

STREET & SMITH'S
SportsBusiness
 sportsbusinessdaily.com
DAILY

Thursday, January 21, 2010

Vol. XVI -- No. 89

Chapter '11 Protection? (#9)

Rhetoric continues on the gridiron, as Kevin Mawae follows up John Mara's comments by saying players are "fully anticipating" a lockout.

You Can Go Your Own Way

AT&T did not pay to drop Tiger, indicating IMG simply allowed them to walk away from deal. (#1)

Cause & Effect (#11)

Karen Davidson's plan to explore a sale of Pistons, Palace Sports has accelerated efforts for NHL to find a new Lightning owner. (#12)

Loop, Swoop & Pull

FCC's vote to eliminate loophole called a "big-time victory for television sports fans." (#6)

Go West, Young Man (#13)

Majestic Realty resumes relocation talks with some NFL teams, but are Jags falling off the list?

Birds Of A Feather Flock Together (#20)

Cardinals' subsidiary in line to replace Centerplate as Univ. of Phoenix Stadium vendor.

Measure Of Convenience (#3)

White Sox back to normal start times as 7-Eleven ends sponsorship; ticket sales "strong." (#17)

Laughter Is The Best Medicine (#24)

Olympic-themed "Colbert Report" features light-hearted back and forth with NBC's Ebersol.

Here Comes The Sun

The Dolphins yesterday formally announce a five-year naming-rights deal with Sun Life Financial, yet another name change for the 22-year-old facility. The Toronto-based company stresses the importance of gaining "significantly higher name recognition" in the U.S. through the agreement, and its timing could not be better, with Sun Life Stadium hosting both the Pro Bowl and Super Bowl in the coming weeks. Terms of the deal have not been disclosed, but the estimated annual payment of around \$5M will see Sun Life pay "far less than what other financial sponsors have paid for stadiums with less visibility," a byproduct of signing one of the first deals in the wake of the economic downturn. However, there are some issues that could concern Sun Life execs with their return on investment. The Marlins have just two more seasons before moving out, and the NFL has indicated major renovations are needed if the stadium wants to remain in the Super Bowl rotation. Also, the third name change in less than nine months for the former Joe Robbie Stadium could result in an identity crisis among fans (#19).



Sun Life
 STADIUM

Names In The News

Rick Hendrick chipping in to aid Haiti relief as he is sending two planes a day for help; Haiti native **Samuel Dalembert** describes recent visit to homeland. (#31)

Quote Of The Day

"When I was backstage, I'm pretty sure I saw him slip a roll of toilet paper into his briefcase. Clearly, they need help."

-- Comedy Central's **Stephen Colbert**, prior to NBC Sports & Olympics Chair **Dick Ebersol** appearing on "The Colbert Report," on NBC's expected loss from the Vancouver Games
(*Comedy Central, 1/20*). (#24)

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THE 10TH ANNUAL



**'10 SPORTS
FACILITIES & FRANCHISES**

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Sponsorships, Advertising & Marketing

1. AT&T DID NOT PAY TO END ENDORSEMENT CONTRACT WITH TIGER WOODS

AT&T did not pay Tiger Woods "any of the millions of dollars it owed him" when it ended an endorsement contract with the golfer on December 31, and AT&T did not "have to go to court to sever its ties to Woods," according to a company official cited by Richard Sandomir of the N.Y. TIMES. AT&T joined Accenture in dropping Woods from its endorser roster, and those deals "could not have been dismantled" had Woods and his agent, IMG Global Managing Dir of Golf Mark Steinberg, "not agreed to release the two sponsors." A source noted that Woods' sponsorships "include a clause that requires sponsors to pay some or all of what they owe if they back out of their contracts." However, that clause "was not enforced" with AT&T; Accenture "declined to say whether it paid any of the fees remaining on Woods's contract." Meanwhile, if AT&T and Accenture had been "forced to sue to get out of their deals, it might have forced the golfer into embarrassing testimony about his infidelities." A source said of the situation, "This was very clearly a decision by IMG to allow these sponsors to leave the fold. IMG is very sponsor friendly so it's mutually beneficial when something like this happens for a sponsor to opt out." Octagon President of Athletes & Personalities Phil de Picciotto indicated that IMG and Woods "probably did not want to force any unhappy sponsors to stay, especially if they were not going to market him in their particular service and product categories." de Picciotto: "You don't want a sponsor hanging around that isn't doing anything" (*N.Y. TIMES, 1/21*).

SLOWLY FADING AWAY: GOLFWEEK's Yasuda & Klein report Woods' business portfolio "may be salvageable, but its core components ... lie stagnant, and their futures are uncertain amid the chaos that has become Woods' life." Golf retailers, who have "endured a brutal two years, likely were counting on Woods to help jump-start sales in

2010." But there is "plenty of anecdotal evidence to suggest he'll be more of a liability than an asset." That could mean "more woes for Woods and his business partners -- most notably Nike Golf -- which makes Tiger Woods-branded products." No other company is "more closely linked" to Woods, nor has "benefited more from his support" than Nike Golf. However, the company now must promote the "rest of Nike's tour staff and less of Woods." Several retailers indicated that Nike's "new in-store displays don't feature" Woods. Golf retailer Games People Play VP/Global Sales Austin Williams said golfers Anthony Kim, Trevor Immelman "and some other guys" are featured in the displays (*GOLF WEEK, 1/22 issue*).

NIKE EXPECTS SHORT-TERM HIT: Nike Brand President Charlie Denson today admitted that Woods' indefinite leave from the PGA Tour "would hurt business" at least for the outset of his absence. Denson: "Certainly, we don't take the most successful player of this era and subtract it and don't expect a short term impact." However, Denson added that Nike Golf's business was "not built around Woods alone." Denson: "The thing that we feel very strongly about and very good about is that our golf business is not just built around Tiger" (*REUTERS, 1/21*).

2. REVVING UP: FOREIGN AUTOMAKERS TAKE CENTER STAGE IN SB BROADCAST



Nickelodeon's Muno To Have Role In Kia's 60-Second Super Bowl Spot

Foreign automakers are "marketing their vehicles more aggressively in the U.S., and are making the Super Bowl a high-profile part of their strategies for wresting market share from American rivals," according to Vranica & Kellogg of the WALL STREET JOURNAL. Fans will see "about a half-dozen auto commercials from at least four overseas manufacturers" during CBS' coverage of Super Bowl XLIV on February 7. Kia Motors America VP/Marketing Michael Sprague said that the company "will be a first-time Super Bowl advertiser, with a commercial targeting 'mountain-

biking dads and blogging moms.'" In Kia's 60-second spot, via David & Goliath, California, "Muno, a spindly pink Nickelodeon puppet with one eye, and a grab-bag of other children's characters crisscross the U.S. in a 2011 Sorento crossover." Sprague said that the ad is "aimed at younger parents with small kids who aren't ready to give up the sportier ride a Sorento offers." Meanwhile, Hyundai "will run two ads during the big game," and Volkswagen is "returning to the Super Bowl after a nine-year hiatus" with an ad via Deutsch, L.A. The Volkswagen spot "will show people playing the children's game Punch Buggy" to encourage consumers to "play the game when they spot any VW model." Honda also is scheduled to advertise during the game. Meanwhile, Chrysler's Dodge brand has "snapped up one of the remaining ad slots" during the broadcast (*WALL STREET JOURNAL, 1/21*).

SOCIAL PLATFORM: In N.Y., Stuart Elliott reports Super Bowl advertisers are seeking to "capitalize on the growth of social media to promote the spots they intend to run in the game and give them a life beyond Super Bowl Sunday." That includes adding a "robust presence in social media like Facebook, Twitter and YouTube to their marketing lineups." Unilever U.S. will run a 45-second Super Bowl spot, via Ogilvy & Mather, for a new line of products named Dove Men+Care. Unilever U.S. VP/Personal Care Kathy

O'Brien said that the ad is "to be complemented by blog posts ... as well as presences on Facebook and Twitter." O'Brien: "The Super Bowl is an element of a complete, 360-degree campaign." Meanwhile, ETrade also "will turn to venues like Facebook, Twitter and YouTube to promote a 30-second commercial the company intends to run in the game." ETrade CMO Nick Utton: "In the old days, the only way to see the ads was to watch on television. Now, all the pieces work synergistically." Elliott notes Google's YouTube "plans for a third year to offer its Super Bowl Ad Blitz channel, where consumers can watch all the commercials after the game" (*N.Y. TIMES, 1/21*).

THE BEAR NECESSITIES:

MARKETING DAILY's Aaron Baar reports Boost Mobile, to promote its 30-second Super Bowl spot featuring players from the '85 Bears spoofing their "Super Bowl Shuffle," will launch a microsite where viewers can see behind-the-scenes video from the shoot." The Web site also will feature a three-minute extended version of the ad, and Boost Dir of Marketing Services Caralene Robinson said that it will "showcase more of the players and lyrics than the 30-second spot." The company also will launch "three 15-second teaser ads to run on ESPN, TBS, Comedy Central and MTV." After the Super Bowl, Boost customers "will be able to download a ringtone of the 'Boost Mobile Shuffle' for \$1, with proceeds to be donated to charity" (*MARKETING DAILY, 1/21 issue*).



Boost Mobile Launching Microsite To Promote Its Super Bowl Spot

KEEPING FOCUS: The N.Y. TIMES' Elliott wrote the "decision by CBS to sell time to Focus on the Family is raising eyebrows," as the network in the past "has rejected requests to buy issue ads during Super Bowl games." Issue ads are "rare during Super Bowls, partly because almost all the time is bought by marketers of consumer products and partly because the networks have strict policies regarding the discussion of contentious issues in national commercials" (*NYTIMES.com, 1/20*).

HIGHLIGHT OF THE BROADCAST? A survey released yesterday by Nielsen indicated that 51% of respondents most enjoy the ads that air during the Super Bowl, compared to the game itself. The survey also indicated that ads that run early in the game are better remembered and better liked than those airing later, and a "winning" spot can vary depending on an advertiser's goals and target demos. Also, traffic to advertiser Web sites spiked on the day after Super Bowl XLIII last year. Results of the survey were based on a sample of over 25,000 HHs in Nielsen's Homescan panel (*Nielsen*).

3. START TIME FOR WHITE SOX GAMES CHANGED AFTER 7-ELEVEN ENDS DEAL

The White Sox' weeknight games "will have a new start time this season," as 7-Eleven "chose not to renew" its \$500,000-per-year deal with the team, according to Jon Greenberg of *ESPNCHICAGO.com*. The agreement, which was signed in October '06 and included the club starting weeknight games start at 7:11pm CT, expired after the '09 season, and White Sox VP & CMO Brooks Boyer said 7-Eleven "canceled the agreement right after it was done." Boyer added that the economy was "to blame for this deal's demise." Boyer: "It got to the point where they were hit by the economy. We worked with some great people at 7-Eleven." Games will now begin at 7:10pm (*ESPNCHICAGO.com, 1/20*). 7-Eleven was one of several sponsorships that expired after the '09 season, and

Boyer said, "We're still struggling in the financial sector category." However, in Chicago, Mark Gonzalez notes Chevrolet "returned after an absence to give the Sox an automotive presence" (*CHICAGO TRIBUNE, 1/21*).

UP CLOSE & PERSONAL: The White Sox have teamed with Chicago-based LimeGreen Entertainment Group (LGEG) to create a 3D environment of U.S. Cellular Field on the team's Web site that showcases many of the club's sponsorship opportunities in action. The 3D tool depicts the sponsorships at work, including full-motion LED video displays, rotational signage that rotates, as well as HD centerfield video and matrix boards that support it. The White Sox are the first team in any league to add this particular approach to its sponsorship strategy (LGEG). Boyer said, "We felt we had to do something that went way, way beyond the typical brochure, as well as the small sponsorship section we had before. What we're looking to do in fairly basic terms is get sponsors as close to the sense of being in the ballpark as possible."

SPORTSBUSINESS JOURNAL's Eric Fisher reports the White Sox are "tracking roughly equal to 2009 in sponsorship commitments, as measured by revenue," but the '10 total "remains below what was generated in the 2008 season" (*SPORTSBUSINESS JOURNAL, 1/18 issue*).



White Sox Showing Sponsorship Opportunities In 3D On Web Site

4. SCOTTS INKS SPONSORSHIP/LICENSING AGREEMENT WITH MLB



Scotts Official Lawn Care Company Of MLB

MLB and The Scotts Co. LLC yesterday announced a multi-year deal encompassing sponsorship, licensing and MLB-themed advertising. The deal, which designates Scotts as the league's official lawn care company, is the first of its kind for MLB Properties and the largest sports relationship for Scotts (*MLB/Scotts*). MLB.com's Mark Newman noted as part of the sponsorship, Scotts will have "in-stadium exposure as well as the ability to feature club logos in local advertising and promotions for these markets." The company "will air MLB-themed commercials, and the MLB and club logos will be prominently featured on a wide range of in-store marketing materials throughout the year." Scotts will "sponsor a premiere attraction at All-Star FanFest" as well. In addition to the licensed products, Scotts has sponsorship agreements with eight MLB teams (*MLB.com, 1/20*). In Boston, Greg Turner reports Scotts yesterday "unveiled a grass-seed product that 'contains actual varieties'" used at five ballparks -- Fenway Park, Wrigley Field, Great American Ball Park, Citizens Bank Park and Busch Stadium. The \$22 bags have the logos of the respective teams. Scotts "will nurture the Groundskeepers Select product line" with the five initial ballparks before trying to "grow it for all 30 MLB teams" (*BOSTON HERALD, 1/21*). CRAIN'S CHICAGO BUSINESS' Ed Sherman writes the idea is that "you plant seed, and voila, you have a lawn that looks like Wrigley Field." The \$22 price is up from "\$8 for a good old-fashioned bag of Scotts' turf-builder" (*CHICAGOBUSINESS.com, 1/21*).

Ireland-based beverage manufacturer and distributor C&C is "believed to be on the verge of agreeing a deal to sponsor" Scottish Premier League clubs Celtic and Rangers "through its Tennent's lager brand," according to Ciaran Hancock of the IRISH TIMES. Reports have indicated that Tennent's will pay about US\$14.7M to sponsor the two clubs "as part of a three-year sponsorship deal that will be announced within the next month." Celtic and Rangers' shirts currently are sponsored by Carling, which signed a US\$29.3M deal with the clubs in '03. Tennent's "has been involved in football sponsorship in Scotland for about 35 years and backs the national team," though that deal is "due to expire in the summer." Hancock noted given Celtic and Rangers' "dominance of Scottish soccer and bitter rivalry, sponsors long ago decided to sponsor the shirts of both clubs rather than risk alienating one set of fans" (*IRISH TIMES, 1/20*). In Scotland, Anthony Haggerty reported the Scottish Football Association is "in negotiation with Tennent's in the hope the brewer will extend their current sponsorship of the Scottish national team." However, it seems Celtic and Rangers will "strike their deal first as Tennent's attempt to get their brand logo on to Scottish domestic football's most famous shirts" (*Scottish DAILY RECORD, 1/20*).

Sports Media

6. FCC'S ELIMINATION OF LOOPHOLE SEEN AS BIG VICTORY FOR SPORTS FANS

The FCC yesterday voted 4-1 to close the "terrestrial loophole" in program access rules, which has allowed cable operators to "keep local sports networks or their HD versions from their satellite TV and telecom competitors," according to Georg Szalai of the HOLLYWOOD REPORTER. The decision sets Philadelphia, N.Y. and San Diego and "surrounding areas as potential new subscriber battlegrounds between big cable firms and their rivals, even though cable companies must not automatically hand over their sports programming." Cable operators are "expected to appeal the FCC ruling, and even after a final decision, competitors would still need to request and negotiate carriage deals with them." This ultimately could "delay broader distribution of the sports channels until mid-year or beyond." Once they "do make local sports channels available to [rivals], cable firms may see some subscriber losses, but likely only a relatively small near-term financial hit." Bernstein Research analyst Craig Moffett said the decision is "bad news for Comcast in more ways than one." He believes that DirecTV "will be the primary beneficiary, followed by Dish Network and telecom firms." Comcast in its home city of Philadelphia kept most 76ers, Flyers and Phillies games "to itself" via Comcast SportsNet Philadelphia, "even though the cable giant recently also made the network available to Verizon FiOS and RCN" (*HOLLYWOOD REPORTER, 1/21*). PAID CONTENT's Staci Kramer noted Comcast "essentially has a lock on major sports programming" in Philly through its local RSN, drawing scrutiny "especially when crucial games are blocked." In addition, Cablevision has been "holding back its MSG Network in HD," but the ruling seems to indicate that HD "has to be included" (*PAIDCONTENT.org, 1/20*). The FCC had



FCC Closes Loophole That Allows Cable Operators To Keep Programming From Rivals

"considered closing the loophole before, but there have been questions about whether the agency had legal authority to do so." One of the panel's Republic commissioners, Robert McDowell was the only panel member to vote against the measure, saying it was "beyond our statutory reach" (*WALL STREET JOURNAL*, 1/21).

A VICTORY FOR SPORTS FANS: USA TODAY's David Lieberman notes the Cable Act of 1992 "requires cable companies to share channels that they own and distribute to local systems via satellite." But cable companies claim that "doesn't apply to local sports and news that they distribute over land lines." Yesterday's ruling says that the commission will "presume that withholding a channel is unfair, unless the cable operator can prove otherwise." Verizon Senior VP/Federal Regulatory Affairs Kathleen Grillo said the FCC decision is a "big-time victory for television sports fans" (*USA TODAY*, 1/21). FCC Chair Julius Genachowski said that the action "will help increase competition in the paid video market." He said in a statement, "Locking up a much-loved local sports franchise could be game, set, match for cable competition. Consumers who want to switch video providers shouldn't have to give up their favorite team in the process. Today the Commission levels the competitive playing field" (*WASHINGTONPOST.com*, 1/20). Meanwhile, Cablevision yesterday in a statement said it was pleased Verizon and AT&T will not receive an "FCC bailout that will allow them to capture" certain programming, including MSG Varsity. Cablevision's statement stressed that the FCC declined to "outright prohibit withholding terrestrial programming despite lobbying from Verizon, DirecTV and others" (*CABLEFAX DAILY*, 1/21).

A LOCAL LOOK: In San Diego, Mike Freeman notes AT&T last year filed a complaint with the FCC, claiming that Cox Communications' "refusal to license Padres games had hamstrung its U-Verse television service." However, yesterday's verdict "doesn't mean the Padres games will show up on satellite or telephone company TV services anytime soon." Cox still would have to "negotiate deals with rivals to carry its Channel 4 San Diego for a fee." Cox yesterday said that it is "trying to determine what to do next." Cox Media & PR Manager Ceanne Guerra: "It's too soon to speculate on what this means, but today's vote doesn't change anything overnight. Cox still has the rights to televise the Padres games on Channel 4 San Diego, and Cox customers will continue to have access to those games" (*SAN DIEGO UNION-TRIBUNE*, 1/21). Meanwhile in Portland, John Canzano notes Trail Blazers fans "won a victory" with yesterday's decision. More negotiations "must be held and legal briefs written before Blazers broadcasts become more widely available," but "for a change, there's reason to hope." However, Comcast SportsNet Northwest yesterday said that it "does not believe the FCC ruling applies to the Portland market." Comcast SportsNet VP/Communications Tim Fitzpatrick said, "You should know that satellite companies have made the decision not to carry Comcast SportsNet Northwest and that issue is unrelated to today's FCC matter" (*Portland OREGONIAN*, 1/21).

WHAT IT MEANS FOR COMCAST-NBC: DAILY VARIETY's Paul Harris notes the FCC ruling comes "in advance of the agency's review of Comcast's merger with NBC Universal, specifically addressing a competitive issue that was likely to be considered in that proceeding -- such as Dish Network's inability to air Philadelphia sports events coverage owned by Comcast." By closing the loophole prior to that review, the FCC has "effectively taken the issue off the table." The Comcast-NBCU merger is slated to "come before lawmakers on Feb. 4, when the Senate Judiciary Committee's antitrust subcommittee has scheduled a hearing" with Comcast Chair & CEO Brian Roberts and NBC U President & CEO Jeff Zucker to testify (*DAILY VARIETY*, 1/21).

7. JACK ROUSH ACCUSES NASCAR BROADCASTERS OF BEING OVERLY CRITICAL

Roush Fenway Racing co-Owner Jack Roush Tuesday during the NASCAR media tour at Charlotte Motor Speedway "went off unsolicited on what he perceives as skewed television coverage of the sport," according to Joe Menzer of NASCAR.com. Roush said, "We have not had the level of support from the TV studio box that the other sports have. I would hope that Fox and ESPN and everybody else really think about what they are doing." Roush added the on-track competition last year "wasn't bad." Roush: "It wasn't subject to criticism for every move that NASCAR made or every move that a team made. But sometimes it sounded that way, coming out of the communications (or television) box." Roush also noted ISC as part of an analysis has "not had one complaint from anybody who bought a ticket about something regarding a race not working the way they thought." Roush: "The complaints have come from reporters and the media that has maybe a vested interest -- if you look at [Fox'] Darrell Waltrip and [ESPN's] Rusty Wallace and all the ex-drivers and ex-crew chiefs that are out there." Menzer noted ESPN Senior Dir of Communications George McNeely "took offense to Roush's remarks and defended" the net's analysts. McNeely: "We're going to be judged by our performance. ... We pay our analysts to analyze -- and we hire the most credible people to do that." Meanwhile, TNT analyst and former driver Kyle Petty said that it is "important for announcers to know their roles while also having the freedom to say what is on their minds when situations call for it." Petty added that he has "always spoken his mind, and has never had anyone from within the NASCAR community tell him he couldn't or shouldn't" say something (*NASCAR.com, 1/20*).

HITTING THE ACCELERATOR: SPORTSBUSINESS JOURNAL's Michael Smith reports Speed is "planning to add six to eight new shows this year." Speed President Hunter Nickell: "We're going into a year with the most NASCAR programming we've ever had. It's our largest commitment and our biggest leap, in terms of adding programming." Smith notes new programming will include a "show that delves into the lifestyle of the fans who tailgate and camp at the track; a show that recaps the Cup race through scanner communication between the drivers and their crews; and Jimmy Spencer's own show." Meanwhile, another show that is "still in the formative stages" is an "American-Idol'-like reality talent show that would originate from the track." NASCAR Media Group is "handling production for Speed on the new programming," and much of the new lineup will be "geared around a revamped Monday night." Speed did have "one casualty from the network's 2009 lineup," as the "stalwart 'This Week in NASCAR' on Monday nights has been canceled" (*SPORTSBUSINESS JOURNAL, 1/18 issue*).

NO BEATING AROUND THE BUSCH: IMG Sports Media announced that it will produce a series of one-hour specials focused on Joe Gibbs Racing to air on Speed beginning Sunday. The series, titled "Countdown to the Daytona 500: Joe Gibbs Racing," will feature behind-the-scenes footage from Daytona Int'l Speedway and JGR's North Carolina HQs (*IMG Sports Media*).

8. MEDIA NOTES

In N.Y., Richard Perez-Pena reports visitors to NYTimes.com starting in January '11 "will be allowed to view a certain number of articles free each month," but to "read more, the reader must pay a flat fee for unlimited access." However, subscribers to the print N.Y. Times, "even those who subscribe only to the Sunday paper, will



Some NYTimes.com Visitors Soon Will Have To Pay Flat Fee For Unlimited Access To Articles

receive full access to the site without any additional charge." Perez-Pena notes "thousands of readers sent e-mail messages to The Times or posted comments" on the paper's Web site yesterday, with those "saying they supported the move outnumbered by others who vowed not to pay" (*N.Y. TIMES, 1/21*).

its digital media operations." In DC, Steven Goff noted the club since '03 had "bought air time on an English-language AM station." DC United radio announcer Tony Limarzi, who had been with the club "for seven years, has been retained to contribute to an upgraded online presence" (*WASHINGTONPOST.com, 1/20*).

SIGNING OFF: In Boston, Jessica Heslam reports WEEI-AM "The Big Show" co-host Pete Sheppard is gone from the station, "another casualty of an economic climate that has decimated the media industry." Sheppard "had a four-year contract that wasn't up until February 2011, but it allowed the station to terminate the agreement and cut him loose a year early." Sheppard was "given a severance package" (*BOSTON HERALD, 1/21*). He had been at WEEI since '94, and moved to "The Big Show" in '99 (*BOSTON GLOBE, 1/21*).

CLIP & SAVE: In St. Paul, Charley Walters writes there could be a "short-term agreement ... reached just after the Winter Olympics" bringing Versus back to DirecTV subscribers (*ST. PAUL PIONEER PRESS, 1/21*).

Leagues & Governing Bodies

9. NFLPA PRESIDENT MAWAE SAYS PLAYERS EXPECT TO BE LOCKED OUT IN '11

Titans C and NFLPA President Kevin Mawae "told a congressional subcommittee during a hearing Wednesday on Capitol Hill that players expect to be locked out by team owners in 2011," according to Mark Maske of the WASHINGTON POST. Mawae said, "We are fully anticipating a lockout and are educating all 1,900 of our players. ... We are anticipating that because right at this moment all indications are that way." But NFL Senior VP/Business Affairs & General Counsel Gary Gertzog during the hearing said, "We think we'll reach an agreement (with the players). It's just a matter of when." After the hearing, Mawae reiterated that he "doesn't think a lockout is unavoidable." Mawae: "There's no sense in us sitting here painting a rosy picture about what's going on in the negotiations. That would be an injustice to the players. We hope there isn't a lockout. But if there is one, the players are going to be prepared for it." Mawae also "objected to public comments" by Giants President & CEO John Mara saying that the NFLPA "has not responded in a meaningful way to a proposal by the owners." Mawae: "We've responded in meaningful ways. I guess the same could be said of them. When they ask us for a 20[%] rollback of salaries, they haven't demonstrated to us the need for a 20[%] rollback." Meanwhile, Mawae told the subcommittee, "We have fought so hard for labor

peace. We are concerned if the NFL does indeed get what they want from the American Needle case that we could lose much of what we fought for." But Gertzog told the subcommittee that American Needle v. the NFL is "about only licensing and merchandise issues, and nothing more" (WASHINGTON POST, 1/21).

PLAYER POSITION: Bears K and player rep Robbie Gould, who was among the 30 current and former NFL players who attended the Congressional hearing, said, "The owners, they want us to handle an 18% decrease and no NFL team is losing money. They know exactly what they are spending on what we make, our financial statements, but we have no idea what their financial statements are." Gould said of Mara's comments, "I think everyone is frustrated. ... I don't think it's just the owners. It's the players and it could be the fans. ... We want to make a deal. We want to play. If they (owners) are frustrated and a lockout is what they feel is necessary ... the players are ready for that to happen." But he added, "Like I said, everybody wants to get something done and hopefully we can start negotiating in good faith" (*Liz Mullen, SportsBusiness Journal*). Former NFLer Nolan Harrison III said of Mara's comments, "If I'm bargaining with somebody in good faith, I'm not going to come out and say I don't think the deal is going to get done." But an NFL official briefed on management's negotiating position said, "We never said we can't get a deal done. We said our goal is to get a deal done. Obviously if you're trying to make a deal and their negotiating position is moving in the opposite direction, it makes it hard to get a deal done. Union negotiators said unless owners dramatically moved off their proposal there was not going to be a deal now or maybe ever. And John made a comment in the face of [NFLPA Exec Dir] DeMaurice Smith telling everyone there is going to be a work stoppage and players better save their money. Talk about someone saying there isn't going to be a deal. All the talk about we can't get a deal done is coming from their side" (N.Y. TIMES, 1/21).

COME TOGETHER: PRO FOOTBALL TALK's Mike Florio cited a source as saying that NFL owners "will descend on South Florida for a meeting to be held the day before" Super Bowl XLIV, a move that "has been described ... as unusual but not unprecedented." The agenda is "not yet known, and there will be some sessions involving two representatives per club and others limited to one attendee per team" (PROFOOTBALLTALK.com, 1/20).

10. LEAGUE NOTES



Gillett (r) Says His Family Is Dedicated To Keeping Richard Petty Motorsports

Kasey Kahne, Elliott Sadler, AJ Allmendinger and Paul Menard -- and their sponsors have contracts that expire at the end of the upcoming season (SCENEDAILY.com, 1/20).

FULL SPEED AHEAD: ESPN.com's John Oreovicz noted NASCAR and IRL team

Richard Petty Motorsports (RPM) Principal Foster Gillett Tuesday said that his family is "dedicated to keeping the NASCAR team." Gillett: "I'm frustrated by the persistent rumors of our situation. ... I think it hurts our ability to go forward and land sponsorship." Gillett added, "We're not afraid to say that we've been through a lot and look forward to what the future has." SCENEDAILY.com's Bob Pockrass noted RPM "faces another potential major transition after the 2010 season" as all four of its drivers --

owner Chip Ganassi during Saturday's American Auto Racing Writers & Broadcasters Association banquet "made a passionate plea for the leaders of the sport to understand that racing's survival in the future depends upon whether it can stay relevant in dramatically changing times for the auto industry." He said that racing "must make a priority of focusing on technical innovation by embracing new, cutting-edge technology." Ganassi insisted that the "status quo is no longer sufficient for racing to keep fans, sponsors and manufacturers involved and invested in the sport" (*ESPN.com, 1/20*).

IS LESS MORE? Basketball HOFer Jerry West recently said contraction would be good for the NBA, and ESPN.com's J.A. Adande said that could result in getting back "to having some of those super teams like you had in the '80's. ... It's good for the league to have super teams." But Denver Post columnist Woody Paige: "I don't think you can contract teams now. It's going well for the NBA. They're sharing the revenue" ("*Around The Horn*," *ESPN, 1/20*). Meanwhile, TNT's Charles Barkley said he is "deeply disturbed at the level of basketball in the NBA today." Barkley: "It does a disservice to the fans to have to pay to watch some of this crap" ("*PTI*," *ESPN, 1/20*).

WINTER CHILL: In Pittsburgh, Bob Smizik writes the NHL "participates in the Olympics because it is desperate for attention." Patriotism has "nothing to do with it." It is a "real swipe at the league that it shuts down for the Olympics" because it is "saying the Olympics are more important than the NHL." Smizik: "No other sport would do that. If basketball were moved to the Winter Olympics, the NBA would not participate. When baseball was part of the Summer Olympics, MLB did not participate" (*POST-GAZETTE.com, 1/21*).

FIGHT CLUB: In Las Vegas, Ed Graney writes under the header, "For Better Or Worse, Lesnar Key To UFC." Graney writes of fighter Brock Lesnar, "You can market a despised heavyweight champion as much as a beloved one. ... He is the sport's biggest draw. He is Notre Dame football to the mixed martial arts fan. Love him. Hate him. People pay to watch Lesnar" (*LAS VEGAS REVIEW-JOURNAL, 1/21*).

Franchises

11. PISTONS OWNER KAREN DAVIDSON CONFIRMS SHE MIGHT SELL TEAM

Pistons Owner Karen Davidson yesterday confirmed that she is "thinking about selling the franchise," according to Vince Ellis of the DETROIT FREE PRESS. Davidson: "We're looking into the possibility of inquiring about selling it, but there's nothing definite. We're just looking into it. ... It's a big decision." She added, "You always want a real engaged, enthusiastic owner. I think that's just the primary concern" (*DETROIT FREE PRESS, 1/21*). When asked if she could sell the team separate from Palace Sports & Entertainment (PS&E), Davidson said, "It would depend on the offer. If ever there will be a decision to make, there will be offers for with or without." Asked whether she has talked to the Red Wings about the hockey team moving to The Palace at Auburn Hills, she said, "I haven't talked to the Ilitches, no. Not me. ... I'm sure there is talk, I'm just not a part of it" (*DETROIT FREE PRESS, 1/21*). In Detroit, Bob Wojnowski writes it will be "extraordinarily difficult finding the right buyer and the right price, and Davidson joked that it's in the lawyers' hands." Davidson said that she would "'absolutely' expect a new owner to keep the Pistons at the Palace, but it would be hard to make any stipulations." A "lot would depend on how much of the empire is sold." Davidson: "I don't know anybody that would build an arena that could compare to this one, or a municipality that would build an arena for an owner. In today's business climate, it doesn't seem possible" (*DETROIT NEWS, 1/21*). The DETROIT FREE PRESS' Ellis writes under the header,

"Pistons May Be Tough Sell." Ellis: "Isn't the market already flooded with NBA teams for sale?" (*DETROIT FREE PRESS*, 1/21).

BOB & WEAVE: In Charlotte, Rick Bonnell reports Bobcats Managing Member of Basketball Operations Michael Jordan is "still interested in buying control of the team from majority owner Bob Johnson." Whether Jordan and Johnson "can ever agree on a price and terms that would leave Jordan with controlling interest is debatable" (*CHARLOTTE OBSERVER*, 1/21).

12. POSSIBLE PISTONS SALE ACCELERATING SEARCH FOR LIGHTNING BUYER



Karen Davidson's plan to explore a sale of the Pistons and Palace Sports & Entertainment (PS&E) has accelerated efforts by Lightning owners and the NHL to find a buyer for the Tampa Bay franchise, sources said. Oren Koules and Len Barrie borrowed \$100M to buy the Lightning from PS&E and Galatioto Sports Partners in '08. Multiple sources said that they have defaulted on that loan. Currently, Koules and Barrie are looking to put together separate groups to buy the team, and the league is searching for a third potential bidder, sources said. The Lightning and the NHL have said that they expect to get a deal done soon. To help the Lightning cover their January payroll obligations, the NHL has

advanced the club revenue-sharing money for the '09-10 season, multiple sources said. The advances are the second the Lightning have received to cover payroll. In April '09, the club got an advance of \$2M from broadcaster Sun Sports to help make its last payroll of the season, sources said. The NHL previously advanced revenue-sharing money to the Coyotes in late '08. That team subsequently wound up in bankruptcy. Lightning and Palace officials declined to comment. NHL Deputy Commissioner Bill Daly said, "We are working with the current Lightning owners to resolve a number of issues for their mutual benefit, and for the long-term benefit of the franchise and the League. We hope to have resolution on at least some of those issues in the relatively near future." A sale would bring an end to the partnership between Koules and Barrie, who have had an acrimonious relationship marked by disagreements over management and liquidity issues. The Lightning's attendance is down 9.7% compared to last season, and their average of 15,025 spectators a game is 20% fewer than the 18,801 fans a game they averaged over the same period in the '07-08 season, when the team was controlled by Palace Sports management (*Mickle & Lombardo, SportsBusiness Journal*).

LIGHTNING STRIKES: NHL and PS&E sources indicated that ownership of the Lightning "could revert back to Davidson as early as Feb. 15, although the Lightning wouldn't confirm any deadline." PS&E execs are "girding for the inevitable return of the team they sold in August 2008." PS&E has essentially "held the mortgage on the hockey franchise, collecting a monthly payment, since the sale was approved." Prior to his death last year, Bill Davidson "agreed he would take back the franchise if the new owners defaulted on the loan." If Karen Davidson regains control of the Lightning, the team "could be lumped on to a sale package" along with the Pistons and PS&E, "making a sell tougher" (*DETROIT NEWS*, 1/21).

13. MAJESTIC REALTY HAS RESUMED RELOCATION TALKS WITH NFL TEAMS

Majestic Realty VP John Semcken Tuesday said that company officials



Majestic Realty Reportedly Has Resumed Talks With Teams About Relocating To City Of Industry

have "resumed talks with NFL teams" about relocating to its proposed stadium in City of Industry, according to James Wagner of the SAN GABRIEL VALLEY TRIBUNE. Semcken since last fall had "maintained Majestic would not contact teams until after the Super Bowl" on February 7, but he said that he has "begun talks with NFL teams within the past two weeks." Semcken "declined to say which teams or how many he contacted." Wagner notes Semcken two weeks ago said that Majestic was "targeting the Jaguars and Bills, small-market teams that struggle to sell tickets." But Jaguars VP/Communications & Media Dan Edwards yesterday said that "no one from the team has spoken with" Majestic Chair & CEO Ed Roski or company officials. Bills VP/Communications Scott Berchtold did not return a message or e-mail seeking comment. Of the seven teams Roski mentioned as candidates, "only officials from the 49ers said they had any recent contact with Majestic" (*SAN GABRIEL VALLEY TRIBUNE, 1/21*).

SIGNS OF IMPROVEMENT: Jaguars Senior VP/Stadium Operations & CFO Bill Prescott yesterday said that he is "encouraged that ticket sales in January are up 'substantially' over last January." In Jacksonville, Vito Stellino notes that "amounts to only a few hundred tickets because January is not traditionally a hot-selling month, but Prescott hopes it is a good omen." Meanwhile, Jaguars Owner Wayne Weaver is "so focused on selling tickets locally that he turned down a league offer to play a home game in London next fall." Weaver "feared a game in London might have increased speculation that the Jaguars could move in the future and figured it was counterproductive to building the fan base in Jacksonville" (*FLORIDA TIMES-UNION, 1/21*). Also in Jacksonville, Beth Reese Cravey reported Weaver, civic group Touchdown Jacksonville Chair Carl Cannon and former Jaguars OT Tony Boselli yesterday met with North Florida community leaders. Boselli also "gave a rousing speech" at the Clay County (FL) Chamber of Commerce's annual State of the County luncheon. Boselli said that Weaver is "committed to the Jaguars and to Jacksonville and has stated repeatedly that the team, despite lagging ticket sales, is not for sale." But Boselli added that the community "needs to back him up." Boselli: "It would be a shame, it would be a tragedy, if we woke up one day and the team was gone" (*JACKSONVILLE.com, 1/20*).

14. LEONISIS' BID FOR WIZARDS, VERIZON CENTER HEADS TO ARBITRATION

Capitals Owner Ted Leonsis and the estate of Abe Pollin have "failed to reach agreement on a price" for the Wizards and Verizon Center, "automatically leading the two sides to start an appraisal process that could lead to a deal," according to Thomas Heath of the WASHINGTON POST. Reps for both sides have been negotiating for the past 10 days, "attempting to reach a value for the NBA team and the arena so Leonsis" and his Lincoln Holdings investment group can purchase the 56% of the Wizards and Verizon Center that they do not already own. The coming days "could be key as both sides jockey for a price." The acquisition is "crucial for Leonsis because Verizon Center generates revenue that could put an end to a decade of losses for his Capitals franchise." Sources

indicated that if the two appraisers "cannot agree on the value for the team, they together would pick a third appraiser." Two sources said that Leonsis at that point either could "agree to pay the amount set by the third appraiser, or take his chances that the estate might find another bidder willing to pay more." Those sources noted that Leonsis "has a right to match an offer from an outside party," and if he does not match an outside offer, Lincoln Holdings has the right to sell its 44% of the assets (*WASHINGTON POST, 1/21*).

15. DODGERS PULL EVEN WITH LAST YEAR'S TICKET SALES AFTER BIG PUSH

The Dodgers have pulled even with last year's season-ticket sales after a spurt of renewal commitments last weekend. A week ago, the team was still about 16% behind its '09 base of 23,900 full-season equivalents, among the highest such totals in baseball, and Dodgers President Dennis Mannion said the economy was still having a significant impact upon sales efforts. But a late rush of orders arrived in time for a January 15 renewal deadline the club established. "It appears the installation of a payment plan, frozen prices, additional flexible ticket plan options and a very aggressive e-mail, text and phone renewal campaign have all contributed to the success," Mannion said. "Our staff is projecting our best renewal rate in the past three years based on data they are getting from our call center" (*Eric Fisher, SportsBusiness Journal*).

IT'S ALMOST THAT TIME OF YEAR: In L.A., Bill Shaikin reports the Dodgers have "quietly eliminated the 198-seat VIP section" at their Camelback Ranch Spring Training home, in which \$90 tickets offered fans "preferred parking, food coupons, sunscreen and 'cool, scented towels.'" Those seats now will cost \$42 or \$47 as "part of a section of prime box seats." The Dodgers raised all other ticket prices by \$2 "to cover the cost of free parking, including shuttles and pedal carts to transport fans from parking lots." In addition, the Angels raised the price of the "best seats at Tempe Diablo Stadium by \$1 or \$1.50 but froze the prices on grandstand and lawn seats" (*L.A. TIMES, 1/21*). Meanwhile, sources indicated that MLB and the MLBPA are in the "final stages of arranging a spring training trip" for the Dodgers to play in Taiwan against the country's national team on March 13 and 14. The Dodgers' Spring Training trip is expected to be announced tomorrow at a news conference in Taiwan. The Dodgers yesterday announced that they also will play a Spring Training game at Las Vegas' Cashman Field against the Reds on March 31 (*AP, 1/20*).

16. FATHER FIGURE: PADRES' MOORAD DEFENDS TEAM'S CURRENT PAYROLL



Padres Vice Chair & CEO Jeff Moorad appeared on XPRS-AM Monday, where he said the team's \$30-40M payroll is a "function of our economics" in the market. Moorad: "We're a function of the fact that our broadcast contract, at least at the moment, is a conservative one. ... At this point, I would argue is a below-market contract." He said until the contract is "upgraded, until we end up ... with healthier sponsorship environment than what we've had for the last year-and-a-half or so, we will have our challenges." The team's revenue is "something in the range" of \$150M, but Moorad said payroll remains low in part because former Owner John Moores made a "heavy investment" into the building of Petco Park. Moorad: "We have a significant debt service that we have to pay annually that approaches \$20(M) a year just in covering the stadium bonds that were part of building Petco. Now, I

Moorad Says Debt, Broadcast wouldn't trade that because I think we have the best **Contract Dampening Payroll** facility in all of baseball. ... It's important that the fan base knows that until we burn through that obligation, we're always going to have something of a handicap. But we also believe that in the end we can maintain a \$70-80(M) payroll on the economics that we have." He added the new ownership "inherited a bit of a bloated front office." Moorad: "We expect the fans to support us because they believe that we're telling them the truth, and we're telling them that we're investing every last penny that we can into that club on the field." Meanwhile, the Padres have been mentioned as a team the league and the MLBPA could come after for not spending its revenue-sharing funds on the on-field product. Moorad: "It's not true as it relates to the Padres, and frankly, if anyone challenged it, it would be very simple to defend because the facts speak for themselves" (*XPRS-AM, 1/18*).

17. **MLB FRANCHISE NOTES: WHITE SOX SEE "STRONG" SEASON-TIX RENEWALS**

White Sox VP & CMO Brooks Boyer said that despite a "slight increase in prices, season-ticket renewals are 'strong' and projections are ahead of what the Sox anticipated at this point." In Chicago, Mark Gonzales noted the White Sox are "banking that their hyped starting rotation will entice more consumers, particularly among those interested in purchasing partial season plans and group plans." Boyer: "Our philosophy has been to have small (price) increases, rather than monumental jumps. It looks pretty similar to last year." Boyer "wouldn't reveal last year's ticket base, which based on full season-ticket equivalents was believed to be around 17,500" (*CHICAGO TRIBUNE, 1/20*).

FLIPPING THE BIRD: The Orioles are increasing game-day ticket prices this season, and in Baltimore, Kevin Cowherd writes, "If your team stinks and you're having trouble attracting fans, jacking up ticket prices is generally not a good PR move." The Orioles' "spin on the new game-day ticket pricing is that it rewards fans who buy tickets in advance." However, it leaves a "bad taste in the mouths of fans who don't buy early." And if the team's attendance numbers "aren't great -- say a few thousand on a good night -- why do anything to tick them off when you're already hemorrhaging fans?" (*Baltimore SUN, 1/21*).

NEEDING TO BRIDGE THE GAP: YAHOO SPORTS' Jeff Passan wrote the disconnect between the Indians and their fans has "spread from fissure to full-fledged canyon, and this offseason is doing nothing to heal a relationship gone rocky." Passan: "Equal parts of the blame go to Indians ownership and management. The Dolan family runs the team on a tight budget. It doesn't spend much in the draft. Not quite the flowerbed for prosperity" (*SPORTS.YAHOO.com, 1/18*).

18. **FRANCHISE NOTES**

NATIONAL FOOTBALL POST's Michael Lombardi wrote the Bills' logic in hiring Chan Gailey as their new head coach has an "almost 'Raider-ish' feel to it." Bills execs "hate change," and as a result "don't want to bring in someone from the outside to alter their thought process." The Bills have become "irrelevant" in the NFL. Football insiders "realize that the Bills have a meddling owner who loves to be involved." But of "more concern is their unsure future if something happens" to Ralph Wilson. Lombardi: "So with an uncertain future in their ownership and some fundamental problems in their front office, the Bills are not attractive right now" (*NATIONALFOOTBALLPOST.com, 1/19*). ESPN's Jim Rome said the Bills need a "dynamic, charismatic leader to front that football team and get the community fired up once again, and boring Chan Gailey is not the guy to do it." Rome: "You have a 91-year-old owner who likes to meddle. You've a 70-year-old General Manager. How do you even know what you're signing up for if you're

the coach?" ("*Jim Rome Is Burning*," *ESPN*, 1/20).

WE DIDN'T FORGET ABOUT YOU: AF1 Orlando Predators Owner Brett Bouchy in a letter to fans said the team will allow "any money that was collected for the 2009 team, as well as the 20% interest promised to you" by the old AFL franchise, "to be used toward tickets" for the new AF1 team that will begin play in April. Predators Dir of Communications Adam Soucie said, "Anything left on an account with the old team is being honored, along with the promised 20% interest. If a season ticket holder has already paid in full, the interest can be used to purchase extra tickets or be left on the account to be put toward next year's" (*ORLANDO SENTINEL*, 1/21).

NOTES: Manchester United is "unilaterally banning its players from maintaining social networking profiles." Twitter accounts from MFs Darren Fletcher and Ryan Giggs and F Wayne Rooney have "all been removed" (*PAIDCONTENT.org*, 1/19)....The Thunder "halfway through this season" have sold out 12 games at the 19,134-seat Ford Center, and have had "no crowd of fewer than 17,000" (*ST. PAUL PIONEER PRESS*, 1/20).

Facilities & Venues

19. SUN LIFE HOPES NAMING-RIGHTS DEAL WILL BOOST BRAND AWARENESS

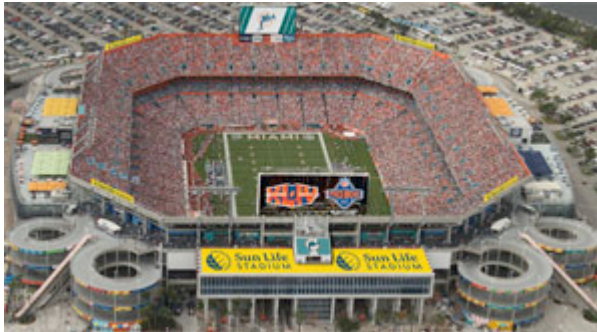
Toronto-based Sun Life Financial officials yesterday said that they hope their stadium naming-rights deal with the Dolphins "will result in significantly higher name recognition" for the company in the U.S., according to Barry Jackson of the *MIAMI HERALD*. Sun Life Financial U.S. President Westley Thompson yesterday said, "Our efforts are to get our name out so sooner or later, you will know our name. This is another step." Jackson writes the impact "should be immediate," as Sun Life Stadium will host the January 31 Pro Bowl, broadcast by ESPN, and Super Bowl XLIV on February 7, broadcast by CBS. Sun Life Senior VP & Head of Marketing Priscilla Brown said that the deal is for "five years, with an option for a minimum of five additional years." A source added that Sun Life's rights fee is "less than" the \$7.5M previously reported, though it is "believed to be worth at least" \$5M per year. Dolphins CEO Mike Dee, when asked if the rights fee "could be used to help finance proposed stadium renovations," said that it would be "premature to answer that because a cost for the project has not been tabulated." Meanwhile, Brown said South Florida is appealing to Sun Life because the company has "a number of agents who represent our products in South Florida and group offices" there. Brown: "The South Florida market is very important to the financial services industry. It's where most of the boomers, where most of the financial services profits will come from in future years." Jackson notes yesterday's official announcement of the sponsorship was "made in front of more than 150 fans at the stadium and included a performance by K.C. and the Sunshine Band" (*MIAMI HERALD*, 1/21).



Sun Life Seeks To Boost U.S. Name Recognition Through Stadium Deal

TERMS OF THE DEAL: In Ft. Lauderdale, Sarah Talalay cited a source as saying that the deal is "initially five years with three options that could stretch the deal to

20 years." The Dolphins will "receive roughly \$5[M] a year but that could rise to the \$7.5[M] range if the Dolphins and Marlins reach certain playoff benchmarks." Sun Life officials said that what attracted them to the stadium "was that it is home to football, baseball, the Orange Bowl, Super Bowl and other events and exposes them to lots of new potential customers." The deal also will "help the company overcome the fact that many people in the U.S. aren't familiar with what they do" (*SUN-SENTINEL.com, 1/20*). The GLOBE & MAIL's Andrew Willis cites sources as indicating the "\$40[M], 10-year marketing contract is guaranteed for its first five years." Sun Life as part of the deal has a "suite set aside for the Super Bowl" and has \$250,000 a year "earmarked for a campaign tied to the stadium that will recognize youth leaders in community work in Miami and other cities" (*GLOBE & MAIL, 1/21*). Thompson said the partnership with the Dolphins is "multifaceted so it isn't just simply putting our name on the stadium." Thompson: "It also gets involved with the Miami Dolphins Foundation. ... This venue is broad and deep in terms of its exposure. This is a real national location" (*"Power Lunch," CNBC, 1/20*).



Sun Life Paying Less Than Other Financial Sponsors For Naming Rights

Carolina Panthers, and M&T Bank spends" \$5M for naming rights to M&T Bank Stadium (*THEGLOBEANDMAIL.com, 1/20*).

LIMITED IMPACT UPSTATE: Jaguars Senior VP/Stadium Operations & CFO Bill Prescott said that the Dolphins' naming-rights agreement is "expected to have little impact on the Jaguars' quest for a similar deal." Prescott: "There's not a lot of activity going on right now. Nothing is on the front burner. ... You've got to find the right company that fits for you. It's usually a consumer product company looking to build brand recognition. It helps if they have ties to the community." Prescott added that it is "too early in the year to tell whether the Jaguars have a chance to land a sponsor this year." If the team does not reach a deal, the facility "will be known as Jacksonville Municipal Stadium for the third consecutive season" (*FLORIDA TIMES-UNION, 1/21*).

20. NFL CARDINALS IN LINE TO TAKE OVER CONCESSIONS AT STADIUM

The NFL Cardinals, pending contract negotiations, will take over the food operation this summer at Univ. of Phoenix Stadium in Glendale. The Arizona Sports & Tourism Authority yesterday voted 8-1 to enter into a 30-day negotiation period with Rojo Hospitality, the company the team formed to manage regular concessions and premium dining at its facility. Centerplate has had the food contract since the stadium opened in '06. The Cardinals would become the fourth NFL club to take their food contract in-house, following the Panthers, Cowboys and Patriots. However, the Panthers are close to announcing a new partnership with a third-party food vendor (*Don Muret, SportsBusiness Journal*). In Phoenix, Amy Wang reports Rojo in its pitch vowed that it would "guarantee \$750,000 per year to the sports authority from increased events." The concessionaire beat out bids from Aramark and Centerplate, whose contract runs out this

summer. The decision is part of "what has been a drawn-out and often controversial process." The sports authority in July "handed the concession contract over to the Cardinals, seeking to generate more revenue by partnering with the team." Rojo now has a 30-day period to "refine the financial details of its plan," after which the board will meet again to "review the detailed proposal and make a final decision" (*ARIZONA REPUBLIC, 1/21*).

CLEAN UP YOUR MESS: WTHR-NBC reported Lucas Oil Stadium concessionaire Centerplate told Indianapolis' Capital Improvement Board on Tuesday that it has "taken aggressive steps to improve health and safety concerns in stadium kitchens." An investigation found more than 1,400 "food safety violations in stadium health inspection reports since the stadium opened" in August '08. Centerplate GM/Operations Doug Clements said that since the investigation became public in November, the concessionaire has "doubled its own internal audit teams to inspect the 183 concession and kitchen areas" (*WTHR.com, 1/19*).

21. LIVE NATION WILLING TO SELL VENUES TO ENSURE MERGER APPROVAL



Live Nation Willing To Sell Venues, Like Wembley Arena, To Ensure Merger

In an effort to "get its merger with Ticketmaster approved, concert promoter Live Nation has signaled to rival" AEG that it is "willing to sell its venues on favorable terms in exchange for withdrawing opposition to the deal," according to Peter Lauria of the N.Y. POST. The U.S. Department of Justice is still reviewing the merger -- a decision "may come as early as next week" -- and sources said that Live Nation and Ticketmaster have been "in talks with regulators, AEG and others

about concessions to ensure approval." A source said, "The fact that they are out there talking with others about deals suggests that they are nervous about getting approval." Sources indicated that regulators may "force Live Nation, the nation's largest venue owner by a wide margin, to sell some assets to ensure fair competition." Some believe AEG's opposition is "little more than a bid to bolster its own market position as the No. 2 concert promoter by snapping up some Live Nation assets." A source said, "This has been a big negotiating ploy played out in public from day one. What they really want is to get more venues at a (good) price." However, another source said Live Nation currently "has no deal to sell venues to AEG" (*N.Y. POST, 1/21*).

22. FACILITY NOTES

NBA Commissioner David Stern yesterday met with Sacramento Mayor Kevin Johnson to explain why the league is "embracing the most complicated of the seven proposals" for a new Kings arena. Stern said, "The most important thing is that Mr. (Gerry) Kamilos came with the experience and the financial backing. If there are ways to improve on it, the



boys (the Maloofs) are free to do it. ... But what I'm hearing is, there is a sense that the downtown area of California's capital city should have a redevelopment plan for the long term, and this is part of that fit." In Sacramento, Ailene Voisin notes while "healthy skepticism in these contentious arena matters is always advised, the vibe has changed" and there is "discernible momentum" (*SACRAMENTO BEE, 1/21*).

STRIKING OIL: NHL Commissioner Gary Bettman yesterday met with Oilers President & CEO Pat LaForge and The Katz Group Exec VP/Sports & Entertainment Bob Black, "during which time he received an update on the proposed arena project" in downtown Edmonton. Bettman said, "The proposal is very exciting, very compelling and I think it's very important for the franchise. This is the second-oldest building in the league, the smallest market in the league and if this team is going to have success long-term they need a new rink" (*EDMONTON JOURNAL, 1/21*).

KEEPING PACE: SCENEDAILY.com's Bob Pockrass reported construction of the NASCAR HOF in Charlotte "remains on schedule, but the exact location of where the inaugural class induction ceremony will take place is still being determined." HOF Exec Dir Winston Kelley Tuesday said that whether the May 11 induction will be "outside the front doors in the plaza, inside the Hall itself or in the adjacent ballroom has not yet been decided." Exhibit installation will "begin soon, but Kelley and his staff won't get full occupancy of the building until April 15" (*SCENEDAILY.com, 1/20*).

Events & Attractions

23. WINTER DEW TOUR PRESENTS TOUGH DECISIONS FOR OLYMPIC HOPEFULS



Many Athletes Choosing Between Dew Tour And Grand Prix Events

The Winter Dew Tour this year presented snowboarders and freeskiers with a "difficult decision" ahead of the Vancouver Games, according to Amy Donaldson of the *DESERET NEWS*. The Dew Tour offers \$1.5M in prize money, and athletes "had to decide if they wanted to compete in both the Dew Tour and the Grand Prix, which is the series of international races that determines who represents the U.S. in the Olympics." While many "chose to do both" -- which means eight competitions instead of just the five Grand Prix events -- some "opted to skip the Dew Tour." U.S. snowboarder Louie Vito, who did not compete in the Dew Tour, said, "My goal was the Olympics. I wanted to come out strong and make the team. ... I love the Dew Tour. It's great exposure, but I wanted to focus on the Olympics." Donaldson notes it is "not an easy decision as the Dew Tour means more live television coverage, fan exposure and sponsor opportunities." U.S. snowboarder Steve Fisher is competing on both circuits and said that the Dew Tour is a "very different atmosphere from the Grand Prix events." He said, "It is, above all else, fun. The Dew Tour is such a refreshing event series." Fisher added, "I think the Dew Tour series is the future of action sports, the way it's run, the way it's televised, all the other stuff there is for fans. ... Expanding the Dew Tour is the future the sport needs and wants." Fisher suggested that the Grand Prix and Dew Tour "join forces to provide athletes with the best outlet." But until that happens, snowboarders will "bounce back

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and forth between competitions like the X Games and Dew Tour and those that bring them more mainstream exposure, like the Grand Prix and the Olympics" (*DESERET NEWS, 1/21*).

Olympics

24. NATION SENSATION: EBERSOL MAKES APPEARANCE ON "COLBERT REPORT"

NBC Sports & Olympics Chair Dick Ebersol appeared on Comedy Central's "The Colbert Report" last night to discuss next month's Vancouver Games. Host Stephen Colbert said, "You're the head of NBC Sports, the head of their Olympic coverage. I am the head of my Olympic coverage. We're very similar. I didn't pay any for mine. How much did you guys pay for your Olympic coverage?" Ebersol: "For these Olympics we're going to pay just over \$800(M) in rights for a 17-day contest." Colbert: "Wow! Now for that \$800(M), how many hours are the good people at home going to be able to watch?" Ebersol: "About 850." Colbert noted, "That's just a little bit more than \$1(M) per hour." Ebersol later said to Colbert, "One of the things that would really help things along is if you agreed to come to the Olympics not only as the member of the speedskating team, but as part of our team." Ebersol then presented Colbert with a sweater vest featuring the NBC Sports Olympic logo. Colbert: "Do you have a title in mind, because I kind of like host of 'The Tonight Show.'" Ebersol: "Where were you several months ago when there was clearly an opening about to happen?" Colbert then asked if he could "go and cover the Olympic Games" for Comedy Central. Ebersol said, "Yes, you can. In fact, as a member of our team we'll be able to assist you and your team and their coverage of the Games." Colbert: "I feel like actual press. That's never happened before."



Ebersol Asks Colbert To Join NBC Olympic Team During "Colbert Report"

YOU'VE GOT A FRIEND IN NEED: Colbert prior to Ebersol's appearance addressed reports that NBC could lose \$200M on the Winter Games. Colbert: "It's gotten so bad that NBC is saving money on the Olympic torch by just setting fire to Conan O'Brien. Or that could be his hair, it's hard to tell." He added, "Clearly, they need help. That is why tonight I am calling on you, The Nation, to sponsor a new charity: NBC. Our fundraising goal is \$200(M). ... If we get to \$200(M), I am confident Bob Costas will be holding interviews with 'The Colbert Nation' logo tattooed on his forehead." Once Ebersol appeared on the program, Colbert said, "We have been trying to raise money here tonight. The phone banks have been lighting up. Jim, show him how much money we have raised so far." After the "NBC Sponsorometer" said \$1.89 had been raised, Colbert presented Ebersol with an oversized check for that amount and said, "Please accept this on behalf of 'The Colbert Nation.'"



SETTLING THE SCORE: Almost the entire "Colbert" episode was Olympic themed, as U.S. speedskater Shani Davis also appeared on the show in a taped segment. Davis, who

previously has called Colbert a "jerk," accepted Colbert's challenge to race for the final spot on the U.S. Speedskating team, which is sponsored by "The Colbert Nation." Colbert said, "Last night, step one: I learned how to skate." The narration of the the taped segment said, "To beat Shani Davis, Stephen knew that he would need every advantage so first, he got a cape because what Stephen lacked in speed, dedication and athletic ability, he was determined to make up in style." Colbert then phoned Davis and told him, "I want to apologize for whatever I said that upset you. You're a great athlete and I completely respect you." After Davis accepted Colbert's apology and challenge, the host said, "Then there's just one more thing I want to say: Go!" Colbert started the race while Davis was still in his car driving to the rink. When Davis finally arrived, he blew past Colbert with a winning time of 35.24 seconds. Colbert finished in 13 minutes, 43.89 seconds ("*The Colbert Report*," *Comedy Central*, 1/20).

25. LACK OF SNOW, INTRAWEST ISSUES TROUBLING VANCOUVER OLYMPICS

As IOC members begin to arrive in Vancouver for the '10 Winter Olympics, one mountain venue is "bereft of snow," while two other mountains "key to the Games may soon be up for sale," according to Stephanie Levitz of the CP. Vancouver-based Intrawest, which "owns the site of the alpine events on Whistler mountain and the sliding centre on Blackcomb," may go "up for sale during the Olympics." But that "poses no immediate threat to the Games." VANOC Exec VP/Venue Construction Dan Doyle: "We're very



Intrawest, Which Own Whistler Mountain, May Go Up For Sale During The Olympics

confident that the Games will go on at those two venues in Whistler, and they'll go on with the co-operation of the people that are running the mountain." Levitz reported the challenges "posed by weather and transportation are another story -- albeit not a surprising one." VANOC officials "always have a Plan B" in case weather conditions are not conducive, which include using "straw and wood to build the courses for freestyle skiing and snowboarding events, and then truck or fly in snow from other parts of the mountain to cover it." VANOC CEO John Furlong: "If we have to, we will clean up the outside by using gravel or something else so that the site is beautiful for the athletes and what's on TV for the spectator experience." Meanwhile, Levitz noted transportation plans also are "frustrating local organizers with not enough people buying tickets to get to the mountain venues." However, IOC member Dick Pound said that transportation "in the cities and to the mountains is also always an issue" (*CP*, 1/20).

MOVING ON TO PLAN B: The *GLOBE & MAIL*'s Mickleburgh & Matas report VANOC officials "have thrown in the towel to the snow gods ... and are now resigned to bulldozing, trucking and even helicoptering in large amounts of snow to salvage a host of freestyle and boarding events on Cypress Mountain" (*GLOBE & MAIL*, 1/21). Furlong said, "Of all the tools we have, the technology we have, the ability we have to move snow, to protect and look after it -- we feel we're in a good place" (*TORONTO STAR*, 1/21). He added that VANOC is "well under way in 'snow-management' plans and expressed VANOC's boundless optimism for the Games." He added that TV viewers "will see a 'winter wonderland,' with the focus on ensuring the ski slopes appear 'pristine, perfect and magical'" (*Vancouver PROVINCE*, 1/21). VANOC Exec VP/Sport & Games

Operations Cathy Priestner Allinger: "We're actually planning that we will not have snow and that temperatures may not be agreeable that we may make snow. For the most part, cameras will be on the field of play which will be snow" ([VANCOUVER SUN, 1/21](#)).

AUCTION BLOCK: The CP reported lenders "have moved to auction off the assets of Intrawest ULC, including the Whistler ski resort that will be home to the Olympic downhill races next month." Intrawest said it will be "business as usual" during the Games. VANOC officials said that they are "confident that the Games will go on." Doyle: "It's a long process, it's a process that takes months" ([CP, 1/20](#)). CNBC's Bertha Coombs noted a "foreclosure notice was posted in local papers with an auction scheduled February 19th." Coombs: "I don't know if it will interfere with any of the medals awards" ("*Worldwide Exchange*," [CNBC, 1/20](#)). Meanwhile, VANOC "denied a report that it was threatening to cancel its guarantee to Intrawest to compensate the resort for lost business during the Olympics" ([VANCOUVER SUN, 1/21](#)).

26. OLYMPIC NOTES: VANCOUVER BUSINESSES, BUILDINGS WRAPPED FOR GAMES

In Vancouver, Kelly Sinoski reports the city is "starting to get dressed up for the Games with colourful wraps on buildings -- mostly Olympics sponsors' -- around town." A Hudson's Bay Co. location "has been wrapped with posters depicting athletes, Olympic mascots grace the TD building, a huge Canadian flag covers half of Hotel Georgia and RBC has a wrap supporting Team Canada." Cars, buses and "even a few ships are expected to be wrapped with designs inspired by the 2010 Winter Games" ([VANCOUVER SUN, 1/21](#)).

ADS AROUND TOWN: The GLOBE & MAIL's Rod Mickleburgh reported some "controversial electronic billboards" erected near Vancouver's Burrard Bridge "by the local Squamish nation are being used to advertise" the Games. VANOC said that its "purchase of all billboard and public transit advertising in the city to avoid ambush marketing during the Games includes the large electronic signs that the Squamish erected." The organizing group said that advertising on the sign "will include Olympic-related public service messages and Games awareness" ([GLOBE & MAIL, 1/20](#)).

ATHLETES TO BE LEFT HANGING? In London, King & Slot report the British Ski & Snowboard Federation (BSSF) is "on the verge of going into administration," which would "threaten the participation of a number of elite athletes" at the Vancouver Games. The British Olympic Association (BOA) has been "taking legal advice over whether athletes require a national federation to take part in the Olympics" -- if the BSSF "were to implode, it would leave these athletes without one." The BOA said that "precautionary measures can be taken to enable these athletes to compete" ([LONDON TIMES, 1/21](#)).

FULFILLING OBLIGATIONS: In London, Martin Waller notes Cadbury is "one of the 25 corporate sponsors" of the '12 London Games, with US\$32.4M "pledged in support." But Waller wonders if Kraft Foods, which is taking over Cadbury, will "stand behind this pledge." Kraft said that it "wrote to LOCOG ... in October saying it would continue the sponsorship if the offer succeeded." However, Waller wonders if Kraft could have "legally walked away, under the terms of the contract, and saved" the pledged investment. LOCOG said, "We won't get into the legalities of any of the contracts with our sponsors" ([LONDON TIMES, 1/21](#)).

YOU'RE ALL WINNERS: The GLOBE & MAIL's Anna Mehler Paperny reports Tourism Whistler yesterday was "left red-faced" when it "accidentally sent out congratulatory e-mails to every single entrant in a contest for tickets to medal ceremonies" at the Vancouver Games. The e-mail read, "Congratulations! You are a winner of the Sea to Sky Residents Victory Ceremony Ticket Contest and your prize is one

(1) set of (Tickets) tickets to the Victory Ceremony at Whistler Medals Plaza on (Date of event), featuring performances by (Artist name)." A correction e-mail was "sent out about 45 minutes later," and it said that correct contest winners "would be informed" today (*GLOBE & MAIL, 1/21*).

CAN'T HARDLY WAIT: A Turnkey Sports Poll shows fans have the most interest in watching the Olympic hockey competition during the Vancouver Games, while speedskater Apolo Anton Ohno is the U.S. athlete whose performance is most anticipated. For the complete poll results, please see Back of the Book.

Collegiate Sports

27. APPEALS COURT RULES IN FAVOR OF SOUTHERN CAL IN TRADEMARK CASE

A federal appeals court Tuesday ruled that the Univ. of Southern California, not the Univ. of South Carolina, has the "rightful trademark claim to an interlocking 'SC' logo employed by both institutions," according to Jack Stripling of *INSIDE HIGHER ED*. The ruling "will not force South Carolina to immediately discontinue use of the logo, which is predominantly featured on baseball caps," but it will "deny South Carolina some of the trademark protections that come with federal registration, while at the same time granting Southern Cal an opening to legally challenge South Carolina's use of the logo." The ruling is the "latest decision in a case that stretches back to 2002, when Southern California challenged South Carolina's application to federally register its 'SC' logo as a trademark." The Trademark Trial & Appeal Board "refused to register the logo, saying it was confusingly similar to that of Southern Cal." In a counterclaim, South Carolina "challenged Southern Cal's use of the logo, arguing that the initials 'SC' actually have a longstanding association with the state of South Carolina, of which the university is an agency." Meanwhile, Stripling noted Tuesday's ruling was "labeled 'nonprecedential,' signaling that it has few obvious applications to other trademark disputes." South Carolina attorney Neil Jones said that "even absent trademark registration, South Carolina has other legal avenues available to protect its baseball logo from unauthorized reproduction." Jones noted that "no decision has been made about whether the university will take its case to the U.S. Supreme Court" (*INSIDEHIGHERED.com, 1/20*). Southern Cal attorney Scott Edelman "hailed the ruling as protection of the school's 'primary athletic mark,'" and suggested that the letters were "more deservedly linked to the Trojans' warrior image than to 'a goofy little chicken.'" Edelman said of South Carolina, "I think they wanted to move away from the gamecock logo. Something that is totally understandable" (*L.A. TIMES, 1/21*).



Sports Industrialists

28. FORMER NASCAR, FSG EXEC BRIAN CORCORAN LAUNCHES OWN AGENCY

By Michael Smith, Staff Writer, SportsBusiness Journal

Former Fenway Sports Group and NASCAR sales and marketing exec **BRIAN CORCORAN** is starting

his own agency, Shamrock Sports Group, based in Portland, Maine. Corcoran, a native of Maine, will focus Shamrock's efforts on corporate consulting and property representation. The 41-year-old, who will serve as Shamrock President, has just begun the process of hiring a staff and attracting clients, he said. Corcoran spent '09 with Fenway Sports Group, where he was Exec VP and led new business development while also working with the sales and marketing team at Roush Fenway Racing. In six years at NASCAR, Corcoran's sales efforts contributed to the Nextel and Nationwide entitlements.



29. WHAT I LIKE.... WITH SONY ERICSSON WTA TOUR PREZ DAVID SHOEMAKER

In our continuing series, SportsBusiness Daily/SportsBusiness Journal asks top sports personalities for their thoughts, ideas, aspirations and likes. Today, Sony Ericsson WTA Tour President **DAVID SHOEMAKER**.

What I like in an insight: Never be complacent.

An influential person in my career: My first ski coach, **MARC ALLAIRE**, who taught me to treat winning and losing as if they were the same.

An out-of-the-box idea: Selling a cup of coffee for \$4.

A timeless idea: Treat people the way you would like to be treated.

A business deal: **GEORGE STEINBRENNER**'s 1973 purchase of the New York Yankees from CBS.

A sports facility: Centre Court at Wimbledon.

A sports event: Beijing Olympics Opening Ceremony.

A strategy: Splitting the difference.

A hire: The Phillie Phanatic.

A brand: Nike.

A trend: Retro sneakers.

An innovation: Hawkeye for calling tennis lines.

A pro league or team business initiative: The NHL's Winter Classic.



Shoemaker Names Centre Court At Wimbledon As Facility He Likes

A story that bears watching: LAURA ROBSON.

An idea or invention I wish I had thought of: the iPod.

A fantasy job: F1 driver for Scuderia Ferrari.



What I like about my job: Working with people who have endless passion for tennis.

Shoemaker's Fantasy Job Is F1 Driver For Scuderia Ferrari

Sports: You never know who is going to win (not even when **MICHAEL PHELPS** is in the pool).

Sports business: Our "products" encourage young people to hope and dream.

Sports media: They want the same thing we do -- a great game, race, or match.

Sports technology: Allows once venerable records to be broken.

Competing: Every game, race, or match starts at 0.

The future (or direction) of sports business: Digital Entertainment.

Sports fans: They'll cheer for just about anyone that's on their team.

What I would like to change: One time zone for the entire world (so I can sleep!).

Change in what I do: Reduce the amount of e-mails I send/receive.

See: A Chinese female tennis player winning Wimbledon.

See more of in sports: Bigger rinks in hockey arenas.

See more of in sports business: Team/player loyalty (I'm a purist in this regard).

See less of in sports: Dropped passes in football.

See less of in sports business: Contract renegotiations.

Eliminate: Performance-enhancing drugs.

What I don't like in general: Disrespect.

Pet peeve: People that stand too close to the baggage conveyor at airports.

In sports: Mispronounced surnames by sportscasters.

In business: Dishonesty.

About sports fans: Those that cheer for the Montreal Canadiens.

What I like in people: Every person has a unique perspective based on their life experience.

That would surprise those who know me: I love shoes.

Above all else: Happy people.

Heroes: ARTHUR ASHE.

Players: MIKE WEIR.

Teams: Toronto Maple Leafs, New York Giants, Montreal Expos (ouch!).

City: Paris.

Possession: Nike Air Jordans.

Memento: Beijing Olympics credential.

Time of year (because): The winter in Canada, because there's nothing quite like waking up to a fresh snowfall.

Music: U2.

Books: "Moneyball."

Authors: MICHAEL CRICHTON.

Magazines: Golf Digest, New York, Men's Health.

Web sites: www.seatguru.com.

Gadgets: Sony Ericsson X1 Xperia.

Chores: Keeping my desk clear of papers.

Hobbies: Skiing.

Trips: Any trip that's not a business trip.

Movies: "Forrest Gump."

TV: "Curb Your Enthusiasm," "The Wire."

Concerts: Anything at Madison Square Garden.



Shoemaker Likes SeatGuru.com

Artist: VAN GOGH.

Food: Fried chicken.

Dessert: Banana cream pie.

Drink: Molson Canadian.

Scent: On women: CoCo Chanel Mademoiselle.

Vacation spots: Whistler, B.C.

Cars: Porsche 911 Carrera.

Aftershave: Mont Blanc Starwalker.

Singer: BONO.



**Molson Canadian Is
Shoemaker's Favorite Drink**

Quote: "Come on, Bart! Remember what **VINCE LOMBARDI** said: 'If you lose, you're out of the family!'" -- Homer Simpson (on mini-golf championships match against Todd Flanders).

30. EXECUTIVE TRANSACTIONS

The Bills yesterday fired VP/Pro Personnel **JOHN GUY**, whose contract was "due to expire in May." Guy "served in the role of chief pro scout the past nine years" and added the VP title in '08. His firing "does not come as a big surprise, given the fact the team hired" new GM **BUDDY NIX** three weeks ago (*BUFFALO NEWS*, 1/21)...The Browns yesterday named Eagles Dir of Pro Personnel **JON SANDUSKY** Dir of Player Personnel and former Seahawks coach **KEITH GILBERTSON** Dir of Pro Personnel. The Browns also hired former Eagles scout **JOHN SPYTEK** as a Personnel Exec and Seahawks assistant **A.J. DURSO** as a Pro Scout (*CLEVELAND.com*, 1/20)...The WNBA Atlanta Dream named Triple-A Int'l League Gwinnett Braves Assistant GM of Business Operations **TOBY WYMAN** COO (*ATLANTA CONSTITUTION*, 1/19).

EXECS: McLaren-Mercedes Team President **MARTIN WHITMARSH** was elected Chair of the Formula 1 Teams' Association, replacing Ferrari Chair **LUCA DI MONTEZEMOLO** (*BBC.co.uk*, 1/19)...Tickets Now named former Tickets.com CEO **RON BENSON** to the same position (*Tickets Now*)....Learfield Sports named **ANDREW WHEELER** VP of the Heartland Region. Most recently, Wheeler was GM of Learfield Sports' Univ. of Colorado account, Buffalo Sports Properties (*Learfield*)....N.Y.-based Outside Television, which will launch in June, appointed **ROB FARIS** Senior VP/Programming & Production. Most recently, Faris was Exec Producer at Voom HD. Prior to that, he worked for NBC Sports at the Athens Games, was a Producer at MSG and a Feature Producer at ESPN (*Outside Television*)....Comcast SportsNet Mid-Atlantic appointed Comcast Network National Sales Manager **CHRISTINE HAYNES** to the same position (*Comcast SportsNet*).

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

31. NAMES IN THE NEWS

Hendrick Motorsports Owner **RICK HENDRICK** "for the past week" has been "sending two planes a day to Haiti, transporting medical personnel, search and rescue crews and supplies to the ravaged nation." Hendrick Motorsports Exec VP & GM **MARSHALL CARLSON** estimated that the company has "already spent hundreds of thousands of dollars sending planes to Haiti, and the efforts will continue long after" the February 14 Daytona 500 (*SCENEDAILY.com*, 1/20). Saints LB **JONATHAN VILMA**, whose parents were born in Haiti, is "helping to produce and sell Saints 'Domeland Defense' T-shirts, with the proceeds going to aid victims of the Haiti earthquakes." The T-shirts are available at www.domelandshirt.com (*New Orleans TIMES-PICAYUNE*, 1/21). An auction for a dinner at Univ. of Kentucky men's basketball coach **JOHN CALIPARI**'s home "drew \$98,100 for UK's 'Hoops for Haiti' cause." Attendees at the dinner will include Calipari's family and actress **ASHLEY JUDD**, a UK supporter. Calipari and a "group of local business contributed an additional \$500,000" to the cause (*Louisville COURIER-JOURNAL*, 1/21).



Saints 'Domeland Defense' T-shirts Benefiting Haiti

LENDING A HELPING HAND: 76ers C **SAMUEL DALEMBERT** flew to the Haiti on Monday and returned in time for last night's game against the Trail Blazers at Wachovia Center. Dalembert, a native of Haiti, last week donated more than \$130,000 to UNICEF to aid earthquake relief efforts, and he "hopes to raise an additional \$250,000." He also "plans to do more with another trip in the future." Dalembert: "I know I'm not going to save the whole country. I know I can save a lot of lives and make it just a little it better for some people" (*NBA.com*, 1/20).

SECRET AGENT: The AP's Chris Talbott profiled Athlete Resource Management (ARM) President **JIMMY SEXTON**, who "may be the most powerful agent in college football" despite the fact that he "never calls press conferences, seldom agrees to interviews and most fans would be hard-pressed to come up with his name when asked to identify movers and shakers in the sports world." Sexton reps "four coaches each from the SEC and ACC." Talbott noted ARM makes 75-80% of its revenue "representing professional players such as" Chargers QB **PHILIP RIVERS** and NFL Panthers RB **DEANGELO WILLIAMS** (*AP*, 1/20).

ELECTION NEWS: U.S. hockey player **ANGELA RUGGIERO** is "among nine current and former athletes standing for election" for "two spots on the IOC athletes' commission." Ruggiero, a Harvard graduate, is "seeking to become the third IOC member from the U.S., joining **JIM EASTON** and **ANITA DEFRANTZ**." Other athletes standing for election include Bruins and Slovakia RW **MIROSLAV SATAN**. All athletes "competing at the Vancouver Games can vote," and the results will be announced February 24 (*AP*, 1/20)...

NAMES: The Related Cos., which is chaired by Dolphins Owner **STEPHEN ROSS**, is "nearing an agreement to commit to building over the West Side rail yards, an oft-delayed project that could be Manhattan's single biggest development." The Related Cos. "envisions \$15[B] of new office, hotel and apartment towers on a 26-acre site near the Javits Center" (*OBSERVER.com*, 1/19)....Lakers F **PAU GASOL** will receive the '09 Sportsman of the Year award at the fifth annual LA Sports Awards on February 19 (*L.A. Sports Council*)....Dallas Morning News reporter **EVAN GRANT** has been named Texas Sportswriter of the Year by the National Sportscasters & Sportswriters Association (NSSA), the "second time in three years Grant has won the award" (*DALLAS MORNING*

NEWS, 1/17)....MLB Rangers radio play-by-play announcer **ERIC NADEL** has been named the Texas Sportscaster of the Year by the NSSA. It "marks the fifth time" Nadel has won the award (*DALLASNEWS.com*, 1/19)....Vikings Dir of Community Relations **BRAD MADSON** received the Department of Minnesota Veterans of Foreign Wars Outstanding Service Award (*ST. PAUL PIONEER PRESS*, 1/21)....Singer **TIM MCGRAW** will perform at the Daytona 500 Pre-Race Show on February 14 (*ORLANDOSENTINEL.com*, 1/20)....This month's Sundance Film Festival will feature an "animated short about the no-hitter that" late Pirates P **DOCK ELLIS** pitched in '70 "after he says he took LSD" (*WALL STREET JOURNAL*, 1/21).

IN MEMORY: Former NHL Rangers Dir of PR **JOHN HALLIGAN** passed away in his sleep yesterday at the age of 68. Halligan was a founder of the Rangers Alumni Association (*N.Y. POST*, 1/21).

The Back Of The Book

32. TURNKEY POLL: SPORTS EXECS LOOKING FORWARD TO OLYMPIC HOCKEY

Hockey is the Winter Olympics event that sports execs are most looking forward to watching during next month's Vancouver Games, according to results from a Turnkey Sports Poll taken in December. Following hockey, alpine events set for Whistler also remain popular among sports execs surveyed. As far as interest level in the Vancouver Games, almost 36% of respondents said they were moderately interested, compared to 25% saying they were very interested. Among athletes competing in Vancouver, U.S. short track speedskater Apolo Anton Ohno ranks as the athlete sports execs are most looking forward to seeing. The survey covered more than 1,100 senior-level sports industry executives spanning pro and college sports (*Turnkey Sports Poll*).

Which Winter Olympics event are you most looking forward to watching?

EVENT	%
Hockey	37.30%
Alpine (downhill) skiing	15.87%
Snowboarding	10.32%
Figure skating	7.94%
Bobsled	3.97%
Speedskating	3.57%
Short track speedskating	3.17%
Other	8.73%
No response/not sure	9.13%

How would you best describe your own personal level of interest in the Vancouver Games?

LEVEL OF INTEREST	%
Extremely	6.72%
Moderately	35.57%
Very	25.30%

Slightly	24.51%
Not at all	7.51%
No response/not sure	0.40%

Which U.S. Olympic athlete are you most looking forward to following during the '10 Winter Olympics in Vancouver?

ATHLETE	EVENT	%
Apolo Anton Ohno	Short track speedskating	14.68%
Shaun White	Snowboarding	13.89%
Bode Miller	Alpine skiing	12.70%
Lindsey Vonn	Alpine skiing	12.30%
Sasha Cohen	Figure skating	5.56%

Classified Advertisements

33. 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.

34. 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