaris Crittenton, and it is the “latest example of conspicuous consumption in the NBA.” Reynolds: “The last thing the NBA needs is another image problem” (*PROVIDENCE JOURNAL*, 1/19).

GETTING CLOSE TO A DEAL? In DC, Steven Goff wrote, “I’m getting positive vibes about the negotiations over a new collective bargaining agreement between MLS and the players’ union.” The current deal expires at the end of the month, and a “work stoppage in preseason, which for many teams is scheduled to begin in two weeks, wouldn’t be catastrophic.” However, “any delay to the start of the league schedule in late March would be a public relations setback for the league and sport in this country” (*WASHINGTONPOST.com*, 1/17).

MIX & MINGLE: LPGA Commissioner Michael Whan and several golfers had a chance to “mingle with sponsors” last Tuesday at an event to honor the Solheim Cup team at the University Club in DC. LPGA player Nicole Castrale said, “I believe Mike Whan orchestrated that. Then there was a question-and-answer period of 30 or 40 minutes with the team. It was a great experience. (Whan) had the whole audience, the sponsors, the players laughing. It was really a great move by the LPGA.” She added of Whan, “He is fantastic. He grabs the attention in the room when he speaks, you listen and you want to listen” (*Palm Springs DESERT SUN*, 1/17).

SUING FOR DAMAGES: Former Renault F1 Managing Dir Flavio Briatore said that he is “suing Formula One’s governing body, the FIA, for the loss of income to his driver management business incurred after he was given a lifetime ban from the sport.” Briatore: “We lost [Fernando] Alonso, we lost [Heikki] Kovalainen, we lost several drivers. We will sue the FIA for the money we lost” (*London TELEGRAPH*, 1/18).

Franchises

16. SOURCE: PISTONS NOT FOR SALE BUT COULD BE IN NOT-SO-DISTANT FUTURE

The Pistons are “not for sale but could be in the not-so-distant future,” according to a source cited by Vince Ellis of the *DETROIT FREE PRESS*. At issue is whether team Owner Karen Davidson “wants to continue to own an NBA franchise.” It is also unknown what she “wants to do, if anything,” with Palace Sports & Entertainment. The source said that it is “believed that any decision to sell the team right now would not be made solely by Davidson but by a collection of the heirs and trustees” of Bill Davidson’s estate (*FREEP.com*, 1/18). In Detroit, Gallagher & Ellis note “adding more complexity to the mix was speculation that a sale could include a partnership with the Ilitch family, perhaps to build an arena that would host the Pistons and the Ilitch-owned” Red Wings. In the “most basic formula possible, Karen Davidson could sell the Pistons and, perhaps separately, Palace Sports & Entertainment” (*DETROIT FREE PRESS*, 1/19).

KEEPING THEIR OPTIONS OPEN: In Detroit, Chris McCosky notes the Red Wings have “yet to renew their lease with Joe Louis Arena” beyond this season, and although Red Wings GM Ken Holland said that he “fully expects the team to play at the arena next season, the Ilitch family has been seeking other options.” Sources said that the idea of forming a partnership between the Pistons and Red Wings ownership groups “to build and share one sports complex has been discussed.” Sources said that the Pistons “would consider moving back downtown in such a shared venue.” But those talks are “extremely preliminary.” With Davidson “looking to sell the team and arena, the new ownership group would have to be on board with the idea” (*DETROIT NEWS*, 1/19).

ESTATE PLANNING: Sources noted that the “process of settling the huge Davidson

estate is mind-numbingly complex and will take at least several years to complete." There is "no telling how much the Pistons, Palace and other properties might fetch if and when Karen Davidson decides to sell them." The DETROIT FREE PRESS' Tom Walsh: "Selling the Pistons today would be like selling a stock at its 52-week low, which is just one of several reasons not to expect a big deal right away" (*DETROIT FREE PRESS*, 1/19).

FOUR SCORE: In Detroit, Michael Rosenberg writes Detroit "needs a new generation of sports ownership for all four of its pro teams." The last time a Detroit team was sold was in '92, when the Ilitch family bought the Tigers from Tom Monaghan. That is a "combined 72 consecutive years of continuous ownership for Detroit's four teams." The team with the "most certain future is the one that has the most pathetic present." The Lions "surely will end up in the hands" of Vice Chair Bill Ford Jr., and "while nobody knows if he will be a great owner, he should at least be a different owner" than his father. Mike Ilitch "seems poised to hand the reins to his son Chris," but that is "not as clear a line of succession as it might seem" (*DETROIT FREE PRESS*, 1/19).

17. **MLBPA REPORTEDLY WATCHING ADDITIONAL TEAMS OVER PAYROLL**

Following the Marlins' agreement with MLB and the MLBPA to raise payroll, no other such deals "have been reached and none apparently will be sought until after April 1," but the Pirates, Rays, Padres and Royals "remain in the union's sights," according to sources cited by baseball writer Murray Chass. April 1 is the deadline for "revenue-sharing recipients to report on their use of the 2009 money." MLB Exec VP/Labor Relations Rob Manfred "declined to confirm the identity of teams that have been discussed with the union." However, he admitted, "We've had more conversations than just about the Marlins. It's not a Marlins-only issue." Rays Owner Stuart Sternberg said that he "knew nothing about the union's interest in the Rays' use of the Rays' revenue-sharing money." Sternberg: "I saw the thing with the Marlins, but we've never been asked at all about it so whether we are or not I don't know. I think we've invested a lot in the team, and certainly you can see the results from it." Padres Vice Chair & CEO Jeff Moorad also said that he was "not aware of any union interest in the Padres." Pirates President Frank Coonelly did not return calls seeking comment. Meanwhile, no figures were released regarding the Marlins' deal, but a source said that the team's "share of the revenue-sharing pool has been around \$40[M] a year;" the Marlins' '09 payroll was \$36.8M. Chass reported last week's agreement "resulted from extensive talks among the three parties and forestalled the union's plans to file one or more grievances alleging that multiple clubs were violating the part of the collective bargaining agreement dealing with revenue sharing." MLB Commissioner Bud Selig's office "evidently felt the union had a strong case against the Marlins and didn't want to risk a hearing before an arbitrator because too much financial information would most likely had to have been disclosed" (*MURRAYCHASS.com*, 1/17).

CAUSE AND EFFECT? In Miami, Clark Spencer reports the Marlins yesterday signed 2B Dan Uggla to a one-year, \$7.8M contract, the "third-largest deal in Marlins history for a single season." Uggla's deal could make him the "richest player on the team next season" (*MIAMI HERALD*, 1/19). The deal "does not preclude the Marlins, who have been shopping Uggla, to trade him before Opening Day" (*South Florida SUN-SENTINEL*, 1/19). Meanwhile, ESPN's Buster Olney said of the Marlins last week signing P Josh Johnson to a four-year, \$39M extension, "A lot of people are going to say, 'Wow, this deal was finished right after the Marlins got their wrist slapped by [MLB] and by the players' union.' I think it's a total coincidence -- the timing of this deal -- because these negotiations were way down the line. ... On top of that, the Marlins already have been increasing payroll" (*Baseball Tonight*, *ESPN*, 1/15).

WHAT TOOK SO LONG? In N.Y., Bill Madden wrote, "What took the union so long

to press the issue of teams pocketing their revenue-sharing booty instead of spending it on players -- which is what the system was supposed to be all about?" It took Red Sox Owner John Henry, a "longtime Selig loyalist, to blow the whistle on baseball's revenue-sharing welfare cheats" (*N.Y. DAILY NEWS, 1/17*). Meanwhile, in Boston, Nick Cafardo wrote MLB player agent Scott Boras' November comments regarding revenue sharing "had a major effect on last week's union demand for the Marlins to spend more money on payroll." Boras at the MLB GM meetings in November said that some teams "weren't using their revenue-sharing and central-fund sourcing money to improve their rosters." The Marlins were "one of the teams targeted and, lo and behold, the union was able to get assurances from them and [MLB] that they would start using their free money for payroll." Cafardo noted the Pirates "for some reason ... continue to fly under the radar in this regard," as they "were not part of this conversation between the union and MLB" (*BOSTON GLOBE, 1/17*).

18. DID CARDINALS ADD FUEL TO FIRE WITH MCGWIRE TREATMENT SUNDAY?

The MLB Cardinals "didn't help themselves or Mark McGwire on Sunday" by allowing the team's new hitting instructor to hold a six-minute Q&A with fans, followed by a six-minute news conference with media members, according to Bernie Miklasz of the ST. LOUIS POST-DISPATCH. The best way for the team to "get the media to stop hounding McGwire is to call a legit press conference, take plenty of time to give interested media a chance to show up and ask questions, and do it in a professional and civilized setting." But by instead denying "full access and time to McGwire on Sunday, the Cardinals only allowed this situation to fester, and all but guaranteed that they'll have more people bugging" McGwire during Spring Training. McGwire insists that he has "nothing to hide, and the Cardinals insisted that they wanted him to be open in handling his past, but Sunday's silliness made it look like the player and the team were anything but open." Miklasz: "If the Cardinals think they're going to be able to muscle the media away from McGwire, I can assure them that all they're doing is setting up a situation where they'll have to deal with more disruptions and distractions" (*STLTODAY.com, 1/18*). The Cardinals estimated that about 17,000 fans attended the three-day Cardinals Care Winter Warm-up event (*ST. LOUIS POST-DISPATCH, 1/19*).



Writer Says McGwire Should Hold Legit Press Conference

ROOT FOR THE HOME TEAM? In St. Louis, Bryan Burwell writes it was "embarrassing nonsense" that Cardinals fans greeted McGwire with a "rousing, standing ovation in his first public appearance here since admitting he used a potent array of performance-enhancing drugs while becoming a celebrated home run king." By applauding McGwire, the Cardinals fans are implying that they are "no different from the Giants-Barry Bonds fans and the Dodgers-Manny Ramirez fans." These are the fans who "will provide McGwire, the Cardinals and Commissioner Bud Selig all the cover they think they need to continue getting away with the scam they are trying to perpetrate" (*ST. LOUIS POST-DISPATCH, 1/19*).

19. FORMER BIRMINGHAM CITY OWNERS COMPLETE WEST HAM TAKEOVER

Former EPL club Birmingham City co-Owners David Sullivan and David Gold have "completed their takeover" of EPL club West Ham United, according to Jacob & Smith of

the LONDON TIMES. Sullivan and Gold paid around \$81.7M (all figures U.S.) for a 50% stake, "valuing the club" at \$171.6M. Sullivan and Gold "will have the final say on all club matters," and former Birmingham City Managing Dir Karren Brady will become West Ham Vice Chair. Sullivan said their "long-term aim will be to put the club on a stronger financial footing." Sullivan: "We have a seven-year plan to take the team into the Champions League and make it a big club. ... Over seven years we plan to spend a lot of money and we hope to persuade the government to let us move to the new Olympic Stadium, and I believe the people of east London would support that move." Jacob & Smith note Gold and Sullivan's offer for the club was "preferred to a series of other offers," including from London-based investment company Intermarket, which "made the highest bid but was unable to prove that it had sufficient money for a takeover." An American group was "favoured by the banks that are owed nearly" \$81.7M by the club, but it "withdrew because its request for exclusive talks was rejected" ([TIMESONLINE.co.uk](http://www.timesonline.co.uk), 1/19). In London, Jason Burt notes Sullivan as part of the deal "has been given 'operating control' of the club although he cannot make any significant financial investments without the approval" of Iceland-based bank Straumur, which owns the other 50% of the club. Sullivan "has an option to buy the remainder 50[%] at a fixed price at any point in the next four months." If he "does not do so within that timeframe then the price ... goes up" ([TELEGRAPH.co.uk](http://www.telegraph.co.uk), 1/19).

20. EPL FRANCHISE NOTES: HICKS, GILLETT CONTINUE INVESTOR SEARCH

In London, Jonathan Northcroft reported Liverpool co-Owners Tom Hicks and George Gillett "continue to cast around for a new investor to buy a 25% stake in their club," for \$163.3M (all figures U.S.). But Hermes Sports Partners' Harry Philp said, "I don't see why anyone would buy that minority stake. You'd pay [\$163.3M] into getting one quarter of a dysfunctional football club and your money would go straight to the bank, to service Hicks and Gillett's debt." Meanwhile, Liverpool Managing Dir Christian Purslow last week "branded building a new stadium as 'the key' to Liverpool being able to contend with other leading clubs," but Philp noted the cost for an investor of buying the club and building a new stadium would be \$1.3B "before you start on players." Philp: "In the current market, finance for football club buyouts is brutally hard to come by and there are no investors out there saying, 'I'm desperate to lend to the football sector'" ([LONDON TIMES](http://www.london-times.com), 1/17).

CLUB RESPONSIBILITY: EPL CEO Richard Scudamore said that any club that went out of business "would be guilty of 'rank bad management.'" Scudamore: "You can't say it is impossible to imagine a Premier League club going out of business, that would be foolish. Given the amount of central income that is generated by the Premier League, it would be down to absolutely rank bad management if a club itself was actually to go into administration." Portsmouth have "struggled to pay their players three times already this season and currently are banned from transfers," and Scudamore insisted that the club's "transfer embargo will stay in place until they have no outstanding liabilities" ([PA](http://www.p.a.com), 1/17).

MORE BOND DETAILS: In London, Paul Kelso reports Manchester United owners the Glazers "could take out more than" \$980M from the club's revenues over the next seven years. Analysis of the bond prospectus distributed to investors reveals that in addition to annual interest payments of more than \$490M, the Glazers can take a guaranteed \$261M in "dividends, one-off payments and fees out of the club." The terms of the bond also "allow the family to take additional annual eight-figure dividends based on a complex formula relating to the ratio of income to interest." Applied to last year's figures, which saw net income of \$68M, the Glazers "could have claimed a dividend of almost" \$34M ([London TELEGRAPH](http://www.london-telegraph.com), 1/19).

SUBTLE LEADERSHIP: In London, Mikey Stafford noted while the American owners of Manchester United and Liverpool have been "unleashing unsettling bond issues and abusive emails," Aston Villa and Browns Owner Randy Lerner "has been grabbing attention simply by not being in the country." Aston Villa manager Martin O'Neill said of Lerner, "Ours has never been a case of going out and throwing lots of money at the whole scenario for a short-term fix. ... He's not (reckless). He's still very enthusiastic about it all, he's still got some plans for Villa Park as well, which will be great if they happen, but overall his view is not one where he will be reckless" (*London OBSERVER, 1/17*).

21. FRANCHISE NOTES

In Houston, John McClain reports the Texans are "increasing ticket prices by an average" of 6.67% for next season. The average ticket next season "will cost \$71.86 compared to \$67.37 last season." The Texans "didn't change the price for 20[%] of the tickets at Reliant Stadium," and they "lowered ticket prices for more than 550 seats in the Gridiron section" (*HOUSTON CHRONICLE, 1/19*).

FREEZING, LOWERING PRICES: In St. Petersburg, Rick Stroud reports the Buccaneers "won't be raising ticket prices for the second straight year." It also will be "significantly less expensive to watch the Bucs in 2010 in certain upper sections of Raymond James Stadium." The team "will introduce a \$35 general ticket price, which is \$7 less than the most inexpensive seat over the past two seasons." An upper corner season ticket "that sold for \$65 is now \$49." The "biggest reduction came in the upper side of the end zone, going from \$65 to \$35." The Tampa Sports Authority noted that the Buccaneers' home attendance "fell 10.1[%] last season." They averaged 49,621 in attendance, "below the capacity of 65,821" (*ST. PETERSBURG TIMES, 1/19*).

BEHIND THE STEEL CURTAIN: In Pittsburgh, John Harris writes, "Who has the juice, the real power, on the Steelers? If you thought it was coach Mike Tomlin, think again." Steelers President Art Rooney II has "all but ordered Tomlin to change his offensive philosophy and get back to the ground game next season." Harris: "Is a public reprimand any way to treat the coach who won the franchise's sixth Super Bowl? It is as if Rooney II believes Tomlin's coaching performance was as ineffective in 2009 as it was outstanding in 2008" (*Pittsburgh TRIBUNE-REVIEW, 1/19*).

PARTY TIME: CRAIN'S CHICAGO BUSINESS' Ed Sherman noted Blackhawks President John McDonough "hosted a special party Saturday for Blackhawks season ticket holders at the United Center." The team "essentially held an open house, inviting fans to lockerroom tours and have their pictures taken on board a Zamboni." The "highlight was a chance to skate" on the ice. During the event, the video board "showed the live broadcast of the Hawks' game in Columbus." Approximately 8,000 fans "took advantage of the opportunity" (*CHICAGOBUSINESS.com, 1/18*).

MONEY MATTERS: In N.Y., Jeane MacIntosh reported tax records indicate that charities tied to Mets Chair & CEO Fred Wilpon and team President Saul Katz "got hosed" for \$8M in the Bernie Madoff scandal. The Mets Charity Foundation -- which counts Wilpon, Katz and Mets COO Jeff Wilpon as trustees -- "took the biggest hit, losing \$3.8[M] in the investment scheme." The records indicate that the loss left the \$4.8M foundation with "'an inadequate amount of financial resources on hand' to 'immediately satisfy' \$752,000 in payouts to some of its causes, including \$80,000 earmarked for Dominican Republic hurricane relief and \$6,900 for the James Plummer scholarship" (*N.Y. POST, 1/18*).

Facilities & Venues

22. PROPOSED MLS WIZARDS STADIUM COULD EARN FINAL APPROVAL TODAY

Wyandotte County (KS) commissioners today will meet to "consider and possibly approve" an agreement for a \$414M development that would bring a new MLS Wizards stadium to the area, according to a front-page piece by Kevin Collison of the K.C. STAR. The project, developed by Wizards Owner OnGoal LLC and Lane4 Property Group, calls for an 18,000-seat stadium "to be completed by the 2012 soccer season." The agreement culminates more than "four months of negotiations among the developer, the state of Kansas and Wyandotte County." In addition to the soccer stadium and an office complex for Cerner Corp., the development calls for "construction of an 18-field youth soccer complex capable of hosting national soccer tournaments." The project is being subsidized with \$85M in state tax credits and cash, and \$144.5M in STAR bonds. Those bonds would be "repaid from sales tax revenues generated by the merchants at the Village West development, the site of the proposed stadium." County officials indicated that "at that rate, the STAR bonds originally issued for Village West would be repaid in 2014." Cerner as part of the deal has agreed to bring 4,000 new jobs to the county, but if the company "fails to fulfill its job obligation," a \$30.4M penalty "must be paid by Kansas Unified Development, the development entity formed by OnGoal and Lane4 for the project" (*K.C. STAR, 1/19*).



Proposed \$414M Development Would Include 18,000-Seat Stadium For MLS Wizards

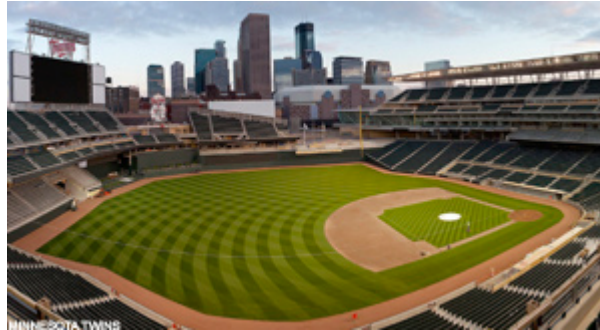
23. MELBOURNE PARK TO ADD THIRD RETRACTABLE ROOF IN RENOVATION

Melbourne Park will get a "third weather-proof stadium under a multi-million [dollar] plan to ensure the Australian Open is retained after 2016," according to Robyn Grace of the SYDNEY MORNING HERALD. Victoria Premier John Brumby this morning announced the US\$333M redevelopment, which will see a "major facelift to the Margaret Court arena, which will include installation of a retractable roof and will boost capacity by 1500 to 7500." The publicly-funded renovation "will also see improvements to Rod Laver and Hisense arenas." Brumby: "This secures the Open here for decades to come" (*SMH.com.au, 1/19*). The PA notes 26 matches were "postponed on Monday as the weather wreaked havoc on the outside courts" at the Australian Open. Meanwhile, the "future of Melbourne as the home of the Australian Open has come under threat in recent years, with China in particular lobbying to host the grand slam of Asia/Pacific after the current contract expires in six years" (*PA, 1/19*). BLOOMBERG NEWS' Riseborough & Baynes note adding a roof to Margaret Court Arena, the venue's "third-largest showcourt," will give tournament organizers the "option of three undercover courts." Brumby indicated that work on the expansion "will begin after this year's tournament, which finishes Jan. 31," and the "first stage of the project is scheduled for completion in time for the 2015 edition." The Australian Open attracts "more than 600,000 spectators" annually to Melbourne, but Shanghai, Dubai and Sydney "have been linked in media reports with bids for the tournament" (*BLOOMBERG NEWS, 1/19*). In Australia,

Courtney Walsh notes the "potential threat posed by the growth of tennis in Asia was a motivating factor" in announcing the renovations (*THE AUSTRALIAN*, 1/20). Brumby said, "Had we not made this investment ... we could have kept it (the Open), we could have lost it. That's the reality" (*Melbourne AGE*, 1/20).

24. TARGET FIELD MENU TO FEATURE FOOD OPTIONS UNIQUE TO MINNESOTA

Twins concessionaire Delaware North Sportservice is "putting the finishing touches on the menus" for Target Field's "28 concession stands and two restaurants in hopes of catering to the Minnesota palate," according to Mary Lynn Smith of the Minneapolis STAR TRIBUNE. The ballpark's food options will include pork chops on a stick, walleye on a stick, cheese curds, and wild rice soup. Yet to be decided is whether the Dome Dog "will make a comeback at the new park," as Target Field GM of Food Services Pete Spike said that putting the item on the Twins menu "isn't a done deal." Spike added that pricing "hasn't been decided." But food service execs, "mindful of the economy's pinch on people's pocketbooks, say they don't want fans choking over food ticket prices." Meanwhile, in a "further effort to connect with fans, food and drink will be sold at concession stands and restaurants with names that speak of local fare and local sports heroes." In addition, Spike and Target Field Exec Chef Pastor Jimenez said that fans also "can see the food being grilled as they stroll the concourses." Spike: "That's different than many ballparks" (*Minneapolis STAR TRIBUNE*, 1/19).



Food, Drink At Target Field Will Specifically Cater To Minnesota Public's Taste

FINANCIAL RAMIFICATIONS: Twins Sports Inc. President Jerry Bell said Target Field's ability to return the public money put into it with taxes and/or economic benefits "depends on the economy." Bell: "Does the real estate value around the ballpark go up and if it goes up, does it contribute to construction and further development and what kind of real estate taxes does that produce? If all of those things come together over a long period of time, maybe. It's hard to say." When asked if publicly-funded ballparks "make sense on the economic argument alone, meaning that they create new taxes and jobs," Bell said, "It depends on your alternative for investment. My view is that it does have an economic impact in a targeted sense. It benefits this neighborhood. Does that make a ripple effect in the state economy? Probably not." But Bell added, "Ten years from now, maybe less, no one will know what this ballpark cost and they won't care. They'll either like it and they'll enjoy coming here or they won't, and they'll judge it on that." Meanwhile, Bell said the "private side will have to increase some" in building future ballparks due to the economy. Bell: "I don't know what the right amount is and it depends" (*WSJ.com*, 1/15).

25. RED SOX SEEKING APPROVAL TO OPEN SOUVENIR SHOP OUTSIDE FENWAY

Red Sox officials are "seeking approval for a retail shop opening onto Van Ness Street near" Fenway Park, according to documents filed with the Boston Landmarks Commission cited by Thomas Grillo of the BOSTON HERALD. The \$750,000 project "would put the store under the grandstand and convert three existing garage doors in the exterior brick facade into a street entrance and display windows." The store "would bring increased competition to the four independent souvenir shops around Fenway owned" by

Massachusetts-based retailer Twins '47. The Boston Landmarks Commission "will review the proposal Jan. 26" ([BOSTON HERALD, 1/19](#)).

26. FACILITY NOTES

In St. Paul, Charley Walters reported it is "beginning to look like" Minnesota Gov. Tim Pawlenty and Vikings Owner Zygi Wilf "could have the framework of a new stadium deal -- probably in a suburb and perhaps open-air -- early next year." It "won't be surprising" if the town of Blaine "re-enters the picture" as a possible stadium site ([TWINCITIES.com, 1/18](#)).

STRUCK BY LIGHTNING: In San Diego, Matthew Hall reports the Chargers and San Diego officials claim that the team's playoff loss "won't slow efforts to build a new stadium," but fans called Sunday's loss a "speed bump on the drive to build a downtown stadium with hundreds of millions of public dollars." A 15- to 18-month process of "obtaining approvals to pump future property taxes into a stadium site in a downtown redevelopment zone is under way." Chargers Special Counsel Mark Fabiani said that the timetable turns the "2011 season and perhaps part of the 2012 season into the ones that will be most influential on the public vote," and noted that the "vote likely would be decided by people who aren't football fans" ([SAN DIEGO UNION-TRIBUNE, 1/19](#)).

WEIGHT WATCHERS: Jackson County (MO) Legislature Chair Henry Rizzo yesterday said that a proposal from K.C. to "cut deeper into the city's subsidy of the Truman Sports Complex is shortsighted." Rizzo said the stadiums are a "proven revenue enhancement, not detraction." Interim K.C. City Manager Troy Schulte's budget proposal released Friday included a plan to "trim the amount budgeted to send to Jackson County for maintenance of the stadium complex by \$170,000," on top of "\$300,000 that was cut last year" ([K.C. STAR, 1/19](#)).

IN FOR A TUNE-UP: Charlotte Motor Speedway is installing approximately 15,000 new premium seats along the frontstretch. CMS also is removing several narrow seats in the grandstands and replacing them with 21-inch seats ([CMS](#)). In Charlotte, Jim Utter notes "any fan who purchases the same seats to all three Cup series events at the track this season will receive a personalized, bronze nameplate on the new seat and will be able to take home one of the historic seats as a keepsake" ([CHARLOTTE OBSERVER, 1/19](#)).

Events & Attractions

27. PGA TOUR ANNOUNCES FALL SERIES EVENT SPONSORED BY RSM MCGLADREY By [Jon Show](#), Staff Writer, SportsBusiness Journal

RSM McGladrey was announced today as the title sponsor of a new PGA Tour Fall Series event in Sea Island, Georgia, scheduled for October 4-10. The Minnesota-based accounting and professional services firm is paying around \$3-3.5M annually over three years for the sponsorship, said industry sources. The McGladrey Classic will be played at the Seaside Golf Course owned by Sea Island Co., and will have a \$4M purse in its inaugural year. Golfer Davis Love III, whose foundation will be the host organization, is a longtime resident of Sea Island and will serve as tournament Chair. The deal was negotiated by Wasserman Media Group. RSM McGladrey, which was a PGA of America sponsor from '06-09, held on-and-off-again talks with the PGA Tour as far back as early last year. The company has endorsement deals with golfers Zach Johnson, Natalie Gulbis and Chris DiMarco. Its marketing group is based in the southeast. Sea Island Co. has struggled financially in recent years; the resort's Frederica Golf Course, where the PGA

Tour originally planned the event, was repossessed in November by Wells Fargo.

Sports Industrialists

28. EXECUTIVE TRANSACTIONS

The California Horse Racing Board's **JOHN HARRIS** announced that he is ending his second stint as Chair and will leave the organization "in the next couple of months." Meanwhile, the BOD elected **KEITH BRACKPOOL** to replace Harris as Chair for '10 and elected **DAVID ISRAEL** Vice Chair (*BLOODHORSE.com, 1/15*).

EXECS: Lotto Team Sport Sales Manager **FABRIZIO SPAMPINATO** has been promoted to Dir of Sales (*Lotto Team Sport*)....St. Louis' KMOX-AM Manager of Sports Operations **TOM ACKERMAN** has been promoted to Sports Dir (*KMOX*)....Premier Partnerships named **JEFF BRUKSCH** Manager of Corporate Partnerships in its L.A. HQs and promoted **STEPHANIE CHENG** to Senior Consultant of its valuation and consulting division (*Premier Partnerships*)....The Triple-A PCL Nashville Sounds named **DARREN FELLER** and **MIKE GREGORY** Senior Corporate Account Execs. Most recently, Feller was GM of the collegiate summer Prospect League Springfield (IL) Sliders, and Gregory previously served as Nashville Sports Council VP/Events (*Sounds*)....The Vancouver Whitecaps, scheduled to begin MLS play in '11, named former DC United coach **TOM SOEHN** Technical Dir (*THEPROVINCE.com, 1/17*)

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

29. NAMES IN THE NEWS

Heat G **DWYANE WADE** and VP/Player Programs **ALONZO MOURNING** have "generated more than \$800,000 in aid for earthquake victims in Haiti" (*MIAMI HERALD, 1/19*). Hornets G **CHRIS PAUL** is donating \$61,616.61 to Wade and Mourning's relief efforts (*Hornets*). Thunder F **KEVIN DURANT** has "pledged to donate \$100,000" to relief efforts in Haiti (*DAILY OKLAHOMAN, 1/19*). 76ers C **SAMUEL DALEMBERT**, who has pledged \$100,000 to the cause, is "going to his native Haiti with the aid group Project MediShare to assist with" relief efforts. He is "being excused from practice Tuesday but is expected to play in Wednesday's home game" (*AP, 1/19*). The Rays will contribute proceeds from next month's Fan Fest, presented by MetroPCS, to the American Red Cross Haiti Relief Fund and Save the Children. The Rays and the Rays Baseball Foundation will make donations totaling more than \$50,000 to the two funds (*Rays*). NYRA "will contribute \$5,000 to the American Red Cross" to aid relief efforts (*SARATOGIAN.com, 1/18*). The Red Cross Sunday collected aid at Santa Anita Park for earthquake relief (*BLOODHORSE.com, 1/16*).

CLOSED FOR SHOOTING: The *HOLLYWOOD REPORTER*'s Etan Vlessing notes as athletes prepare to compete at the Vancouver Games next month, "film and TV producers have begun to run a gauntlet of road closures and security restrictions in and around the host city." Producers "have been told by Mayor **GREGOR ROBERTSON** that the downtown core and areas with Olympic venues will be off-limits to location filming during" the Games. Vancouver "will continue to issue film permits for shooting in suburban locales that might stand in for the city" (*HOLLYWOOD REPORTER, 1/19*).

BLADES OF GLORY: The *GLOBE & MAIL*'s Eric Duhatschek profiled Ontario-based Black Stone Sports, a company that "manufactures skate-sharpening equipment." The company last year introduced a new sharpening technique, "designed to increase speed without sacrificing grip, that is rocking the hockey world." Known as the

"Fox NFL Special"	1/16	Fox	3:30-4:30pm	5.9
Winter Dew Tour: Wendy's Invitational	1/16	NBC	1:00-3:00pm	0.7
PBR: Built Ford Tough Series: Sacramento Classic	1/16	NBC	3:00-4:30pm	0.8
AT&T U.S. Figure Skating Championships: Pairs Free Skate, Men's Short Program	1/16	NBC	4:30-6:00pm	1.4
NCAA Basketball: UConn-Michigan	1/17	CBS	1:30-4:00pm	0.6
"The NFL Today"	1/17	CBS	4:00-4:30pm	10.2
"Fox NFL Special"	1/17	Fox	12:00-1:00pm	6.2
NHL: Blackhawks-Red Wings	1/17	NBC	12:30-3:00pm	0.8
Winter Dew Tour: Wendy's Invitational	1/17	NBC	3:00-4:30pm	0.6
AT&T U.S. Figure Skating Championships: Men's Free Skate	1/17	NBC	4:30-6:00pm	1.8

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 herawley@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