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You Scratch My Back, I'll Scratch Yours

Peter Moore reiterates EA's support for Tiger as company preps release of two new games. (#1)

Fight For Your Right

NASCAR makes another move to resuscitate fan support, granting more freedom to drivers. (#15)

A New Oregon Trail (#22)

City of Portland, Merritt Paulson reach long-awaited deal to turn PGE Park into MLS stadium.

Remember The Alamo (Bowl)

ESPN Ombudsman notes Mike Leach-Craig James controversy generates more complaints to net than "any other topic in the past year." (#9)

Hush Puppies

Mark Miles, Zak Brown, Randy Bernard quietly surface as possible candidates for IRL CEO. (#17)

Saying Yes To Mesa (#23)

Cubs elect to keep Spring Training in Arizona, agreeing to \$84M proposal for new facility.

Seeking Shelter From The Storm

The Lightning's financial uncertainty has Gary Bettman himself looking for new investors. (#18)

You're On Candid Camera (#27)

Olympic agents warning athletes about off-field behavior thanks to TMZ's new interest in sports.

Sunday's Best

All attention this weekend will be on Indianapolis and New Orleans, as the NFL gears up for one of its most intriguing pair of conference championships in recent memory and tries to extend its streak of all playoff games showing ratings increases from last year. The ageless Brett Favre (#2) and the Vikings try to topple the Saints, while Peyton Manning and the Colts look to turn the clock back to '07 and a return trip to a Miami-based Super Bowl if they can defeat the upstart Jets. Both Fox and CBS no doubt are hopeful the two games buck the postseason trend of one-sided blowouts and bring the huge ratings that network brass have grown accustomed to this season. No matter which one of the four possible Super Bowl matchups is made, it seems the Tiffany network is set up for a ratings bonanza that could threaten the "MASH" finale in the Nielsen record book (#8). Meanwhile, the Pro Bowl is close to selling out at Sun Life Stadium, but the growing list of top players that are pulling out of the contest reignites the question of whether the NFL's All-Star Game needs to even be held (#25).



Marketing Spotlight

Omaha trying to force Triple-A team, NCAA to pay for use of Rosenblatt Stadium name on memorabilia commemorating final year of historic ballpark. (#3)

Quote Of The Day

"We already had a good feeling on consumer sentiment, in part from going through reactions on the various threads and boards. But it was good to have that data coming back that validated our position."

-- EA Sports President **Peter Moore**, on research that showed consumers supported the company maintaining its relationship with **Tiger Woods**
(THE DAILY). (#1)

SportsBusiness Daily

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'10 SPORTS FACILITIES & FRANCHISES

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Sponsorships, Advertising & Marketing

1. EA CONFIRMS TIGER WOODS VIDEOGAME, CONTINUES TO STAND BY GOLFER

Electronic Arts Thursday confirmed that it will release a "Tiger Woods PGA Tour 11" videogame this summer for the Wii, Xbox 360 and PlayStation3 consoles, as well as an iPhone version. EA also formally announced the upcoming summer launch of an open beta version of the new "Tiger Woods PGA Tour Online" game (EA). The console versions were not confirmed two weeks ago during EA public statements supporting Woods. "We weren't hedging our bets. We simply weren't ready then," EA Sports President Peter Moore said, citing issues such as needing confirmation



EA Confirms It Will Release A "Tiger Woods PGA Tour 11" Videogame This Summer

from the game development crew and competitive reasons. Moore again vigorously supported Woods as he attempts to recover from his personal scandals, marking the third such time the videogame publisher has publicly stood behind the golfer since November. "We've made it very clear that we see Tiger Woods in a different way than an Accenture or an AT&T," Moore said. "He's the world's greatest golfer, and is part and parcel of the game experience itself. He's not on our title, he's in our title. It's not just an endorsement for us. He's been that way for 12 years, and hopefully he'll be that way for at least another

12 great years." Moore said he has not been directly in contact with Woods since the golfer's personal troubles began, and instead has been working with his advisors at IMG. Furthermore, there are no plans to seek Woods out to perform marketing activities for the videogames. "That's just something we haven't thought about yet. Our thoughts and sympathies are with Tiger and his family as he works through his personal issues, and we're totally respecting his desire to do that in a private manner," Moore said (*Eric Fisher, SportsBusiness Journal*).



Moore Says EA Sees Broadening Of Demographics Coming Into Videogames

initiatives that are currently led by the "Tiger Woods" title will expand its audience base. "We know how to get the 18-34 male that is passionate about team sports and gaming," said Moore. "The question is how we bring in new consumers, too, and it's efforts like this that we're doing to grow the business. This is really just the tip of the spear of what we're going to be doing in this (online) environment." The online version of the game, played by 70,000 people from 113 countries during the eight-month closed beta, does not have a firm release date or pricing specifics. But EA Sports is targeting a springtime window for a full commercial release of the title, and will employ both a subscription model and microtransactions to monetize it. "We want this to not just be a good game for online, but simply a good game that happens to be delivered through a browser," said Mike Taramykin, executive producer for the game (*Fisher*). Moore said, "As we look forward into the future of what video gaming and what technology brings, and in particular the utilization of your browser as a platform, we're seeing the broadening of the demographic coming into games. And, obviously, when you think of a broader demographic in a global sport like golf, our ability to be able to bring that, if you will, in a free manner with microtransactions and subscriptions laid on top of that, we think is one of the keys to the future growth of our industry" ("*Squawk on the Street*," *CNBC*, 1/21).

EXIT POLLING: Moore said some EA Sports consumers were polled on their opinions of Woods, part of an ongoing gauging across EA of consumer sentiment. The company found that gaming fans strongly supported its stance behind Woods. Moore: "I didn't need that data, and we already had a good feeling on consumer sentiment, in part from going through reactions on the various threads and boards. But it was good to have that data coming back that validated our position." The company additionally has seen no degradation in console-version sales of the "Woods" game in the last several months (*Fisher*). Moore said of surveying consumers, "We take their pulse about a lot of things, and in particular, obviously, when there are situations like this in the news we want to know how they think. It hasn't changed. In fact, it's validated our decision to continue with Tiger at the masthead of our games" ("*Squawk on the Street*," *CNBC*, 1/21).

EXPANDING THEIR

REACH: EA beta-tested its forthcoming "Tiger Woods PGA Tour Online" game to an older demo in hopes of expanding its audience base. Over the past few months, it has focused more than 70% of its testing on users 34 and older and 20% at those over 55. While more directed of an operational test than the open beta that began Thursday, the older audience draw is giving EA execs further hope its emerging browser-based gaming

2. SEARS LAUNCHING NEW SERIES OF TV ADS STARRING QB BRETT FAVRE

Sears is "unleashing a series of new TV ads starring" Vikings QB Brett Favre that will debut during this weekend's NFL Conference Championship games, according to Sarah Mahoney of *MARKETING DAILY*. The new spots "feature a Sears Blue Crew associate trying to sell Favre a TV." In one ad, the associate asks Favre, "You like football?" Favre replies, "It's ok. You know, a little bit." In another spot, they "talk about Brett's big man hands; in another, they kick around the spelling of Jai alai; another involves a debate about green vs. purple, and one ends with: 'Maybe I'll see you in Miami.'" Sears Senior VP and Home Electronics President Karen Austin said of the ads, "We haven't decided yet if we will be on the Super Bowl, but we'll be on heavily during both playoff games this weekend, as well as on post-game shows." Mahoney notes the ads are a follow-up to one Favre did for Sears in '09 that "played off No. 4's now-legendary retirement flip-flop." The new spots are "funnier, a decision Austin says stems from the recession." Austin: "We filmed these when economic conditions were still pretty rough, and that means humor really resonates with people." Fans "can vote for their favorites at sears.com" (*MARKETING DAILY*, 1/22 issue).



Watch Sears' New "See You In Miami" Spot

PANTS ON THE GROUND: BRANDWEEK's Elena Malykhina reported Dockers during CBS' broadcast of Super Bowl XLIV will break a 30-second ad titled "Men Without Pants," marking the first time the brand "will advertise during the Super Bowl" since '02. The ad is part of Dockers' ongoing "Wear the Pants" campaign, which launched in December. The Super Bowl spot will use technology from mobile technology provider Shazam "to allow consumer interaction," enabling viewers to "engage with the ad's content on their smartphones." Malykhina noted in order to engage with the ad, customers "need to download Shazam's app and 'tag' the spot, which would take them to a branded-content page" (*BRANDWEEK.com*, 1/21).

3. OMAHA TRYING TO CHARGE FOR USE OF ROSENBLATT STADIUM NAME



City Of Omaha Has Reached Tentative Deal To Receive Cuts From Royals' Merchandise Sales

The city of Omaha has reached a tentative deal with the Triple-A PCL Omaha Royals that "would give the city a cut any time a T-shirt, mug or other merchandise is sold" with the Rosenblatt Stadium name on it, according to a front-page piece by Maggie O'Brien of the Omaha *WORLD-HERALD*. The city also "wants the NCAA and College World Series Inc. to agree to similar deals," but the two organizations "have their own marketing plans" for the final CWS at the ballpark before it is demolished later this year. They object to paying a 7.5% merchandise fee, "saying the city has never charged to use the Rosenblatt name in the stadium's history." The debate over royalties began last summer

when the minor league team "applied for and received federal and state permission to trademark the Rosenblatt Stadium name." Omaha Royals President Alan Stein said that he "felt obligated to apply for a trademark to protect the Rosenblatt name from 'bootleggers and road people.'" But Omaha City Attorney Paul Kratz said that the city "learned of Stein's plans and told him to assign the trademark to the city and agree to the 7 1/2[%] merchandise fee or face a lawsuit." Kratz noted that the city owns and operates the ballpark, so it "was within its legal rights to make the demands." However, CWS Inc. President Jack Diesing Jr. said that the organization "would refuse to pay to use the Rosenblatt name on series merchandise." He also "questioned whether the city has the legal right to collect the fee." Diesing said that he was "'disappointed' that the CWS and the NCAA were not involved in the talks between the city and the Royals over the agreement" (*Omaha WORLD-HERALD, 1/21*).

4. TOP RANK, LEVERAGE AGENCY PAIR FOR HISTORIC SPONSORSHIP UPFRONT

By Jon Show, Staff Writer, SportsBusiness Journal

The Leverage Agency and Top Rank will partner Saturday on what they are calling the first advertising and sponsorship upfront in the history of boxing. Other boxing promoters and networks like ESPN aggregate the rights to multiple fights as part of advertising and sponsorship sales, but industry insiders believe this is the first time a promoter has partnered with an agency and television networks to package rights for a formal upfront-style boxing presentation. "Before this, boxing was a lot of one-off opportunities," said Leverage Agency CEO Ben Sturner. "We're coming with more robust marketing and creative opportunities to tie brands into the platform for an entire year." Under a multi-year relationship, Top Rank and the Leverage Agency are pooling sponsorship and advertising rights to 48 fights in '10, including 36 events on FSN or Fox Sports en Español and 12 PPV events produced independently or through HBO. The 12 PPV events will feature three "super fights," including Manny Pacquiao's bout at Cowboys Stadium against Joshua Clottey on March 13. The price of packages ranges from six figures for lower-profile logo placement and media buys on the Fox events to mid-seven figures for full presenting-style sponsorships of major pay-per-view fights. Inventory includes logo placement on Top Rank fighters, ring signs, banners, press conferences and weigh-ins, as well as in-broadcast integration and television and online ad units. Depending upon the success rate, the groups may hold a second upfront on the West Coast.

RUN OF SHOW: The three-hour event will be held at the Club Bar & Grill in MSG. Organizers expect about 40 media buyers, brand managers and sports marketing executives to attend. The program will include a four-minute video presentation followed by a panel discussion and Q&A with Leverage Agency Chair Tony Ponturo and President of Sports Properties & Media Ray Katz, Top Rank President Todd duBoef and MSG VP/Sports Properties Adam Thier. Special guests include ring announcer Michael Buffer, former WBO welterweight champion Miguel Cotto and NFL Giants RB Brandon Jacobs. After the presentation the attendees will go to a pair of world featherweight title bouts promoted by Top Rank in MSG's Wamu Theater.

5. STEVE NASH'S BUSINESS PORTFOLIO CONTINUES IMPRESSIVE GROWTH

Suns G Steve Nash is "becoming an entrepreneur, finding business outlets for his off-court creativity," according to Chuck Salter in a cover-story for FAST COMPANY. Nash was a



"camera-shy and endorsement-averse pro even as he became an all-star" and "didn't want to be a pitchman." But he now "pitches ad ideas to Nike and Vitaminwater and relishes cameos on 'Entourage' and 'The Late Show with David Letterman,'" and has a "business plan for the newly formed Steve Nash Enterprises, a portfolio of a dozen ventures." Nash: "I hate to say it, because the clichés can get nauseating, but I try to keep the ball moving. If you let things slow down, they lose momentum." Nash started the film-production company Meathawk, became part owner of the USL Whitecaps and has "taken equity in several startups, including Mission Skincare, which develops products for athletes based on field testing." Salter notes in regard to business opportunities, "at the top of Nash's list was making a positive impact through" his Steve Nash Foundation, and part of the revenue from Mission Skincare "will go to his foundation." Meanwhile, Nash's newest startup, Apoko, "grew out of his affinity for social media." Nash, who "honed his marketing chops interning" at Deutsch, N.Y., last summer, also produces his own videos. That allows him to "play the endorsement game on his terms -- and to reveal a sardonic sense of humor that superstar athletes rarely show the public." Nash's "change of heart" in regard to business opportunities came after he "reconnected with [Whitecaps co-Owner] Jeff Mallett, a family friend who was president of Yahoo in its go-go years." Mallett: "I challenged Steve with an email that said, 'It's 20 years from now and you have 15 minutes to tell me what you've done in the last 20 years. If you mention basketball, you fail'" (*FAST COMPANY*, 2/ '10 issue).

6. VARIATIONS OF SHOES A MAJOR COMPONENT OF NIKE'S LEBRON STRATEGY



Nike Has Released More Than 70 Variations Of James' Shoes Since He Entered NBA In '03

Nike "has released more than 70 variations" of Cavaliers F LeBron James' shoes since he entered the NBA in '03, and the company has "issued more than seven variations of James' signature game shoe, Air Max LeBron VII," since the start of this NBA season, according to Stan Donaldson of the Cleveland *PLAIN DEALER*. When a variation of a shoe is released, the "mold of the shoe stays the same, but the colors change, which can sometimes drive demand for a particular shoe." Nike also "releases limited-edition sneakers that are sold at specialty stores," which are "sought after by collectors." Donaldson notes Nike has "released several limited editions of James' signature shoes this NBA season." The company said that James will "wear a special player version of the Air Max LeBron VII if the Cavs make the playoffs," and also will "wear a special color of this year's signature shoe" at the February 14 NBA All-Star Game at Cowboys Stadium. Meanwhile, the planning for James' eighth shoe is "already under way," as Nike Media Relations Manager KeJuan Wilkins said that sneaker production for Nike athletes "occurs around 18 months before being released to the market" (*Cleveland PLAIN DEALER*, 1/22).

NEW KICKS: In St. Paul, Charley Walters reports a Nike official was at Vikings HQs Thursday "distributing newly designed, shiny, chrome-soled shoes for players to consider wearing" during Sunday's NFC Championship game against the Saints and "potentially the Super Bowl." Nike has "shoe contracts with 43 of the Vikings' 53 rostered players,"

including QB Brett Favre, RB Adrian Peterson and WR Sidney Rice (*ST. PAUL PIONEER PRESS, 1/22*).

HIGHS & LOWS: adidas Chair & CEO Herbert Hainer took part in the FINANCIAL TIMES' "20 Questions" feature, and he said one of the best qualities about his job is it "enables me to attend the greatest sports events in the world, like FIFA World Cups and Olympic Games -- a wonderful treat for a sports fan like myself." Hainer said he least likes "making decisions that negatively impact other people's lives." Hainer: "Thankfully it does not happen that often." Meanwhile, Hainer said the worst job he has ever done was "restructuring the German sales force for Adidas in 1992, which at that time consisted mainly of famous former athletes" (*FINANCIAL TIMES, 1/22*).

7. RBC ENHANCES GOLF PRESENCE WITH WEIR, AMES GOLF BAG SPONSORSHIPS

RBC Thursday "put an even bigger stamp on Canadian golf -- signing deals to get its logo on the tour bags of Mike Weir and Stephen Ames while also announcing initiatives to start helping less-established players," according to Chris Johnston of the CP. The total value of the deals "was not announced," though the agreements with Weir and Ames are "less significant than the one the bank signed with Anthony Kim last year because both will continue to have some other advertising on their bags." RBC's logo will be "seen on a number of PGA Tour golf bags" in '10, as the company will "have its logo on the bag of PGA Tour rookies Graham DeLaet and Chris Baryla -- and possibly first-year Canadian LPGA players Lisa Meldrum and Samantha Richdale." Industry sources said that RBC will also "announce similar sponsorships with other golfers in the near future." Meanwhile, RBC also announced that it will "sponsor the Royal Canadian Golf Association's high-performance amateur team as well as providing support for the country's national amateur championships," and that it has "created a program to help young Canadian pros with financial planning and private banking services." Johnston noted RBC has served as title sponsor of the PGA Tour Canadian Open since '08. RBC Chief Brand & Communications Officer Jim Little said sponsoring the tournament has "increased our brand profile and given us an opportunity to engage so many of our clients, employees and community partners in an event that they enjoy" (*CP, 1/21*).

CHIPS & PUTTS: The Antigua Group announced its roster of 12 golfers who will wear the company's apparel throughout the '10 season. The list includes five PGA Tour golfers, including Notah Begay and Kevin Streelman; five LPGA golfers, including Brittany Lang and Stacy Prammanasudh; and two Nationwide Tour golfers (*Antigua Group*)....Former British Open winner Paul Lawrie signed a deal with Wilson Golf that will see him play Wilson Staff irons and wedges and sport the Wilson Staff logo on his hat, bag and umbrella (*Wilson Golf*).

Sports Media

8. EXPERTS DEBATE WHICH POSSIBLE SUPER BOWL MATCHUP IS BEST FOR CBS

The previous two Super Bowls trail only the series finale of "MASH" as the "most-viewed telecasts ... in American broadcast history," and the CHICAGO SUN-TIMES' Jim O'Donnell wondered which of the four possible Super Bowl XLIV matchups might put the game above "MASH" "for Nielsen mass supremacy." Pilson Communications President Neal Pilson said if he were "rooting for the highest-rated game" for CBS' Super Bowl broadcast on February 7, he would go with Vikings-Colts. Pilson: "It's clear that Brett Favre and the Vikings would be the highest-rated team from the NFC. With the Jets and Indianapolis, the Jets might generate a higher number in New York, but I think the Colts

are regarded by many as the best team in the NFL." He added a Peyton Manning-Brett Favre showdown "would feature two of the highest-profile quarterbacks ever." White Sox Vice Chair and former CBS Sports exec Eddie Einhorn said viewers want to "see Favre, in part because of the nation's great familiarity with him and its fascination with what he's done this season." However, Einhorn said for "sheer numbers" he would "pick the Jets over the Colts because anytime you can get New York ... you're ahead of the game." Einhorn: "Vikings-Jets and a close game, and CBS could have a historic winner on its hands." Turner Sports Exec VP & COO Lenny Daniels said CBS is "guaranteed an intriguing Super Bowl ratings draw" regardless of the matchup. Daniels: "It's hard to try and guess which matchup will have the highest ratings. In the end, a good, close game counts for a lot" (*CHICAGO SUN-TIMES*, 1/21).

BACK TO THE FUTURE: In Milwaukee, Bob Wolfley writes the "curiosity about how Brett Favre and the Minnesota Vikings will fare" in Sunday's NFC Championship game against the Saints is "going to be too intense to ignore" for viewers in Wisconsin. There likely will be a "larger audience and bigger rating" for Vikings-Saints in the Milwaukee area "than there was in the AFC Championship games in the 1996 and 1997 seasons, when Packers fans watched to see which team would face Green Bay in the Super Bowl." Wolfley notes both of those games earned a 36.9 local rating on WTMJ-CBS in the Milwaukee market (*MILWAUKEE JOURNAL SENTINEL*, 1/22). Wolfley reported WITI-Fox earned a 36.8 local rating (331,862 HHs) in the Milwaukee market for last weekend's Vikings-Cowboys Divisional game. WITI Research Dir Eric Steele said that the rating is the highest in the market "for any playoff game from the wild-card round through conference championships not involving the Packers since at least the 1996 season" (*MILWAUKEE JOURNAL SENTINEL*, 1/19).

LONG DIVISION: The four NFL Divisional playoff telecasts last weekend averaged an 18.8 final rating and 33.0 million viewers, up 10.6% and 14.6%, respectively, from a 17.0 rating and 28.8 million viewers last postseason. Fox' Sunday telecast of Vikings-Cowboys led all Divisional games with a 22.0 rating (37.7 million viewers), up 17.6% from Eagles-Giants in the same window last year. Vikings-Cowboys marked the highest-rated early Sunday NFL Divisional playoff since Eagles-Cowboys in '96. It also is the highest-rated and most-viewed TV show on any net since the '09 Academy Awards. The Saturday night primetime telecast saw the biggest year-over-year jump, as CBS' Colts-Ravens game earned a 17.0 rating (30.6 million viewers), up 23.2% from Cardinals-Panthers on Fox in the same window last year. Colts-Ravens also was the week's highest-rated and most-viewed primetime telecast on any net, beating out the season premiere of Fox' "American Idol" on January 12 (*THE DAILY*). *DAILY VARIETY*'s Rick Kissell reported CBS won the "key demos last week," as the net "claimed half of the week's top 20 programs in adults 18-49, led by" its telecast of Colts-Ravens. That telecast "drew the net's largest audience" on a Saturday night since the '94 Lillehammer Games, and "gave the net its best Saturday demos in two years." Meanwhile, the concluding hour of Jets-Chargers Sunday averaged "more than 41 million viewers to kick off primetime" (*DAILY VARIETY*, 1/21).

BOOTH REVIEW: In San Diego, Jay Posner wonders if Fox' No. 2 team of Kenny Albert, Daryl Johnston and Tony Siragusa has "always been as bad as it was" during last Saturday's Saints-Cardinals NFC Divisional game. Siragusa "was predictably awful, Daryl Johnston did little but state the



**Writer Blasts Albert, Siragusa And Johnston
For Coverage Of Saints-Cardinals Game**

obvious, and even the normally reliable Kenny Albert sounded off his game, maybe as a result of who was around him" (*SAN DIEGO UNION-TRIBUNE*, 1/22). In Miami, Barry Jackson writes among his "misses" during NFL playoff coverage is that there has been "too much lazy play-by-play" from Albert, CBS' Greg Gumbel and NBC's Tom Hammond. If postseason assignments were "based on merit, Kevin Harlan -- not Gumbel -- should call the one CBS game that Jim Nantz does not." Meanwhile, among Jackson's "hits" are the "smart, sensible analysis"

from NBC's Cris Collinsworth and CBS' Phil Simms and Dan Dierdorf. Also, when the hosts of "Fox NFL Sunday" do not "stoop to sophomoric silliness, they're worth hearing" (*MIAMI HERALD*, 1/22).

SMILE FOR THE CAMERA: In N.Y., Bob Raissman wrote under the header, "Rex Ryan's New York Jets Are Camera-Ready." The hiring of coach Rex Ryan has led to a "willingness on the part of the Jets organization to open things up," and Jets officials "identified players who were not only interested in television, but showed potential." SportsNet N.Y. Senior VP/Production & Exec Producer Curt Gowdy Jr. said of the shift in media policy from former Jets coach Eric Mangini to Ryan, "The shades have been opened, so to speak. Every player has benefitted from that." Raissman noted more than 30 players and coaches "have appeared this season in some capacity" on SNY, which has a TV partnership with the team. Gowdy: "These players have been able to get television quickly. All of them have an interest in broadcasting. They are enhancing our broadcasts while getting great training at the same time" (*N.Y. DAILY NEWS*, 1/21).

9. OHLMEYER ADDRESSES ESPN'S COVERAGE OF MIKE LEACH-CRAIG JAMES



ESPN Ombudsman Says Network's Coverage Of Leach-James Situation "Offered No Nuance"

Patrick during the broadcast said Adam James was "actually punished for having a concussion," and Ohlmeyer noted that presented an opinion "stated as fact" to viewers. The "basic flaw in ESPN's presentation was the premise that Adam James was an innocent bystander." The choices ESPN made in "presenting the story gave the clear implication that Leach had maniacally sequestered

In his latest contribution as ESPN Ombudsman, Don Ohlmeyer wrote the network believes its coverage of the Mike Leach-Craig James situation during the Texas Tech-Michigan State Alamo Bowl was balanced, which is the "most troubling aspect of this whole affair." There are "various versions of what happened" between the former Texas Tech coach and WR Adam James, the son of the ESPN analyst, but ESPN's reporting of the story during the January 2 game "offered no nuance." Play-by-play announcer Mike

James simply for having sustained a head injury." Leach claimed that there "was a backstory" to the incident, but the "broadcast team was aware of it and basically ignored it." Leach also appeared to be "exasperated with what he alleged to be Craig James' behavior, but those details were left out." ESPN spent "approximately 28 minutes of the broadcast discussing the controversy," and when the telecast was "bifurcated with the video from the field and announcers commenting on the dispute and covering the game at the same time, the result was dreadful."

WHAT'S NOT SAID AS IMPORTANT AS WHAT IS SAID: It is unclear if ESPN was influenced by Craig James' "role with the network," but it is "clear that what's left out of a broadcast is as important as what's included." When the clashing of covering a news story and covering a game becomes "unavoidable -- and I would suggest that was the case for the Alamo Bowl -- a network must proceed with caution, recognize the dangers and take a less-is-more approach." Ohlmeyer: "Cover those stories too much, and it might appear self-serving. Cover them too little, and it's deemed a cover-up. That's the reality and the curse for ESPN. " The Leach-James controversy "overall generated more complaints to the network than any other topic in the past year." So as the network "grows, so will the conflicts," and ESPN "needs to develop a hypersensitivity to such developments."

GENERAL ELECTRIC: Ohlmeyer also addressed ESPN college basketball analyst Bob Knight's criticism of Kentucky men's basketball coach John Calipari at a fundraiser last month. Knight in his two years at the net has brought a "fresh and different approach to basketball commentary," and he is "never shy about voicing a controversial opinion." His on-air analysis for ESPN has earned "applause and praise from viewers," but his comments about Calipari "generated outrage from them." Both UMass and the Univ. of Memphis were "punished by the NCAA for infractions" incurred while Calipari was coach, but he was "not implicated in those violations or reprimanded by the NCAA -- and Knight offered no new evidence against the Kentucky coach." Knight was not on assignment from ESPN when he made the critical remarks, and ESPN Exec VP/Production Norby Williamson said, "We allow and encourage our analysts to state their opinions. Granted, those won't always be favorable, but if they are informed, factual and balanced, we feel they are serving the viewer." Ohlmeyer wrote Knight is "entitled to his opinions, and ESPN viewers are interested in them." However, "tossing a verbal hand grenade without new information doesn't advance that cause" (*ESPN.com, 1/21*).

TOO BIG FOR THEIR OWN GOOD: SPORTINGNEWS.com's Dan Levy responded to Ohlmeyer's analysis of the Leach-James situation and wrote, "The bottom line is that ESPN is just too big." There are "far too many people who have far too many personal interests that, at times, conflict with the greater purpose of providing unbiased news and information." As Ohlmeyer noted, when "personal feelings get in the way of a fair and balanced portrayal of the facts, it's not good." While placing Ohlmeyer's column on the front page of ESPN.com "shows that ESPN is serious about policing itself, it's a wonder how many of those eight million viewers who watched the Alamo Bowl will take the time to read his thoughts" (*SPORTINGNEWS.com, 1/21*).

10. COMCAST LOOKS TO TIE SUNDAY TICKET TO THE TERRESTRIAL LOOPHOLE

Comcast Exec VP David Cohen Thursday said that the company plans to ask the FCC to make NFL Sunday Ticket available to cable operators if DirecTV asks the FCC to grant it access to Comcast SportsNet Philadelphia. "In the event that satellite comes in and files a proceeding at the commission



under the new rules yesterday, you can expect that our response is going to make that case very vigorously," Cohen said on a radio show on WIP-AM. Earlier this week, the FCC voted to close a regulatory loophole that allowed Comcast to keep its Philadelphia-based RSN off of satellite systems. Cohen also suggested that the FCC's original decision eventually could be challenged legally.

"It's not so clear that they have the authority to do what they have done and there is probably a legal challenge there," Cohen said. "Whether anyone will choose to pursue it or not, I don't know" (*THE DAILY*). DirecTV Dir of PR Robert Mercer said the comparison between CSN Philadelphia and NFL Sunday Ticket was misleading because "out-of-market games are not the same as home-team games." An analyst Wednesday estimated that the exclusive rights to its RSNs "boosts Comcast's subscriber base by 450,000 customers in the Philadelphia region" (*PHILADELPHIA INQUIRER*, 1/22).

FAMILY PLANNING: In California, John Maffei notes Padres games air exclusively on Cox Communication's Channel 4 San Diego, so DirecTV officials are interested in how the loophole "plays out, as are the Padres." Cox and the Padres are "in the eighth year of a 10-year deal" that pays the club about \$16M annually. The two sides have "already talked -- at least informally -- about a new contract, a deal that would either get games off cable or make them available to a wider audience." Padres Vice Chair & CEO Jeff Moorad recently said, "Channel 4 is at the top of our business agenda. There is nothing more important to us than providing our games to a wider audience." Sources indicated that Cox is "willing to pay something close to what it pays now for the Padres," but the team wants "something close" to \$30M per season. Maffei notes if Cox agrees to the \$30M figure or "something close to that, it could recoup some money by making games available to AT&T U-Verse and DirecTV, which would have to pay a fee to carry them" (*NORTH COUNTY TIMES*, 1/22).

11. PEOPLE & PERSONALITIES: VITALE'S ANALYSIS SHINES DURING JOB SWITCH

ESPN's Dick Vitale called the Jazz-Spurs game Wednesday as part of the net's second annual announcer swap, and YAHOO SPORTS' Matt Norlander wrote Vitale was "reserved, safe and considerably unoffensive." He was "certainly not the Dick Vitale I know, love, hate and remembered from ... last week." But when Vitale is "motivated, focused, truly into a game ... he can be an effective analyst in breaking down in-game strategy," and ESPN "couldn't have picked a better team for him to cover than the Spurs." They are the "antithesis of what Vitale embodies on such a frequent basis." Norlander noted a "large part of the telecast was devoted" to Spurs F Tim Duncan's days at Wake Forest (*SPORTS.YAHOO.com*, 1/21). DIME MAGAZINE wrote the broadcast was "basically a Tim Duncan tribute (since Dickie V is all about the ACC)." However, Duncan did give Vitale "the first day-of-pregame interview he's done in 13 years" (*DIMEMAG.com*, 1/21).

STALLED ENGINE: Turner Sports Senior VP & Exec Producer Jeff Behnke said that "no decision has been made yet" on who will do play-by-play for the six NASCAR races on TNT this season. Behnke said Ralph Shaheen "did a great job for the three races that he filled in" for Bill Weber last season. But he added that there are "several candidates" this year. Behnke: "We don't ever want our announcers to be the story. One of the key components of a play-by-play person is to be journalistically sound. We want the race to come to us, get us from here, get us to there and let Kyle [Petty], Wally

[Dallenbach] and Larry [MacReynolds] to do their thing" (*SCENEDAILY.com*, 1/21).

JEREMY'S SPOKEN: The *GLOBE & MAIL's* Bruce Dowbiggin writes under the header, "With Jeremy Roenick On The Team, NBC Can Once Again Boast Of Must-See TV." Roenick "fills the former-player quotient on NBC's Sunday afternoon NHL hockey intermissions." Along with Mike Milbury and Pierre McGuire, it is "promising to be the liveliest network TV panel around this season," and Roenick "promises to be the agitator, the rabble rouser, the shift disturber on the panel" (*GLOBESPORTS.com*, 1/22). In Toronto, Ian Busby writes Roenick is the "opposite of most hockey analysts in that he's not afraid to voice his opinion, even if it goes against some of his old friends" (*TORONTO SUN*, 1/22).

FROM THE SAND TO THE SHORE: Former beach volleyball player Dain Blanton is in his first season as a full-time sideline reporter on Prime Ticket's coverage of the Clippers, and in L.A., Tom Hoffarth writes Blanton has "immersed himself in the NBA culture and is emerging as a bright prospect in the sports broadcasting field." Blanton, who won an Olympic Gold Medal at the '00 Sydney Games, said of broadcasting, "It's a different world for me. I'm learning every day about how to get information, how to present it, when to present it. It's learning in the fast lane" (*L.A. DAILY NEWS*, 1/22).

PERSONALITIES: The MLS Philadelphia Union has hired JP Dellacamera as its TV play-by-play announcer, and a Union spokesperson said that the club "expects to announce a broadcasting deal in the upcoming weeks." Dellacamera will "continue to be the lead voice" for ABC's and ESPN's national MLS broadcasts (*BIZJOURNALS.com*, 1/21)....The Astros' radio crew "will return intact for 2010, with Milo Hamilton calling home games with Dave Raymond and Brett Dolan, who will again share duties on the road" (*HOUSTON CHRONICLE*, 1/22)....The Indians announced an increased role for radio pregame host, producer and engineer Jim Rosenhaus to call play-by-play action for one inning during each game in '10. Rosenhaus will also be the host of "Tribe Talk," the weekly show on the Indians Radio Network (*Indians*).

12. FINAL NIELSEN RATINGS FROM RECENT SPORTS TELECASTS

The charts below list final Nielsen ratings from recent sports telecasts. Ratings for CBS' NFL pregame shows were unavailable at presstime (*THE DAILY*).

| TELECAST | DATE | NET | TIME | RAT. |
|--|------|-----|--------------|------|
| NFC Divisional Playoff: Vikings-Cowboys | 1/17 | Fox | 1:06-4:11pm | 22.0 |
| AFC Divisional Playoff: Jets-Chargers | 1/17 | CBS | 4:41-8:00pm | 20.1 |
| AFC Divisional Playoff: Colts-Ravens | 1/16 | CBS | 8:16-11:14pm | 17.0 |
| NFC Divisional Playoff: Saints-Cardinals | 1/16 | Fox | 4:35-7:42pm | 16.1 |
| "Fox NFL Special" | 1/17 | Fox | 12:00-1:00pm | 5.8 |
| "Fox NFL Special" | 1/16 | Fox | 3:30-4:30pm | 5.4 |
| AT&T U.S. Figure Skating Championships: Men's Free Skate | 1/17 | NBC | 4:30-6:00pm | 1.5 |
| AT&T U.S. Figure Skating Championships: Pairs Free Skate, Men's Short Program | 1/16 | NBC | 4:30-6:00pm | 1.3 |
| PBR: Built Ford Tough Series: Sacramento Classic | 1/16 | NBC | 3:00-4:30pm | 0.8 |
| NHL: Blackhawks-Red Wings | 1/17 | NBC | 12:30-3:17pm | 0.7 |
| NCAA Basketball: Illinois-Michigan State | 1/16 | CBS | 3:30-6:00pm | 0.6 |
| Winter Dew Tour: Wendy's Invitational | 1/16 | NBC | 1:00-3:00pm | 0.6 |

| | | | | |
|---------------------------------------|------|-----|-------------|-----|
| NCAA Basketball: UConn-Michigan | 1/17 | CBS | 1:30-4:00pm | 0.6 |
| Winter Dew Tour: Wendy's Invitational | 1/17 | NBC | 3:00-4:30pm | 0.5 |

| TELECAST | DATE | NET | TIME | U.S. | CABLE | VIEWERS (000) |
|--|------|------|---------------------|------|-------|------------------|
| NCAA Basketball: Kentucky-Florida | 1/12 | ESPN | 9:04-11:07pm | 1.6 | 1.9 | 2,523 |
| "NFL Countdown" | 1/17 | ESPN | 11:00am-1:00pm | 1.8 | 2.0 | 2,477 |
| NCAA Basketball: Syracuse-West Virginia | 1/16 | ESPN | 12:00-2:19pm | 1.3 | 1.5 | 1,872 |
| NCAA Basketball: Georgia Tech-North Carolina | 1/16 | ESPN | 2:19-4:16pm | 1.3 | 1.5 | 1,825 |
| NBA: Bulls-Celtics | 1/14 | TNT | 8:16-10:52pm | 1.2 | 1.3 | 1,669 |
| "NFL Countdown" | 1/16 | ESPN | 11:00am- 12:00pm | 1.2 | 1.4 | 1,667 |
| NBA: Cavaliers-Jazz | 1/14 | TNT | 10:52pm-1:46am | 1.1 | 1.3 | 1,565 |
| NCAA Basketball: Villanova-Louisville | 1/11 | ESPN | 7:00-9:40pm | 1.1 | 1.2 | 1,528 |
| NBA: Suns-Hawks | 1/15 | ESPN | 8:01-10:50pm | 0.9 | 1.1 | 1,383 |
| NCAA Basketball: North Carolina-Clemson | 1/13 | ESPN | 9:12-11:09pm | 0.9 | 1.1 | 1,335 |

ROGER THAT: Rogers Sportsnet is up 62% in overall audience for NHL regional games this season through January 10 compared to last season's average. The net is averaging 669,000 viewers for its Maple Leafs games this season, up 110% over 319,000 average viewers for the team's games during the '08-09 season. Sportsnet is also averaging 154,000 viewers for its Senators games, up 111% over 73,000 viewers last season. Flames games on Sportsnet West are up 60% from 139,000 average viewers last season to 220,000, while Oilers games on the station are up 36% from 157,000 viewers last year to 214,000. Sportsnet Pacific is averaging 391,000 viewers this season for Canucks games, up 19% over 329,000 viewers last season (*Rogers*).

IT TAKES A NATION: ESPN2's "SportsNation" averaged 233,500 HHs in Q4 '09, up 51% from the corresponding programming in '08. To date in January, the show is averaging 276,700 HHs, up 56% over 177,800 HHs for the show's first month on the air (*ESPN*).

13. MEDIA NOTES

In Boston, Jessica Heslam reports WEEI-AM is "feeling the backlash" over its decision to fire "The Big Show" co-host Pete Sheppard. Fans are "flock[ing] to Facebook to back him," while former MLBer Curt Schilling said he will boycott the station. Schilling has "yanked his 38 Pitches blog off WEEI.com and told the 'The Big Show' he 'probably' won't be heard on WEEI's airwaves until Sheppard



WEEI-AM Feeling The Backlash Over Its Decision To Fire Pete Sheppard

ratings traditionally have been strong." Posner notes Denver, Salt Lake City and San Diego were "three of the top five markets" for the '08 Beijing Olympics (*SAN DIEGO UNION-TRIBUNE*, 1/22).

TWEETING NO LONGER: In Salt Lake City, Ross Siler reported Jazz G Deron Williams "shut down his Twitter account Tuesday, with Williams and his representatives at McClaren Sports focusing their efforts on the launch of *deronwilliams.mobi*." Williams is the "first NBA athlete to work with" Texas-based Mobile Marketing Solutions which has "developed technology compatible across all smartphone platforms." Siler noted the "hope is to expand the reach of *deronwilliams.com* to anyone with an Internet-enabled cell phone" (*SALT LAKE TRIBUNE*, 1/20).

COMING LIVE FROM YOUR FM DIAL: In Chicago, Lewis Lazare reports the "buzz about Chicago getting a major FM sports radio outlet is building." CBS Radio "might opt to simulcast its hugely popular sports talk WSCR-AM on one of its FM outlets here," and the WCFS-FM is a top candidate, as it "hasn't exactly been on fire in the ratings" (*CHICAGO SUN-TIMES*, 1/22)...CBS Radio Pittsburgh on February 15 will launch KDKA-FM, the market's "first FM all-sports station." KDKA-AM Sports Dir Jeff Hathhorn "will take the same position for the FM station," while former ESPN Radio Program Dir Terry Foxx "will handle local programming" (*Pittsburgh TRIBUNE-REVIEW*, 1/20).

returns." WEEI Program Dir Jason Wolfe said in response, "Curt Schilling doesn't get enough publicity, so he had to chime in on this one, too, I guess." Meanwhile, Sheppard said that he and his agent, Kim Zayotti, are "exploring every opportunity," and that rival sports station WBZ-FM is "on the list" (*BOSTON HERALD*, 1/22).

NO BIG DEAL? In San Diego, Jay Posner writes he is "not going to get worked up about" NBC's decision to tape-delay coverage of the '10 Vancouver Olympics on the West Coast. Posner: "I think it bothers media members more than the typical Olympics viewer, especially on the West Coast, where

Leagues & Governing Bodies

14. NO DECISION EXPECTED SOON ON NHL PARTICIPATION IN OLYMPICS

NHL Commissioner Gary Bettman Thursday said that "no decision is coming any time soon on the future participation of NHL players" in the Olympics, and noted that the issue "will require extensive discussions between" the league and NHLPA, according to Bill Graveland of the CP. Bettman said that the NHL "isn't leaning one way or another" on the decision. Bettman: "It's difficult for any business, any league, to shut down for two weeks with the attendant loss of attention and everything that flows from it and there are competitive issues." There is no agreement in place for the '14 Sochi Games, but Bettman said that a decision "doesn't have to be made right away, and he expects heated debate with the players." Bettman: "I know the players are passionate about representing

their countries -- we have a long history as a sport in international competition and that's something that's important to the players. But we have to decide on balance, 'is it worth it?'" He added, "In some places, the benefits are greater for the Olympic participation than others. ... When you're half way around the world maybe the coverage isn't as great. The time zone in Sochi, Russia for example is 10 hours ahead of the mountain time zone" (*CP*, 1/21).

OTHER LEAGUE ISSUES: Bettman Thursday said that despite the "financial and attendance struggles" of several U.S. franchises, "relocation or expansion to Canada isn't in the plans." Bettman: "At some point, if we have to relocate, I know there's interest in a number of Canadian cities whose situation -- such as Winnipeg or Quebec City -- is different than it once was, and we'll look at it at the time, but we're not looking to relocate and we're not looking to expand." Bettman "wouldn't address his thoughts of a second team in Toronto." Bettman: "We're not moving any teams right now and we're not expanding, so it's really academic at this point." Meanwhile, Bettman would not "divulge whether Calgary will host an outdoor game next season." Bettman: "We're not in the position yet to make any commitments or make any promises, but we're looking at the subject very closely" (*CALGARY SUN*, 1/22).

15. NASCAR LOOSENS REINS ON DRIVERS TO APPEASE DISGRUNTLED FAN BASE

NASCAR Thursday announced a "series of measures designed to give more freedom to Sprint Cup drivers and appease an increasingly fickle fan base," according to Brant James of the CHARLOTTE OBSERVER. NASCAR abolished a rule "prohibiting bump-drafting on restrictor-plate tracks," part of the governing body's "renewed 'back-to-basics' initiative in which drivers are encouraged to be themselves and police themselves to a point." NASCAR Chair & CEO Brian France said, "We asked ourselves, 'What can we do to open it up a little bit?' ... We're going to loosen it up." Several other changes will be in effect for the '10 Cup season, including that teams "some time this season will employ a spoiler to replace a wing used since" the Car Of Tomorrow was introduced in '07. James notes the "often-controversial 'yellow line' rule that defines a low racing boundary at restrictor-plate tracks Daytona and Talladega was kept after consultation with drivers." Thursday's announcement "culminated an offseason of dialogue between NASCAR and teams that most owners described as the most candid in memory" (*CHARLOTTE OBSERVER*, 1/22). France said, "We are putting things back in the drivers' hands. We're going to open it up. We want to see what you want to see. We want to see drivers mixing it up." He added, "This is a contact sport and you're going to see more contact. It's going to make very good racing even better" (*ESPN.com*, 1/21). In Daytona Beach, Godwin Kelly notes this "doesn't mean more stock cars flying through the air." It means that if "two drivers have a personality conflict, don't hide your feelings from the TV cameras, photographers or reporters." NASCAR realizes it "needs to let the drivers play the game and not call a foul on every flying elbow" (*Daytona Beach NEWS-JOURNAL*, 1/22).

THINGS ARE LOOKING UP: France Thursday also addressed "what steps NASCAR is taking to thrive amid a still uncertain economy." He said that the sport "has stabilized, particularly with the Obama administration rescuing financially strapped manufacturers." France: "A year ago, there was a whole lot of uncertainty about the future as some manufacturers were coming in and out of bankruptcy in some cases and they had to deal with challenging business models. Right now, NASCAR is much healthier than it was a year ago" (*Pittsburgh TRIBUNE-REVIEW*, 1/22). Meanwhile, NASCAR VP/Racing Operations Steve O'Donnell said that NASCAR has "included a list of banned substances in its rule book this season." It also included the "full drug testing policy in its rule book so all of its members would have access to it" (*ORLANDO*

SENTINEL, 1/22).

16. COULD GRAND SLAM OF NATIONS PROPOSAL SPUR DAVIS CUP REVAMP?

The final pieces are being completed in a "multimillion-dollar plan to breathe new life into the Davis Cup," according to Neil Harman of the LONDON TIMES. Former Sony Ericsson Open Chair Butch Buchholz and Pilot Pen Tournament President & CEO Mike Davies "have been piecing together a plan" that will maintain the Davis Cup's "historic base but bring it up to date, so that the superstars of the modern game will not desert it to the extent that has got present-day administrators so unnerved." It is understood that the changes "could involve a championship with the climax played every other year in one location ... and that there would be a resumption of the challenge round, in which the defending champions would have the luxury of hosting the next final and not have to play qualifying matches for that event." Harman notes talk of a World Cup-style event featuring 32 nations spurred progress from "those who have long sought to bring the Davis Cup into the modern era and restructure it in a way that makes it a relevant championship in a fast-moving world" (*LONDON TIMES, 1/22*).

YEAR IN REVIEW: In a special to ESPN.com, Tom Tebbutt wrote while those working closely with ATP World Tour Exec Chair & President Adam Helfant during his first year in the position "insist he has been thorough, smart and committed to familiarizing himself with his new job, many observers wonder about where he really stands because he so obviously prefers to stay out of the limelight." Helfant: "There certainly are a lot of people who have strong views on what we should be doing, either on the court or off the court, to capitalize on the action on the court. (But) there has been nothing shocking in terms of what I'm going to use to move the sport forward." Helfant said the ATP is "working at getting a tour-wide sponsor" to replace Mercedes-Benz, which left after the '08 season. Helfant: "I'm optimistic we will be able to get something done for this year." Helfant also is "apparently intent on doing something to shorten the tennis season." Helfant: "There's obviously no quick fix, but I'm certainly sympathetic to the players' sentiment that our season is too long and that they deserve a longer off-season" (*ESPN.com, 1/21*).

SHE'S GOT THE LOOK: The GLOBE & MAIL's Tebbutt writes Australian Open officials "dropped the ball on Thursday by putting Ana Ivanovic and Gisela Dulko, two very attractive women, on only the third largest show court, Margaret Court Arena." Tournament officials instead "preferred to have home-nation players Samantha Stosur and Casey Dellacqua play basically no-name opponents on Rod Laver in place of Ivanovic-Dulko." Tebbutt notes at Wimbledon last year, the "second-round match between the good-looking Maria Kirilenko and the good-looking Caroline Wozniacki was put on Centre Court ... to many people's surprise." But "as much as it may be a crassly commercial move, for the good of tennis and its exposure around the world -- Ivanovic and Dulko had to be given the national and international spotlight of being on Rod Laver" (*GLOBE & MAIL, 1/22*).

REIN IN THE STARS: Author John Feinstein wrote tennis "has become a niche sport with TV ratings slightly higher than hockey" because there are "no rules for the stars." The players are "so spoiled by promoters and so coddled by their agents that it is almost impossible to like them." Tennis "at its best is still great to watch," and the Roger Federer-Andy Roddick '09 Wimbledon men's final was "absolutely one of the sports highlights of the year." But the "people running the game -- or, more accurately, not running it -- have turned it into a niche sport where the inmates (the players) have been running the asylum for years," which is "truly a shame" (*FEINSTEINONTHEBRINK.com, 1/20*).

In Indianapolis, Curt Cavin reports the "search is on" for an IRL CEO. Jeff Belskus currently is CEO of the IRL, Indianapolis Motor Speedway and IMS Productions and Radio Network, and "that's a lot for one person." Belskus said there is "no active search" for any of the leadership positions. However, Cavin writes it is "clear his radar is on, particularly as it relates to the IRL." Three names have "surfaced as possible candidates," including PBR CEO Randy Bernard, Indianapolis Super Bowl Host Committee Chair Mark Miles and Just Marketing Founder & CEO Zak Brown ([*INDIANAPOLIS STAR*, 1/22](#)).

NO WAY TO WIN: In N.Y., Larry Coon wrote the NBA "could find itself in a no-win situation should the Wizards attempt to void" G Gilbert Arenas' contract. A voided contract would "certainly be grieved" by the NBPA on Arenas' behalf, and should Arenas "prevail in the subsequent litigation, it would be a severe blow to the league." However, even if the league won litigation, their CBA negotiating position "would be weakened." The league in CBA talks could seek to alter the "nebulously-worded morals clause, giving the teams a clear set of criteria for terminating a player's contract," but a victory in the Arenas litigation "would send a message that the current language in the morals clause is sufficient and not in need of revision." Coon wrote given this "no-win situation, the league might prefer that the Wizards seek to buy out Arenas's contract" ([*NYTIMES.com*, 1/21](#)).

A LOT RIDING ON THIS: Priority Sports agent Mark Bartelstein said the ongoing NFL CBA negotiations are the "first real test" for Commissioner Roger Goodell, and everyone is "anxious to see" how he does. Bartelstein: "This is Roger's first time that he is in charge of a new CBA. Clearly, he wants to get a deal done. Nobody wants a lockout. ... But we'll see. He has drawn a very hard line on some disciplinary issues over the last year or two, and we'll see how that carries forward in the negotiations" ("*Chicago Tribune Live*," *Comcast SportsNet Chicago*, 1/21).

UNLUCKY NO. 113: The UFC is "reluctantly pushing the date" of UFC 113 in Montreal back a week to May 8 due to a "possible conflict with a Floyd Mayweather boxing match" on May 1. The UFC "opted to delay the Montreal show ... not wanting to lose pay-per-view audience." UFC President Dana White: "We were trying not to go the same night as boxing but these guys can't get out of their own way" ([*CP*, 1/21](#)).

Franchises

18. LIGHTNING STRUGGLING FINANCIALLY, SEARCHING FOR INVESTORS

The Lightning have "hit another rough patch on the ice, and the fallout is more severe because the stakes are a little higher" in St. Petersburg than "in a lot of NHL cities," according to David Shoalts of the *GLOBE & MAIL*. Lightning co-Owner Oren Koules and his investment partners "do not have the deepest pockets in the NHL and seeing the team finish out of the playoffs this season, for the third year in a row, would put a severe dent in the bottom line." Palace Sports & Entertainment (PSE) Owner Karen Davidson is considering a sale of the Pistons, and "speculation arose that pressure was put on Koules and the NHL to resolve the Lightning's ownership." Koules, who purchased the team with Len Barrie from PSE in '08, declined to comment on the matter, but sources indicated that it is "business as usual for the Lightning." No deadline has been "set for the addition of new investors," and sources said that PSE is "still willing to be patient for now." However, NHL Commissioner Gary Bettman "wants to resolve the situation as soon as possible." Shoalts noted Bettman is "helping in the search for new partners," and a source said the commissioner has "two or three people" looking at the team. A source with

knowledge of the Lightning's finances indicated that the team is "technically in default" of its loans from PSE, but that "will not be a problem unless Palace Sports runs out of patience." The source added that PSE has "not shown any signs of wanting to force the issue." However, an NHL source insists that the team is "not in default" and that the Lightning are "still making payments on its loans" ([THEGLOBEANDMAIL.com](http://www.theglobeandmail.com), 1/21). In St. Petersburg, Damian Cristodero reports several potential buyers have "kicked the tires, and there is talk of a group that could be well along in negotiations." Cristodero notes PSE "does not want a money-losing property on its books if it might be sold," so taking "less on the dollar to satisfy its loan could speed the process by creating a more conducive purchasing environment" ([ST. PETERSBURG TIMES](http://www.stpetersburgtimes.com), 1/22).

19. ASTROS OWNER MCLANE YET TO HEAR FROM PROSPECTIVE BUYERS

Astros Owner Drayton McLane "has yet to hear from the group of investors that has declared interest in buying the team," according to Bernardo Fallas of the HOUSTON CHRONICLE. McLane said Thursday, "There's absolutely no communications. I don't see anything happening." McLane "granted exclusive negotiating rights to purchase the Astros to a group being assembled" by N.Y.-based investment firm Great Court Capital. He "gave the group until Jan. 31 to come up with the asking price -- believed to be around \$650[M] -- so time is running out for the potential buyers to put together a deal." McLane noted that the "plan all along has been to meet with the group after the negotiating period ends." He has said that he is "not actively seeking to sell the team, but he will consider a good offer" ([HOUSTON CHRONICLE](http://www.houstonchronicle.com), 1/22). Houston businessman Neil Leibman, who has "ownership stakes in three different minor league baseball teams," Thursday said that he is part of the group "moving toward buying" the Astros. Leibman: "We have a 31-day exclusive negotiating window and we feel confident we have raised the capital required and we are looking forward to sitting down with Drayton and hammering out the details." Leibman said that a "firm price has not been established, but the group and McLane are working toward that." Leibman: "We have a range and I'm not allowed to talk about that range." McLane said there is "absolutely nothing new," and he has not talked with the group "in three weeks" ([MYFOXHOUSTON.com](http://www.myfoxhouston.com), 1/21).

HEART OF THE MATTER: In Houston, Richard Justice wrote he is "absolutely convinced Drayton McLane doesn't want to sell the Astros." Justice: "I believe Drayton's head is telling him it's time to sell, but his heart is saying otherwise. I think he's being absolutely honest in his saying he wants to do more charitable work. But the bigger issue is estate planning. I'm not sure his sons want to run the Astros, and [his wife] Elizabeth certainly doesn't want to run them. But Drayton does. I've never seen a man that loves being the owner of a franchise more than Drayton" ([CHRON.com](http://www.chron.com), 1/21).

20. BREWERS TO CELEBRATE 40TH ANNIVERSARY THROUGHOUT '10 SEASON

The Brewers "will celebrate 40 years as a franchise this season with four different 'Retro Weekends' featuring appearances by former Brewers, all-fan bobblehead giveaways on 'Retro Weekend' Sundays and a new anniversary logo" on uniforms, according to Don Walker of the MILWAUKEE JOURNAL SENTINEL. The Brewers' "new logo and patch evoke the history of the team and the brewing industry and employs the 'Beer Barrel' design behind the current 'M' logo." On May 14 during a series against the Phillies, Brewers

players "will wear reproductions of the home 1972-'77 uniforms." On June 25 against the Mariners the team "will wear reproductions of the home 1978-'89 uniforms," and on July 23 against the Nationals the team "will wear reproductions of the home 1997-'99 uniforms." Fans also "will have the chance to vote on the 40 greatest moments of Brewers baseball with a '40 Years/40 Moments' promotion in partnership" with FS Wisconsin, the Brewers' Web site and WTMJ-AM, the team's flagship station (*MILWAUKEE JOURNAL SENTINEL*, 1/21).



NOT SITTING STILL: The Brewers Wednesday signed P Doug Davis to a one-year deal for \$4.25M with a mutual option, and ESPN.com's Buster Olney noted the move is the sixth free-agent signing by the team during the offseason, the "second-most players signed this offseason by any team." It also brings the Brewers' "total spending to \$47.65[M], the fourth most this offseason by a team." Olney: "This is unprecedented for the Brewers, who have historically never been big spenders in free agency. In fact, only once since 1990 have they finished in the top five in either total spending and total players signed: in 1990, when they signed six players (second) for \$22.4M (third)" (*ESPN.com*, 1/21).

21. FRANCHISE NOTES

Univ. of Detroit-Mercy economics professor Mike Bernacchi predicts that Pistons Owner Karen Davidson "will find it difficult to sell the Pistons in the current economic climate." He said that the \$479M value Forbes placed on the franchise is "too high, and predicts it'll sell for \$350[M]." Bernacchi: "If the negotiating price is based on the Forbes value, there's not going to be many takers. People say Detroit is a great sports town, but that is way overvalued. It has to be a value based on what's happening now." He added, "The good news for whoever buys (the Pistons) is they can turn the franchise around quickly. The thing is the economy is moving in the right direction and the Pistons are moving in the wrong direction" (*DETROIT NEWS*, 1/22).

HITTING A LOW POINT: In Pittsburgh, Dejan Kovacevic reports the Pirates' opening-day payroll for their 25-man roster "projects to be" \$35.65M. That figure "might be the lowest in the majors." The Padres are "expected to be near" \$40M, the A's at \$42M and the Marlins at \$45M. The total for the Pirates' 11 signed players is \$28.2M. Another \$950,000 will go to P D.J. Carrasco, making the total \$29.15M. Thirteen other players "will average" \$500,000 -- the MLB minimum will be \$400,000 again this year -- and that adds \$6.5M to the total. The figure for the "full 40-man roster is projected to wind up between" \$40-45M, down from \$48M last year (*PITTSBURGH POST-GAZETTE*, 1/22).

SPEAKING OUT: In Newark, Dave Hutchinson notes Jets Owner Woody Johnson Thursday "described the past few weeks as 'brutal' in his first extensive comments" since his daughter Casey's death earlier this month. Johnson, whose team plays in the AFC Championship game Sunday, said, "It's two different worlds. That's the way you handle it. One doesn't really help the other. The other is reality. I lost my daughter. There's no way to bring her back or do any of that. But on the other hand with the team, [coach Rex Ryan] is doing amazing things for the franchise, for New York. You see it. You feel it. I've never seen anything like it" (*Newark STAR-LEDGER*, 1/22).

PLAYING DODGE BALL: ESPN's Tim Kurkjian reported the Dodgers signed P

Vincente Padilla Thursday to a one-year contract in part because he "came relatively cheap." The team is expected to have a payroll in the low \$80M range, which is "pretty low for the Dodgers." Kurkjian: "Let's face it, the Dodgers have some financial issues" ("*Baseball Tonight*," *ESPN*, 1/21). Meanwhile, *ESPN.com*'s Buster Olney reported if the Dodgers "come up for sale sometime in the future, as part of the fallout from the McCourts' divorce," former sports agent Dennis Gilbert -- "who lost out in his bid to purchase the Rangers -- would be well-positioned to take a run" at the club (*ESPN.com*, 1/21).

Facilities & Venues

22. PAULSON REACHES FINAL AGREEMENT TO MAKE PGE PARK MLS FRIENDLY

The proposed final agreement to convert PGE Park to an MLS stadium goes before the Portland City Council next Wednesday "with enough political muscle to pass and with new guarantees from franchise owner Merritt Paulson to cover the costs of the renovation," according to Anne Saker of the Portland OREGONIAN. The 25-year deal that would clear the way for the USL Portland Timbers to join MLS in '11 was completed

Thursday. Paulson promised that if his Peregrine LLC company "cannot complete the city-owned ballpark's reconstruction, he and his father, former Treasury Secretary Henry Paulson, will pay to finish it." Construction has "already started at the stadium under a waiver that the City Council granted two weeks ago because time is running short" for the reconfiguration. The financial details of the final deal "are not significantly different from the preliminary agreement that the city and Merritt Paulson reach in July." In addition to covering all cost overruns on the project, Paulson also "committed to keeping the team in Portland for the life of the contract, which runs through 2035." Saker notes the agreement appears to have "at least three" votes of approval from the five-person City Council. Peregrine will operate the venue for the city. Portland State Univ. starting in '11 also will host its football games at the stadium, but the reconfiguration leaves the ballpark's current tenant, the Triple-A PCL Beavers, "homeless at the end of this season." Portland Economic Development Policy Advisor Skip Newberry said that Mayor Sam Adams and Paulson are "still talking about places to build a new baseball diamond" (*Portland OREGONIAN*, 1/22).



Proposed Final Agreement To Convert PGE Park To MLS Stadium Expected To Pass Next Week

23. CUBS REACH PRELIMINARY DEAL FOR NEW SPRING TRAINING PARK IN MESA



The Cubs will retain their Spring Training home in Mesa, Arizona, "under a tentative agreement reached" for a new \$84M facility, according to Dave van Dyck of the CHICAGO TRIBUNE. The Cubs decided "against moving to Naples, Fla., instead opting

for a 25-year lease for the new ballpark, which will include a 15,000-seat stadium, offices, training rooms and expanded practice fields." The Mesa City Council will approve the proposal "in a Monday night meeting, then the Cubs board of directors will sign off on it, perhaps by late next week." The team in a statement said, "The Cubs are interested in reading through Mesa's proposal and having our board take it under review." The Cubs will have final say in the design of the ballpark, which has not yet been approved, and they also will "manage the stadium, have naming rights for a sponsor and control of signage." One idea is to "build a park that looks like Wrigley Field." The site will include "training facilities and four full-sized practice fields, something the Cubs currently lack," and the proposed ballpark capacity would "make it the largest of all spring training sites" (*CHICAGO TRIBUNE*, 1/22). In Phoenix, Walsh & Nelson note once the city council approves the deal, it still needs voter approval from Mesa residents and the Arizona state Legislature would "have to approve the funding mechanism." The complex would be publicly owned. Under the agreement, the Cubs would buy about 100% and "deed it to the city." The team would be responsible for "operating and maintaining the facility and also would pay any costs exceeding" the \$84M ceiling (*ARIZONA REPUBLIC*, 1/22).

AIN'T OVER 'TIL IT'S OVER: In Ft. Myers, Glenn Miller reports Naples-based Project Home Run, a group formed to recruit the Cubs, said that it "wasn't giving up." Group spokesperson Loren Faye in an e-mail said, "The Cubs have given Mesa an extension on their proposal so that it is complete. They have not made a decision." Sterling Ivey, a spokesperson for Florida Gov. Charlie Crist, said, "We understand that a final decision has not been made and Florida will continue to show that this is the best place for spring training." But Collier County Tourist Development Council Dir Jack Wert conceded that the Cubs "may have used Collier as leverage to get a better deal in Mesa." Wert: "I'm certain that is a negotiating tactic that every team used on a periodic basis. I would guess it was certainly part of the whole process" (*Ft. Myers NEWS-PRESS*, 1/22).

24. FACILITY NOTES

Orlando Foodservice Partners, a group that includes Levy Restaurants and a local minority firm, was awarded the food service contract at Amway Center in Orlando pending contract negotiations, according to a public document linked to the city's Web site. Orlando Foodservice Partners already manages concessions and premium dining at Amway Arena, the Magic's current NBA facility. A committee of city and team officials ranked Orlando Foodservice Partners first, followed by Aramark, Centerplate and Ovations Food Services. Delaware North Sportservice did not submit a proposal, confirmed Sportservice President Rick Abramson. The bid process started in November for the \$480M arena opening in October (*Don Muret, SportsBusiness Journal*).



Amway Center Awards Its Food Service Contract To Orlando Foodservice Partners

LOCAL FOCUS: Vikings VP/Public Affairs & Stadium Development Lester Bagley Wednesday said that Majestic Realty officials "haven't recently spoken" with the team about moving to their proposed L.A. stadium, and that the team's focus is "working with the Minnesota legislature to get a new stadium deal." Bagley: "Our owners have indicated

that they are not willing to sign a lease extension without a stadium deal. Our deal is coming down to the wire. I think it's clear that in order to retain the Vikings for the next generation in Minnesota, we have to resolve our stadium issue." In California, James Wagner notes Majestic VP John Semcken Tuesday said that the company "resumed talks with NFL teams within the past two weeks" (*SAN GABRIEL VALLEY TRIBUNE, 1/22*).

THINKING AHEAD: NHL Commissioner Gary Bettman Thursday said that the "future success of the Calgary Flames hinges on the team competing in a new arena." In Calgary, Tamara Gignac notes the Pengrowth Saddledome, which opened in '83, is "now one of the oldest in the league," and Flames officials said that the building is "showing the wear and tear of almost three decades." Bettman said that a "modern rink will benefit the Flames and hockey fans, but also provide an economic boost to the city itself." Bettman: "Arenas have a certain shelf life. A new facility can be used to rejuvenate a certain area of the city that may not attract people on a regular basis" (*CALGARY HERALD, 1/22*).

GRAND OPENING: SOCCER BY IVES' Ives Galarcep reported the MLS Red Bulls "will open their new stadium, Red Bull Arena, on March 20 with a friendly against legendary Brazilian club Santos FC." The Red Bulls "had been scheduled to open play at Red Bull Arena in their MLS season opener, on March 27 against the Chicago Fire, but the friendly vs. Santos should provide an enticing first match for the large Brazilian population that lives in the area near Harrison, New Jersey" (*SOCCERBYIVES.net, 1/21*).

Events & Attractions

25. NFL EXPECTS PRO BOWL WILL BE A SELLOUT, BUT WILL PLAYERS SHOW UP?



The NFL "expressed confidence Thursday that the Jan. 31 Pro Bowl at Sun Life Stadium will be a sellout," as there are only "about 3,000 tickets remaining," according to Brian Biggane of the PALM BEACH POST. NFL Senior VP/PR Greg Aiello said "via Twitter that the anticipated crowd of about 68,000 at the Dolphins' stadium would be the largest at a Pro Bowl" since the '59 game in L.A. drew 72,250 fans. NFL officials had "quietly expressed concerns about attendance, with both the date and the venue being changed from past years." The Pro Bowl since '80 had been held in Honolulu a week after the Super Bowl (*PALM BEACH POST, 1/22*). In DC, Mark Maske wrote the NFL is "doing its best to re-energize the Pro Bowl" by moving it to Miami and playing it prior to the Super Bowl. However, the question is "whether the players are equally excited." Cancellations by players are "coming fast and furious." QBs Tom Brady and Philip Rivers "have pulled out," and Peyton Manning "will be out, too, if the Colts win this weekend to reach the Super Bowl." The AFC's other two QBs presently are the Texans' Matt Schaub and the Titans' Vince Young. While both are "good players," are they "elite quarterbacks? Not really." The NFL is "doing the best that it can." But there are "limitations on just how good the Pro Bowl can be, as the sport's top players are demonstrating" (*WASHINGTONPOST.com, 1/21*).

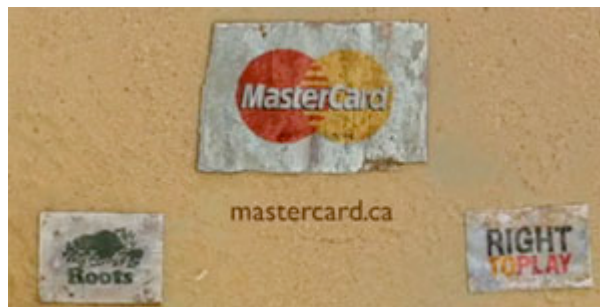
WORTH THE HASSLE? Cardinals WR Larry Fitzgerald, Rams RB Steven Jackson, Dolphins OT Jake Long, Brady and Rivers are among the players who have already pulled out of the Pro Bowl due to injury, while players from the two Super Bowl participants are unavailable to play in the game (*THE DAILY*). In St. Louis, Bernie Miklasz wrote the Pro

Bowl is a "joke and its time has passed." The game "needs to be put out of its misery." So many players "decline to go so we're not really seeing the best of the best" (*STLTODAY.com*, 1/21). ESPN's Jim Rome said, "I don't care when you have it or where you put it, the Pro Bowl will never be anything more than a four-hour inconvenience at the end of a week-long party. Nobody wants to play in that game. They just want the invite" ("*Jim Rome Is Burning*," *ESPN*, 1/21). Miami Herald columnist Dan Le Batard said the game "is insulting to fans and players." ESPN's Tony Kornheiser: "A lot of (the players) like to go to Hawaii because it was Hawaii. ... You're going to find that the NFL will ultimately have to say to itself, 'You know what, we understand this is nonsense.' It's just a reward for the players" ("*PTI*," *ESPN*, 1/21).

Olympics

26. VANCOUVER OLYMPICS OFFICIALS STRUGGLE AGAINST AMBUSH MARKETING

Olympic sponsors "have paid hundreds of millions to be showcased as the official supplier or sponsor" of the Vancouver Games, but that "hasn't stopped other companies from trying to get into the game," according to Petti Fong of the *TORONTO STAR*. The official sponsors "dug deep to buy the exclusive rights to be sponsors," and "some 70 domestic sponsors have contributed [C\$760M] in cash or in-kind products to the Olympic operating budget." But those companies "shut out will not go quietly," as they are finding "creative ways to link their companies to a global sporting event that they cannot mention in their marketing." Roots Canada "lost out to Hudson's Bay in the bid to be the official clothing supplier" and MasterCard has been shut out by longtime IOC TOP sponsor Visa. But Roots and MasterCard "have paired up to support another rejected player, the Right to Play charity, which is supported by many athletes and helps fund sport and activities for children in developing countries." Meanwhile, Olympic officials "have tried to discourage a Scotiabank marketing campaign in which the bank's main office in downtown Vancouver is decorated with red and white banners and images of fans cheering." Simon Fraser Univ. marketing professor Lindsay Meredith said that there is a "delicate dance going on because the stakes are high," and official sponsors "pay substantial amounts and expect the organizers to safeguard their investments." Meredith: "If an interloper attaches themselves somehow to the event, it takes away the sanctity of being official. Down the line, these organizers have to go back to sponsors because there is London in 2012 and others they need to sign up" (*TORONTO STAR*, 1/22).



Watch The Right To Play Clip

OVER THE TOP? The CP's Tamsyn Burgmann reported observers have suggested that VANOC's "overbearing approach" to ambush marketing "might be causing more trouble than it prevents and leaving it in a public relations muddle." Tackling "brazen campaigns mounted by large corporations like Scotiabank, Lululemon and Roots ... means juggling the hassles of both legal costs and the potential for bad PR." Univ. of British Columbia professor Mira Sundara Rajan: "I think VANOC has shot itself in the foot by dealing with people in such a strict way before, because now there's a perception in the mind of the public that VANOC wants to go too far" (*CP*, 1/21). Meanwhile, the

GLOBE & MAIL's Wendy Stueck reported the Canadian Olympic Committee (COC) "has registered an objection" to the Canadian Congenital Heart Alliance's (CCHA) application to "register a six-year-old logo that features a torch and flame." The COC said that it "will withdraw its opposition only if CCHA agrees to certain conditions -- including 'not to claim or represent in any manner, directly or indirectly, an association with the COC, the Olympic Movement or the Olympic Games.'" CCHA President John MacEachern said the six conditions are "ludicrous." MacEachern was "particularly miffed by the condition that the CCHA not register its trademark in association with the promotion of sporting events." MacEachern: "How are we to have a golf tournament, a walkathon or anything to raise funds?" (*GLOBE & MAIL, 1/22*).

27. OLYMPIC NOTES: ATHLETES CAUTIONED AS TMZ FOCUSES ON SPORTS

In Baltimore, Candus Thomson writes with the Vancouver Games set to begin February 12, the media spotlight is "shifting to athletes who have toiled in obscurity for years," and agents see "potential for trouble this year" with TMZ increasing its sports coverage. USA Luge Marketing Dir Gordy Sheer said TMZ is a "game changer." Sheer: "In today's world, everyone has a video camera or a camera phone making them, in essence, a journalist." Q Sports Marketing Founder Patrick Quinn, who has repped "more than 20 Winter Olympians," said he has told his athletes, "You have to imagine that everything you do will wind up on TMZ or the front page of the New York Post or Facebook or YouTube." Agents and marketing experts said that advertisers "take a chance when they tie their product to the once-every-four-years performance of an athlete." The athlete "could lose or not qualify or melt down," and the "specter of an embarrassing incident outside competition raises the stakes higher" (*Baltimore SUN, 1/22*).



Shaun White And His Brother's Billboards For Target Have Gone Up In Times Square

RIGHT ON TARGET:

BRANDFREAK's T.L. Stanley reported U.S. snowboarder Shaun White and his brother Jesse "helped design" nine Times Square billboards for White's sponsor Target, which "give Shaun a good-luck sendoff for the Olympic Games." The ads "went up a few days ago and will change to reflect the results on the slopes." The billboards feature "bears and giant bunny creatures in Canada, and they ski and play hockey" (*BRANDFREAK.com, 1/19*).

HELPING HAND: The AP's

Leanne Italie reported a pair of \$10 "cozy, red mittens helping to raise money for host athletes" is "driving the merchandise machine ahead of the Vancouver Games." Organizers have sold "more than 1.5 million pairs" since October. VANOC Dir of Licensing & Merchandising Dennis Kim: "They've really taken the nation by storm." Meanwhile, "looming large in retail pins are the official Olympic mascots." Pins "comprise about 18[%] of the organizers' overall licensing business for the Vancouver Games" (*AP, 1/21*).

BUSINESS AS USUAL: The CP's Sunny Freeman reported "financially troubled Intrawest insists the Games will go on at its flagship Whistler Blackcomb resort, but the fate of its resorts after a mid-Olympic auction rests on much shakier footing." Intrawest Dir of Corporate Communications & Media Relations Ian Galbraith Thursday stressed

that "reports its Olympic venue at Whistler, along with its other resorts, had been seized by its lenders are untrue." Galbraith reiterated that "it's 'business as usual' at the resort, which is going ahead with Olympic planning" (*CP, 1/21*).

Sports Industrialists

28. INDY LABEL: COLTS' IRSAY CONTRADICTS IMAGE OF NFL OWNER

Under Colts Owner **JIM IRSAY** the team "hasn't just won; it has won with class, captivating an entire state," according to a profile by Jon Wertheim of SI. Irsay "gives the lie to the notion that NFL owners are either buttoned-up bean counters or image-conscious megalomaniacs," and he "has essentially been the polar opposite" of his father, late Colts Owner **ROBERT IRSAY**. While Robert was "tightfisted, the son has spent liberally -- so much so that the Colts, despite playing in one of the NFL's smaller markets, have a competitive payroll and more employees than any other franchise." Colts QB **PEYTON MANNING** said Jim Irsay "has always given his team the resources necessary to be successful." Manning: "He is all you want in an owner." While his father was "impetuous, the son has been steady," as the Colts since '98 "have had only three coaches, the last of whom, **JIM CALDWELL**, is in his first year." And where his father was "autocratic and meddling, the son has delegated power." One of his "first moves was to hire **BILL POLIAN**, a wise, hard-boiled football lifer and nobody's lackey, as team president." Jim Irsay is a "unique species, the beta owner among the alpha dogs of the NFL." Cowboys Owner **JERRY JONES** once called Irsay "the Zen owner," and respect for him among other owners is "so high that they voted to award Indianapolis" Super Bowl XLI in '12. If you ask execs around the league about the Colts, the "default characterization is class organization." Through it all, Irsay's "therapy has been music," which "led to an interest in poetry, which led to an interest in spirituality." Irsay: "I find a lot of things artistic. To me finance is extremely artistic. Numbers are extremely artistic. When you actually look at music, when you're a songwriter, anyone will tell you it's numerical, you know. But I think there's an art form to everything we do." Irsay exposes Colts players, coaches and fans "to his aesthetic side, dropping music references into preseason pep talks, even composing the team's fight song" (*SI, 1/25 issue*).

29. WHAT'S UP FOR THE WEEKEND WITH GLOBAL OPTIONS' HARVEY SCHILLER



Schiller Tries To Spend Time With His Family Away From New York On Weekends

with family either at our home in Charleston or in Phoenix, or see my son **DEREK** and

Global Options Group CEO **HARVEY SCHILLER** is one of the most accomplished execs in sports, having previously served as IBAF President, USOC President, Turner Sports President, SEC Commissioner and YankeeNets CEO. Schiller recently chatted with Staff Writer Jessica Collins about how he relaxes on the weekend.

Q: What are your plans for this weekend?

Schiller: Every weekend I try to get away from New York and spend time

his family in Atlanta or my daughter **ERIKA** and her husband in Washington. This weekend I'll be heading to Phoenix with my wife and will catch the NFL games before heading back to New York.

Q: What do you try to make time for on the weekend?

Schiller: I try to catch up on reading and exercising that I don't get to do during the week, and try to find time to see people in those communities who I don't see when I'm in New York. It is so easy to get caught up in things during the regular business week, it's nice to have the change of pace of the south and the southwest, especially this time of year.

Q: What sporting events will you be attending over the next few weekends?

Schiller: Not definite, but I am looking into the Super Bowl and the Olympics. They are both great places to catch up with old friends more than anything else, and the locations this year should make each spectacular. I was recently in Vancouver, and I'm hoping the weather turns in their favor.

Q: Which event are you most looking forward to?

Schiller: They each have their own appeal to me. The Super Bowl is so much about Americana and the brands we cherish here, while the Olympics, especially the Winter Olympics, are a bit more traditional and it's like having a Super Bowl every day for two weeks. The Winter Olympics still has a great appeal because it is always interesting to see which stars emerge. I think hockey can have a real breakthrough Olympics this year in terms of public perception in the States, and there is nothing better than the love Canadians have for their national game. The nationality of sport is what is most appealing to me.

Q: What is your favorite memory from a Super Bowl or Olympics?

Schiller: The last time the Raiders played I was at Turner, and I got to spend time with people from three different eras of Erasmus High School football, which is where I went to school in Brooklyn. I was with **SID LUCKMAN**, and **AL DAVIS**, who recruited me to go to the Citadel, in addition to myself. I also got to see my old college roommate **PAUL MAGUIRE**, who was there covering the game, so that made it extra special.

Q: What is a weekend must read?

Schiller: The great thing about going through airports is that you get to look at a lot of magazines. Our company, Global Options, is involved with various forms of work in Haiti and other places, so keeping abreast of all the goings on that way is important. I challenge myself to read as many varied topics as I can, from Inc. and VeloNews to Sporting News and Forbes, while I am in the air. It helps improve my postings on Twitter and my blog that way. I also love baseball and the business of baseball, so anything involving the sport I try to pick up.

30. THIS WEEK'S NEWSMAKERS: ATHLETES, LEAGUES ASSIST HAITI EFFORTS

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

WIN: SPORTS PHILANTHROPY -- The sports industry steps up in a big way to provide assistance to the relief efforts in Haiti following last week's devastating earthquake. There were numerous examples of generosity from leagues, teams and players. Notably, **ROGER FEDERER** helps organize an impromptu charity event in Australia, **RICK HENDRICK** sends two of his planes filled with supplies to the ravaged

nation, and **SAMUEL DALEMBERT** donates his time and money to help his native country.

LOSE: MARIA SHARAPOVA -- Five days after signing a record Nike endorsement deal, the tennis star exits the Australian Open in the first round, raising questions over whether her on-court performance can again match her off-court appeal. Sharapova also unveils her Nike line of tennis dresses, which one writer describes as an "embarrassing looking green dress/thing."

DRAW: BOBCATS -- The team is off to its best start in its short history, posting a 21-19 record through Thursday. But the club's recent success hasn't translated into ticket sales at the box office, as games continue to be held before sparse crowds at Time Warner Cable Arena. After only 14,212 spectators come out to see a franchise-record 39-point win against the Heat on Wednesday, coach **LARRY BROWN** says, "We've got to figure out a way to get more (fans) here."

31. EXECUTIVE TRANSACTIONS



Turner Sports Promotes John Cooper To Senior VP & Associate General Counsel

Turner Sports promoted VP & Associate General Counsel **JOHN COOPER** to Senior VP & Associate General Counsel. Cooper oversees all legal activity involving Turner's entertainment networks and Turner Sports (*Turner*).

EXECS: Westwood One named **MICHAEL SCHRECK** Dir of Sports Sales. For the past nine months, Schreck was in the sports ad sales division at Dial Global and was named Westwood One National Sports Manager in '08 (*Westwood One*)....Cybex Int'l named **LARRY GULKO** CMO (*Cybex*)....The NASL named **KARTIK KRISHNAIYER** as its first Dir of

Communications & PR. Krishnaiyer was the host of EPLTalk.com and MajorLeagueSoccerTalk.com podcasts (*NASL*)....Dixon Golf named **ALDEN ULRICH** Dir of Corporate Partnerships (*Dixon Golf*)....Sunice named **ARNIE CUNNINGHAM** Dir of PGA Tour Promotions. For the past four years, Cunningham was a PGA Tour rep for Sunice (*Sunice*)....Palm Beach Int'l Raceway (PBIR) named **BRENT HUTSON** Webmaster and Graphic Designer, **MELISSA MISAK** Exec Assistant to President & CEO **JASON RITTENBERRY** and **LEAH VAUGHN** Public & Media Relations Manager (*PBIR*)....Penn State Univ. (PSU) named Univ. of Michigan Assistant AD for Compliance **MATTHEW STOLBERG** Associate AD for Compliance & Student-Athlete Services (*PSU*).

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

32. NAMES IN THE NEWS

Filmmaker **KEN BURNS** is "in the process of editing his follow-up" to his PBS documentary series "**BASEBALL**," which will air over two nights in October. Burns said that the Red Sox' run to the '04 World Series will be "prominently emphasized" in the sequel. As part of the project, he is asking that Red Sox fans "submit their personal photos" from the '04 season for "possible inclusion in the film" (*BOSTON GLOBE*, 1/22).

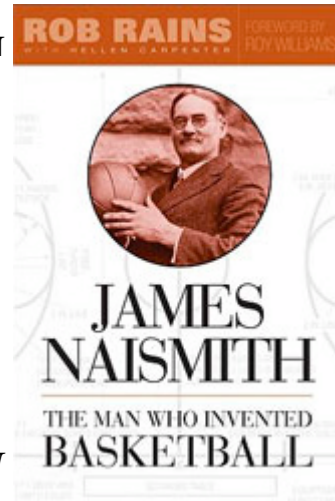
HELPING HAND FOR HAITI: Lions RT **GOSDER CHERILUS**, a native of Haiti, has "put together a group of relief workers headed to assist earthquake victims" in

the country. The group will spend about a week in Haiti (*DETROIT FREE PRESS*, 1/22)....Colts WR **PIERRE GARCON**, a son of Haitian immigrants, taped a PSA this week that "aired on the radio, asking for donations to the relief effort" (*N.Y. POST*, 1/22)....Alpine skiers on both the men's and women's World Cup tours will be "raising funds for the relief efforts in Haiti by auctioning off race bibs from the upcoming weekend of competition" in Austria (*CTVOLYMPICS.ca*, 1/21).

ROBERT PARISH ISN'T WALKING THROUGH THAT DOOR:

Thursday night's edition of NBC's "**30 ROCK**" featured several sports-themed jokes. While riding in the elevator at work, Jack, played by **ALEC BALDWIN**, gets a text from an old high school friend who he is romantically interested in but married. She tells him she "is line behind the female **LARRY BIRD**." She then sends a picture and Jack shows it to Liz, played by **TINA FEY**, who says, "Come on, how is female Larry Bird holding hands with a guy? What am I doing wrong?" Jack then takes a picture of Liz to send to his friend and tells Liz, "I'm telling Nancy that I'm with female **KEVIN MCHALE**." Later, as Jack and Nancy were talking, Nancy said she was worried what her neighbors would think if she were divorced. Jack: "Who cares what people around here think?! Your neighbors named their daughter **BELICHICK**" ("*30 Rock*," *NBC*, 1/21).

BOOK SHELF: In DC, Andrew Ervin notes author **ROB RAINS** in his new book, "**JAMES NAISMITH: THE MAN WHO INVENTED BASKETBALL**," teamed up with Naismith's granddaughter, **HELLEN CARPENTER**, and "gained access to a cache of Naismith's personal papers, making this biography a hugely valuable addition to our understanding of the sport's earliest days." Meanwhile, Ervin wrote the "terrible writing" in "**THE BOOK OF BASKETBALL**" by **BILL SIMMONS** "undermines what should have been an exciting and engaging project." Simmons "rarely passes up the opportunity for a crude, R-rated joke." But that is "not to say the book is a total disaster" because Simmons "knows his history and provides an interesting look at how the NBA evolved" (*WASHINGTON POST*, 1/20).



NAMES: MLB Rangers and Stars Owner **TOM HICKS** has sold his three-acre, Aspen-area estate for \$18.5M to former Publix Super Markets Chair & CEO **HOWARD JENKINS**. The property, with an original asking price of \$20M, "has a main house and a guest house totaling 11,000 square feet." Hicks bought the property in '95 for \$1.03M (*WALL STREET JOURNAL*, 1/22)....Padres radio announcer **JERRY COLEMAN** will be honored Saturday in L.A. with a Lifetime Achievement award at the 60th annual Golden Mike Awards presented by the Radio & Television News Association of Southern California (*NORTH COUNTY TIMES*, 1/22)....Dodgers Owner **FRANK MCCOURT** Thursday morning was honored by the Santa Monica Chamber of Commerce's State of the City event "for his part in altering the course of the Los Angeles Marathon, which now ends at the Santa Monica Pier" (*LATIMES.com*, 1/21)....Dolphins RB **RICKY WILLIAMS** "bankrolled his own documentary" about his break from the NFL, which ESPN has picked up for its "30 for 30" series. **SEAN PAMPHILON** produced "**RUN RICKY RUN**," which will debut April 27 on the network. The story is "told in good part" by Williams (*SUN-SENTINEL*, 1/21)....Red Sox 1B **KEVIN YOUKILIS** is scheduled to film a scene for the upcoming film "**GOAT**," and Reds P **BRONSON ARROYO** reportedly "also has a cameo in the film" (*BOSTON GLOBE*, 1/22)....Twins Owner the **POHLAD** family has not donated

\$3.5M toward a new Univ. of Minnesota baseball stadium, contrary to reports (*ST. PAUL PIONEER PRESS*, 1/21)....**PRINCE** has penned a new song inspired by the Vikings titled "Purple and Gold" (*Minneapolis STAR TRIBUNE*, 1/22).

The Back Of The Book

33. ADVERTISING REVENUE DECLINES IN '09 FOR MAJOR SPORTS PUBLICATIONS

Sports magazines saw a rough '09 on the advertising revenue front, as most all major publications saw double-digit dips from '08. ESPN The Magazine was the only publication with a single-digit drop, off 8%. During Q4 of '09, several publications saw an increase in ad revenue, including ESPN The Magazine (+13%), Runners World (+12%) and Sporting News (+1%). American City Business Journals, parent company of **THE DAILY**, owns Sporting News. Below are advertising revenue and pages for major sports publications during '09, with comparisons to '08, as well as figures for those publications during Q4 last year (*Publishers Information Bureau*).

SPORTS MAGAZINES: FULL-YEAR '09

| PUBLICATION | --- AD REVENUE --- | | | --- AD PAGES --- | | |
|--------------------------|--------------------|---------------|--------|------------------|----------|--------|
| | '09 | '08 | % +/- | '09 | '08 | % +/- |
| Sports Illustrated | \$560,365,030 | \$642,615,913 | -12.8% | 1,595.56 | 1,902.04 | -16.1% |
| ESPN The Magazine | \$243,402,998 | \$264,944,659 | -8.1% | 1,128.83 | 1,278.83 | -11.7% |
| Golf Magazine | \$144,821,976 | \$191,259,417 | -24.3% | 857.91 | 1,187.34 | -27.7% |
| Golf Digest | \$128,436,213 | \$165,024,975 | -22.2% | 949.55 | 1,326.32 | -28.4% |
| Runners World | \$69,452,641 | \$71,378,961 | -2.7% | 601.26 | 684.42 | -12.2% |
| Golf World | \$34,727,317 | \$42,207,874 | -17.7% | 947.82 | 1,222.92 | -22.5% |
| Bicycling | \$33,528,251 | \$40,756,620 | -17.7% | 545.08 | 716.63 | -23.9% |
| Cycle World | \$32,847,432 | \$39,647,209 | -17.2% | 660.67 | 802.62 | -17.7% |
| Transworld Skateboarding | \$27,919,640 | \$34,060,925 | -18.0% | 1,269.54 | 1,615.27 | -21.4% |
| Sporting News* | \$22,563,050 | \$29,737,689 | -24.1% | 364.70 | 473.17 | -22.9% |
| Ski | \$19,871,761 | \$28,134,975 | -29.4% | 452.89 | 623.30 | -27.3% |
| Tennis | \$19,484,994 | \$25,134,547 | -22.5% | 370.10 | 489.02 | -24.3% |
| Transworld Snowboarding | \$18,375,348 | \$22,270,444 | -17.5% | 908.44 | 1,223.74 | -25.8% |
| SI for Kids | \$15,184,366 | \$18,576,536 | -18.3% | 172.67 | 220.41 | -21.7% |
| Transworld Motocross | \$12,406,533 | \$14,910,019 | -16.8% | 989.72 | 1,245.36 | -20.5% |
| Transworld Surf | \$9,354,709 | \$13,434,091 | -30.4% | 851.59 | 1,282.81 | -33.6% |
| Skiing | \$8,150,431 | \$13,673,112 | -40.4% | 247.32 | 374.86 | -34.0% |

SPORTS MAGAZINE SALES: Q4 '09

| PUBLICATION | --- AD REVENUE --- | | | --- AD PAGES --- | | |
|--------------------|--------------------|---------------|-------|------------------|--------|-------|
| | '09 | '08 | % +/- | '09 | '08 | % +/- |
| Sports Illustrated | \$160,643,331 | \$169,879,338 | -5.4% | 465.74 | 505.50 | -7.9% |
| ESPN The Magazine | \$75,336,198 | \$66,419,609 | 13.4% | 349.15 | 322.84 | 8.1% |

| | | | | | | |
|--------------------------|--------------|--------------|--------|--------|--------|--------|
| Golf Magazine | \$34,608,070 | \$40,807,460 | -15.2% | 204.85 | 252.56 | -18.9% |
| Golf Digest | \$25,973,208 | \$36,283,989 | -28.4% | 192.80 | 299.02 | -35.5% |
| Runners World | \$18,850,714 | \$16,846,890 | 11.9% | 162.50 | 159.24 | 2.0% |
| Ski | \$13,181,517 | \$17,667,862 | -25.4% | 296.44 | 424.81 | -30.2% |
| Bicycling | \$7,421,444 | \$8,064,080 | -8.0% | 120.68 | 141.05 | -14.4% |
| Cycle World | \$6,791,947 | \$9,157,170 | -25.8% | 132.92 | 181.78 | -26.9% |
| Sporting News* | \$6,521,375 | \$6,449,561 | 1.1% | 116.34 | 102.87 | 13.1% |
| Transworld Snowboarding | \$6,504,095 | \$8,476,973 | -23.3% | 322.45 | 435.54 | -26.0% |
| Transworld Skateboarding | \$6,468,199 | \$8,558,553 | -24.4% | 293.67 | 404.06 | -27.3% |
| SI for Kids | \$5,071,362 | \$8,039,937 | -36.9% | 58.09 | 97.18 | -40.2% |
| Golf World | \$4,908,955 | \$5,081,657 | -3.4% | 131.99 | 145.88 | -9.5% |
| Skiing | \$4,629,675 | \$7,388,584 | -37.3% | 138.19 | 230.34 | -40.0% |
| Transworld Motocross | \$3,466,662 | \$4,438,318 | -21.9% | 276.76 | 368.66 | -24.9% |
| Tennis | \$3,271,151 | \$3,868,600 | -15.4% | 61.09 | 74.94 | -18.5% |
| Transworld Surf | \$1,988,000 | \$2,842,561 | -30.1% | 181.04 | 270.08 | -33.0% |

NOTE: * = Sporting News changed frequency from weekly to bi-weekly when it relaunched on September 1, 2008.

Classified Advertisements

34. 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.

35. 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