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Home On The Range (#13)

Chuck Greenberg, Nolan Ryan hope to end Texas' perennial losing ways after reaching definite agreement to buy club from Tom Hicks.

Winter Of My Discontent (#7)

GE now claims it will lose about \$250M on Vancouver Games on NBC, which will be without star power of figure skater Sasha Cohen. (#8)

Doing That Thing You Dew

PepsiCo reaches deal to extend Mountain Dew's title sponsorship of action tour through '11. (#2)

Collective Call (#14)

Packers cite NFL labor uncertainty as major impetus behind decision to boost ticket prices.

Do You Believe In Magic? (#16)

Florida politician leading new push to bring MLB franchise to Orlando; Brewers deny any move.

Causing A Racket

Venus Williams' flesh-colored shorts creating quite a stir at the Australian Open. (#5)

Forever Young (#22)

IMG makes plans to launch a series of high school national championships at Bradenton.

Something Is Missing Here ...

Front-page Wall Street Journal piece looks at how Tiger's absence will hurt PGA Tour. (#12)

**Fox Earns 33.3 Overnight For Saints' Win**

The Saints and Colts will square off in Super Bowl XLIV, and if overnight ratings for yesterday's conference championship games are any indication, CBS could see record-breaking viewership numbers for the Big Game. The league continues to post impressive postseason ratings gains, with both conference championship games drawing the best overnights since the mid-'90s. Fox' telecast of the Saints' thrilling overtime win over the Vikings draws a 33.3, while CBS' coverage of the Colts' come-from-behind win over the Jets earns a 28.4 overnight rating. Now the focus turns to Miami, where the Saints-Colts final, rich with storylines and star power, could be poised to become the highest-rated Super Bowl since Cowboys-Steelers in '96 (#6). The excitement has already swept New Orleans and Indianapolis, as fans are clamoring for the teams' merchandise in the wake of yesterday's games (#4).

Names In The News

Sunday's NFL games bring out star-studded crowds, including **George H.W. Bush** in New Orleans and **Joe Namath** in Indianapolis. (#24)

Quote Of The Day

“I have never seen a more dysfunctional business.”

-- **Keith McCullough**, Chair of prospective Coyotes owner Ice Edge Holdings, on the team's current situation (*ESPN.com*, 1/22). (#15).

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Sponsorships, Advertising & Marketing

1. LESSER-KNOWN ADVERTISERS TAKING PLUNGE INTO SUPER BOWL XLIV

CBS' telecast of Saints-Colts Super Bowl XLIV will be "packed with first-time Super Bowl advertisers" as the economic downturn has led some bigger corporations to "bypass the gridiron matchup this year," according to Suzanne Vranica of the WALL STREET JOURNAL. Several "little-known advertisers -- including mobile pay-TV firm Flo TV, information provider KGB and vacation rental service HomeAway.com -- are forking over millions of dollars to appear on this year's Big Game broadcast." Other companies making their Super Bowl debut include TruTV, EA, Boost Mobile and Kia Motors. TNS Media Intelligence noted that "so far there are about nine newcomers" to the game, up from "about five" last season. Vranica notes Flo TV has enlisted CBS Sports' Jim Nantz and James Brown to "appear in one of its spots that features a man unable to watch the game because he is stuck shopping for bras with his wife." The company, which will be "pitching a pocket-size device for watching TV on the go," also plans to run a second ad "depicting historical events, such as Martin Luther King Jr.'s 'I Have a Dream' speech, accompanied by a remake" of The Who's "My Generation" by the Black Eyed Peas' will.i.am. KGB, which "answers consumer questions via text message for 99 cents a apiece, is still deciding which ad it will run." One shows actors William and Stephen Baldwin "jumping out of a plane, while another features two women trying to find a clown to appear at their kids' birthdays" (*WALL STREET JOURNAL*, 1/25).



Flo TV One Of About Nine First-Time Advertisers In This Year's Super Bowl

GOING HEAD-TO-HEAD: In N.Y., Stuart Elliott notes the Super Bowl pits marketers "against one another in competitive categories like automobiles, credit cards, fast food and online services." In recent years, among the "best confrontations have been those between the job-search Web sites." CareerBuilder will make its sixth Super Bowl appearance, with a "spot scheduled for the second quarter that is to be based on an idea submitted by a consumer in a contest called Hire My TV Ad." Rival Monster.com's spot scheduled for the first quarter features a "beaver with a musical talent." The Monster ad, via BBDO, N.Y., will be the "second spot in a new campaign." The first ad debuted yesterday during CBS' coverage of the Colts-Jets AFC Championship game. Monster Exec VP & Chief Global Marketing Officer Ted Gilvar said, "This year people tell us they're tired of the bad news, and they're more optimistic. They want two things: They want help and they want hope." Elliott lists other "category wars to be waged" during the February 7 game (*N.Y. TIMES*, 1/25).

CATEGORY BRANDS

Automobiles	Audi, Dodge, Honda, Hyundai, Kia, Volkswagen
Movies	Paramount, Universal, Walt Disney
Restaurants	Denny's, Taco Bell
Snacks	Doritos, Mars, Pop-Secret
Soft Drinks	Coca-Cola, Dr Pepper Cherry

UNDER THE GUN: Former Univ. of Florida QB Tim Tebow yesterday said that his decision to appear in a 30-second spot for Christian group Focus on the Family will "not be universally accepted," but noted that he "wasn't going to shy away from an issue that was important to him." Tebow: "I know some people won't agree with it, but I think they can at least respect that I stand up for what I believe and I'm never shy about that. I don't feel like I'm very preachy about it, but I do stand up for what I believe and at least you can respect that." He added, "Unfortunately in today's society not many athletes tend to do that, at least stand for something." Tebow said of the spot, "I'm just standing for something and I've always been very convicted of it. That's the reason I'm here because my mom was a very courageous woman and wouldn't (have an abortion)" (*FLORIDA TIMES-UNION*, 1/25). FanHouse.com's Clay Travis said the "key to understanding why" CBS agreed to air the commercial "definitely lies with Tebow." Travis: "Without him I don't think that CBS would have agreed [to run] the ad. ... It opens the way for Super Bowl ads to become what they've never been -- political" (*Manchester GUARDIAN*, 1/25). In Orlando, Mike Bianchi wrote, "If Tim Tebow wants to appear on a pro-life political commercial during the Super Bowl then more power to him, I just wish he wasn't making the commercial for an organization founded by James Dobson, an ultra-conservative religious zealot" (*ORLANDO SENTINEL*, 1/23).

RIGHT ON TARGET: In St. Paul, Charley Walters reported the Twins have been "tweaking an animated 30-second TV commercial that will debut" locally near the end of the first half of the Super Bowl (*ST. PAUL PIONEER PRESS*, 1/24).

2. MOUNTAIN DEW TO REMAIN TITLE SPONSOR OF ACTION TOUR THROUGH '11



Mountain Dew To Continue As Title Sponsor Of Dew Tour Through '11

PepsiCo has "agreed to a two-year extension that will see Mountain Dew remain the title sponsor of NBC's and MTV's action sports series through 2011," according to Tripp Mickle of *SPORTSBUSINESS JOURNAL*.

Sources valued the deal at \$4.5-5.5M a year, "with new activation and content production funds that make the total value worth more." Those estimates make it a 25% increase over the \$3.6M Mountain Dew "paid in its initial five-year agreement." The extension "allows Pepsi to align the expiration of its title sponsorships of the summer

and winter Dew Tour series so that new title deals can be negotiated collectively in 2011." PepsiCo VP/Sports Marketing Jeff Dubiel: "The summer tour has been deemed a big success from a brand standpoint. We've built something we're in for the long haul. The next couple of years are all about innovating and pushing the tour to the next level." Mickle notes Alli, the company that manages the Dew Tour, has "agreed to work with Mountain Dew to develop more on-site elements and in-show enhancements." One way that "might manifest itself is in the creation of branded on-course obstacles such as a Mountain Dew rail or Mountain Dew jersey barrier." The two also "plan to create a content fund that will underwrite production costs for jointly created, multiplatform programs" (*SPORTSBUSINESS JOURNAL*, 1/25 issue).

3. B.C. BREWERY LATEST NON-SPONSOR TO ACTIVATE AROUND OLYMPICS

B.C.-based Howe Sound Brewing (HSB) is "not an official Olympic sponsor," but the "timing of its latest product -- just three weeks before the 2010 Winter Games -- is clearly no accident," according to Bruce Constantineau of the VANCOUVER SUN. The brewery's Three Beavers Imperial Red Ale label "recounts the historical importance of beavers in Canada and notes the brewery won gold, silver and bronze medals for its beers at the North American Brewers Association Awards in 2007 and 2009." But while ambush marketing around the '10 Vancouver Olympics has "increased recently," HSB co-Owner Leslie Fenn is "confident the upstart brewery has broken no rules." Fenn: "We've been very careful not to mention the Olympics or anything like that. I don't think we're supposed to use the term gold medal, but we have won gold medals at the brewery awards so we shouldn't be expected to hide that fact." Constantineau noted VANOC said that the brewery's campaign "appears to fall within acceptable Games-time marketing guidelines for companies that are not Olympic sponsors" (*VANCOUVER SUN, 1/23*).



Howe Sound Brewing Touts Award-Winning Beers In New Campaign

Meanwhile, CTV.ca's Shannon Paterson noted "red 2010 Olympic mittens are such a hot commodity" in the Vancouver area that "fake mittens are beginning to fill the supply gap, and they're tough to spot." VANOC Dir of Licensing & Merchandising Dennis Kim said that the real mittens "feature the Olympic rings," while the fake ones, which cost \$8.99, "do not" (*CTV.ca, 1/23*).

NO SIGNS OF STOPPING: The WALL STREET JOURNAL's Chadwick & Burton write as the "popularity of sports as an ad platform has ballooned," so have "attempts at ambushing." Increasing numbers of companies "try to hitch their brands to the biggest publicity magnets in sports without paying for rights," and they "do it in all sorts of ways, from one-off stunts to long term campaigns." But sports organizations are "doing more to protect their investments, and those of their sponsors." The IOC "now requires broadcasters of the Games to offer official sponsors first rights of refusal for advertising time during programming." Bids from potential Olympic host cities also are "required to include guarantees that legislation will be in place to 'reduce and sanction' ambush marketing, and that street vending will be eliminated and outdoor and public-transport advertising controlled from two weeks before the opening ceremony until the official closing." Chadwick & Burton note the rules "include a 'binding option' to purchase all available outdoor and public-transport ad space 'in the host city and in cities having an operational role in the staging' of the Games" (*WALL STREET JOURNAL, 1/25*).

4. SAINTS "FINISH STRONG" SHIRTS BREAKING LOCAL RETAIL SALES RECORDS



The Saints "Finish Strong" T-shirts -- a "charity project conceived on the fly by Saints players -- have broken nearly every unofficial T-shirt sales record local retailers can remember," according to Susan Langenhennig of the New Orleans TIMES-PICAYUNE. In "less than a week, about 40,000 of the shirts had sold." The T-shirts sell for between \$15-20 and "hit most store shelves on Jan. 13." Since then, "sales have soared, ringing up close to

\$250,000 for local charities and initiatives." Saints QB Drew Brees in an e-mail said that the shirts are "printed locally by companies that have agreed to reduce their costs in order to maximize the project's charitable proceeds" (*New Orleans TIMES-PICAYUNE*, 1/23). Metairie, Louisiana-based retailer Sports Avenue Manager EZ Olmo said that sales of Saints merchandise this season "began thriving early on and remained high until the team's undefeated season came to an end." Sales have "bumped up again as the Saints have progressed further in the playoffs" (*New Orleans TIMES-PICAYUNE*, 1/24).

HORSE POWER: Workers at an adidas facility in Indianapolis "worked all night to crank out shirts and other gear commemorating the Colts' AFC Championship Game win." adidas Sports Licensed Division VP/Operations Joe Cripe said the company plans to produce "about 200,000 t-shirts within 48 hours of the game." Cripe added that adidas "would have made more money had the Jets won, because the company had more preorders for their gear" (*THEINDYCHANNEL.com*, 1/25).

COOKIE CRUNCH: Oreo ads featuring company endorser and Colts QB Peyton Manning were posted on YouTube's Web site yesterday after the Colts' AFC Championship victory over the Jets, and CNBC's Darren Rovell tweeted, "Props to the guys @ Oreo for taking over YouTube front with Manning DSRL ad as Peyton wins today" (*TWITTER.com*, 1/24).

5. MARKETPLACE ROUNDUP

In N.Y., Michael Sheridan noted Venus Williams has "taken to wearing flesh-colored shorts" under her on-court dress at the Australian Open, which has "caused some fans to speculate that she's not wearing any panties and drawn catcalls from the audience." But Williams on her Web site wrote, "I am wearing undershorts the same color as my skin, so it gives the slits in my dress the full effect!" Williams, whose dress is from her EleVen fashion line, added, "My dress for the Australian Open has been one of my best designs ever!" (*NYDAILYNEWS.com*, 1/24). The yellow dress also has a "flesh-coloured panel at the front, making it appear to have a plunging neckline" (*London DAILY MAIL*, 1/25).

GOING BACK ON TOUR: The PGA Tour reached multiyear extensions of official marketing partnerships with LendingTree and Getty Images. LendingTree is the Tour's official mortgage and home lending partner, a status it's held since '07, and will continue its mortgage program that gives golf rewards to customers. Getty, which acquired rights to the tour in '07 when it purchased WireImage, remains the official photographic services provider of the PGA Tour. The rights primarily govern the use of photographs by companies that want to use player images in advertising (*Jon Show, SportsBusiness Journal*).

MAKING A NAME FOR ITSELF: AD AGE CHINA has named sports retailer Li Ning as its '09 Marketer of the Year, and the publication's Normandy Madden wrote Li Ning is a "leading contender to become China's first truly global brand." The brand has sponsorship deals with four NBA players, including Cavaliers C Shaquille O'Neal, and opened its first U.S. store earlier this month in Portland. Li Ning's revenue grew 32.4% to \$593.4M during the first half of '09 from the same period in '08, and the brand has "caught up to -- and possibly surpassed -- Adidas, the longtime No. 2 sportswear brand in China." Now it is "closing the gap with market leader Nike at home while working hard to expand overseas" (*ADAGECHINA.com*, 1/18).

HOW SWEET IT IS: In Boston, Donna Goodison reports Massachusetts-based NXT Nutritionals hopes that Shaquille O'Neal's sponsorship of its Susta brand "will convince consumers to bypass sugar and artificial sweeteners such as Equal, Splenda and Sweet'N Low." NXT started selling Susta, an "all-natural minimum-calorie sweetener," last July. O'Neal will get 3 million shares of NXT over the next three years as part of his

endorsement (*BOSTON HERALD*, 1/25).

Sports Media

6. NFC, AFC CHAMPIONSHIPS EARN BEST OVERNIGHTS SINCE MID-'90S

Fox last night earned a 33.3 overnight Nielsen rating for the Saints' overtime win over the Vikings from 6:45-10:30pm ET, marking the best NFC Championship overnight since the net earned a 34.2 for 49ers-Cowboys in '95. Saints-Vikings is up 38.8% from a 24.0 overnight for last year's Cardinals-Eagles NFC Championship, which aired from 3:00-6:30pm. Last night's game peaked at a 39.4 rating in the 10:00-10:30pm window. The game earned a 63.2 local rating in New Orleans and a 58.7 rating in Minneapolis-St. Paul, marking the net's highest-rated NFL postseason telecasts ever in both markets. The 63.2 rating in New Orleans also marks Fox' highest NFL postseason local rating ever, including Super Bowls. Meanwhile, CBS' telecast of the Colts-Jets AFC Championship game earned a 28.4 overnight rating from 3:00-6:15pm, marking the best AFC Championship overnight since NBC earned a 29.5 for Bills-Chiefs in '94. Colts-Jets is also up 19.3% from a 23.8 overnight for Steelers-Ravens last year, which aired in primetime. Yesterday's game peaked at a 32.0 rating in the 5:30-6:00pm window (*THE DAILY*).

RATINGS GOLD: USA TODAY's Michael Hiestand writes given the Super Bowl's "star power and story lines and the NFL's season-long ratings strength," CBS' broadcast of Colts-Saints "at least seems poised to be the highest-rated" since NBC earned a 46.0 rating for the Cowboys-Steelers Super Bowl XXX in '96. The record rating of 49.1 for the 49ers-Bengals Super Bowl XVI in '82 "seems out of reach," but CBS "seems a shoo-in to get the biggest Super Bowl audience ever" (*USA TODAY*, 1/25). In San Diego, Nick Canepa writes under the header, "Peyton Vs. Drew Not A Bad Story Line" (*SAN DIEGO UNION-TRIBUNE*, 1/25). In Tacoma, John McGrath writes with the Colts and Saints winning yesterday, the "theme of Super Bowl XLIV became" Colts QB Peyton Manning's "collision course with the team whose first true superstar was his dad." McGrath: "Brace yourself for two weeks of All Mannings, All the Time." The coverage "will border on the intolerable, but it might beat the alternative: All Brett Favre, All the Time" (*Tacoma NEWS TRIBUNE*, 1/25).

ON TARGET: In St. Petersburg, Tom Jones noted Peyton Manning yesterday was "trying to get to his second Super Bowl by beating the upstart" Jets, and Vikings QB Brett Favre was "going against a Saints team that never had been to the Super Bowl." Both CBS and Fox "could've beaten those stories to death," but "neither did, and that's what made Sunday's broadcasts so enjoyable." Both nets "took the simple approach" and "let the teams be the stars and let the games carry the broadcasts." CBS' Jim Nantz and Phil Simms were "steady and professional as always" during Colts-Jets, while Fox' Joe Buck and Troy Aikman were "steady and entertaining as always" during Saints-Vikings (*TAMPABAY.com*, 1/24). In Denver, Dusty Saunders writes Saints-Vikings was "splendidly covered by Fox's production crew." Buck and Aikman delivered "one of their best games of the season" (*DENVER POST*, 1/25). In N.Y., Phil Mushnick writes CBS "made a very clean telecast of Jets-Colts, strong replays and only a couple of mindless graphics." Meanwhile, Mushnick writes one can tell Nantz and Simms are "comfortable with each other because their funny moments are never forced" (*N.Y. POST*, 1/25).

MISSING THE MARK: In N.Y., Bob Raissman writes while there were "not many holes" in CBS' telecast of Colts-Jets, the broadcast "had an uneven quality." Raissman: "It certainly did not live up to the network's Jets-Chargers effort a week ago." However,

Raissman writes CBS sideline reporter Steve Tasker "came up big" during the game (*N.Y. DAILY NEWS*, 1/25). In Toronto, Chris Zerkovich writes under the header, "Torturous Telecasts An Endurance Test For Fans." Zerkovich: "If you made it through Sunday's National Football League marathon, then you're in shape to survive the Super Bowl -- not to speak of a little water-boarding. It's not the seven-plus hours you spent on your couch watching football that test your endurance skills. It's the unrelenting onslaught of dead time, inane commentary and repetitive commercials that truly separates the men from the boys" (*TORONTO STAR*, 1/25).

STUDIO CHATTER: The ST. PETERSBURG TIMES' Jones noted CBS and Fox "took different approaches with their NFL pregame shows Sunday," as Fox' crew "went on the road to New Orleans, while CBS produced its show from its regular New York studios." However, "in the end, there was no difference," and "if anything, the crowd at the Superdome was a bit of a distraction." Jones wrote it was also "refreshing that both studio shows decided to ditch their cornball jokes and immature trash talk and stick to football" (*TAMPABAY.com*, 1/24).

BABY TALK: CBS' pregame show featured an ETrade-branded segment with the company's talking baby being interviewed by CBS' James Brown. The baby picked the Jets to win the AFC Championship game, saying, "Tell you what J.B., like asking your mom to pick you up at the police station, this isn't an easy call." Brown said of Colts WR Reggie Wayne, "You have to be impressed with a guy that averaged around 12 yards a catch this year." Baby: "Yeah, you've also got to be impressed with a three-legged dog, but that doesn't mean it's going to win the Iditarod." Before signing off, the baby said, "Tell Marino I borrowed some of his hair product from his dressing room. I snuck in there. He was taking a nap in his tanning bed and he looked about done." CBS' Dan Marino responded, "What's wrong with the ETrade baby? Why does he have a problem with me? ... Change his diaper" (*"The NFL Today," CBS*, 1/24).

WHAT LIES AHEAD: The DAILY NEWS' Raissman wrote look for SportsNet N.Y. officials to encourage Jets coach Rex Ryan "to commit to his own show next season," as Ryan would be "totally unpredictable -- entertaining, too." SportsNet N.Y. Senior VP/Production & Exec Producer Curt Gowdy Jr.: "No doubt Rex's legend is growing. We will evaluate at the end of this season to see what else we might do with Rex moving forward" (*N.Y. DAILY NEWS*, 1/24).

7. NBC EXPECTS TO LOSE \$250M ON VANCOUVER OLYMPIC GAMES COVERAGE

GE Friday said that it "would lose more than previously indicated" -- about \$250M -- on NBC's coverage of next month's Vancouver Olympics, according to Meg James of the L.A. TIMES. GE previously had said its loss from the Olympics would be a "couple hundred million," but the company Friday said that a "recent improvement in advertising demand would not be enough to offset losses." Univ. of Oregon Warsaw Sports Marketing Center Managing Dir Paul Swangard: "It's an expensive property that they are selling in a tough economy. However, there are other benefits of having the Olympics for GE and its NBC family of television channels." James noted the new disclosure "came as GE reported weaker fourth-quarter results Friday that were accompanied by a stronger outlook for 2011." GE's net income dropped by 19% to \$3.01B during Q4 '09, which ended December 31, while revenue fell



10% to \$41.4B. NBC Universal's profit fell 30% to \$602M from the same period a year earlier, while revenue fell 4% to \$4.26B. James noted it was NBC's "pricey NFL football contract" and NBCU's "lackluster DVD sales that put a drag on" earnings (L.A. TIMES, 1/23). DAILY VARIETY's Marc Graser noted there are "signs the advertising market is making a comeback." Ad prices at NBC are "20% higher than commercials sold in May, before the start of the TV season in September," while cable ad prices are up 30% (DAILY VARIETY, 1/23).

8. NBC'S OLYMPICS PLANS TAKE HIT WITH SASHA COHEN ABSENT FROM GAMES

NBC Sports and U.S. Figure Skating "built their promotions" for this past week's national championships and the upcoming Vancouver Games on Sasha Cohen, who finished fourth and will not compete in the Olympics, according to Jere Longman of the N.Y. TIMES. NBC focused on Cohen because it was "desperate to restore a pulse to a flatlining sport." It was a "curious strategy, considering that Cohen, 25, had not performed in Olympic-style competitions in four years." However, she might be the "only current American skater whom most people could name." Longman noted, "Oddly, though, after promoting Cohen so heavily, NBC and the skating federation made it difficult to watch her perform or read about it in the morning paper" this weekend. It was a "curious way to elevate a declining sport, having the short program end" at 2:00am ET early Friday morning (N.Y. TIMES, 1/23). Sports Illustrated media writer Richard Deitsch wrote, "NBC has had better months: Sasha Cohen will not be going to the Olympics. ... On name recognition alone, I'd argue Cohen only behind Apolo Ohno." Newsday's Neil Best: "Tough weekend for NBC. Lost Conan Friday. Lost Sasha Saturday. No conference title games today" (TWITTER.com, 1/23). NBC's Rehema Ellis said Cohen not qualifying for the Olympics is a "disappointment for some fans of the sport that thrives on stars who skate and dazzle in the arena and beyond" ("Nightly News," NBC, 1/24).

WISH UPON A STAR? In N.Y., Juliet Macur writes under the header, "U.S. Women Lack Established Star In Figure Skating." Rachael Flatt and Mirai Nagasu, the two U.S. representatives for Vancouver, are "facing the lowest expectations the United States women have had in nearly 50 years." At next month's Olympics, there will be "no established American stars, just rising ones." NBC's Scott Hamilton said, "The Yankees don't win the World Series every year. You have to go through a period of rebuilding, and that's what is happening with the U.S. women" (N.Y. TIMES, 1/25). In Boston, John Powers writes it is the "first time since 1994 that the US will be sending only two women to the Games and the first time since 1964" that the U.S. national champion, Flatt, "won't be a top contender for the gold." Nagasu said, "The US is not at the top of the world right now. It's an embarrassment because of the rich history that the US has" (BOSTON GLOBE, 1/25). YAHOO SPORTS' Maggie Hendricks wrote, "The U.S. will now be represented in Vancouver by two relatively unknown teenagers" (SPORTS.YAHOO.com, 1/23).

9. IVY LEAGUE EXEC DIR LOOKING TO NEGOTIATE NATIONAL TV DEAL

Ivy League Exec Dir Robin Harris said that she "wants to negotiate national television agreements to show football, basketball and possibly lacrosse and soccer games," according to Curtis Eichelberger of BLOOMBERG NEWS. The eight Ivy League schools had been "working out their own agreements." But the schools' ADs said that they now are "willing to give up the best games from their regional television packages if Harris can use them as leverage to get a multiyear agreement that showcases the league's best teams as a season comes to a conclusion." Harris said that it is "unlikely she'll have an

agreement in place for the 2010 football season." She said that she is "talking to media consultants and the athletic directors, and will need approval from the eight Ivy League presidents." Yale AD Tom Beckett said, "There is a degree of sacrifice involved. But if we are trying to develop leaguewide interest and create opportunities for potential national sponsors, then we have to be willing to do this." Penn AD Steve Bilsky said that while he is "willing to give up some of his best games, they won't be handed over easily." Bilsky: "We have a good local TV package. Selfishly, we wouldn't give that up unless we felt there was a very legitimate alternative, not something we have for a year and it dissipates." Eichelberger noted the league had a TV contract with Versus for the '08 football season, and last year Versus "negotiated with schools individually to show four games" (*BLOOMBERG NEWS, 1/22*). Harvard football coach Tim Murphy said that he is "not convinced a deal can be struck anytime soon." Another Ivy League coach said, "For lots of these contracts, they want the school to pay. That's not going to happen given the economic constraints of schools these days" (*BOSTON HERALD, 1/23*).

10. ESPN AMERICA CARRIES U.S. GAMES IN EUROPE, BUT NOT MANY U.S. ADS

ESPN America airs "all the major North American professional and college sports" on cable TV in Europe and the Middle East, but the network "carries only a handful of income-producing commercials," according to Samuel Abt of the N.Y. TIMES. ESPN's Paul Melvin noted that most commercials "shown during sports programs in the United States did not make it across the Atlantic."



Melvin said, "Ads need to be relevant. Some multinationals might be interested in appearing on our programs, but we sell the network as such -- for an audience in Europe." Abt notes ESPN America sells time to "local and regional advertisers as well." The net to fill ad space often provides a "rarely changing loop of plugs for its own programming." During a single NFL game in November, ESPN America ran 21 ads for its own coverage of upcoming NFL games; 18 "promoting about five individual" players; six for NHL games; six for MLB; and 12 for college football. Meanwhile, Melvin, who will assume the ESPN Int'l Dir of Communications job next month in London, noted the network is "in more than 40 countries now, mainly in the European Union." He added, "We're reaching 16 million homes, an increase of 15 percent in the year since rebranding" from NASN (*N.Y. TIMES, 1/25*).

WORKING FOR THE WEEKEND: In Manchester, Martin Kelner notes ESPN "offered free access on a non-Premier League weekend, begging the question: why?" ESPN "gave away its output for free at the weekend, which seemed rather odd timing, given that this was one weekend when most of the action was taking place elsewhere -- Australian Open tennis on BBC2 and Eurosport, the FA Cup on ITV." Kelner suggests the free weekend "was just an opportunity for British viewers to acquaint themselves with the cult" of soccer announcer Tommy Smyth. Smyth's "brand of total bollocks ... cheerily delivered has been a feature of soccer coverage [in the U.S.] for some years, driving to distraction ex-pats who take their football seriously" (*GUARDIAN.co.uk, 1/25*).

TWIN PEAKS: In St. Paul, Charley Walters reported ESPN is "paying thousands of dollars to have snow removed from rooftops" at Cretin-Derham Hall High School so the network can "get its satellite and broadcast equipment set up for Wednesday's filming of a Joe Mauer homecoming special" (*ST. PAUL PIONEER PRESS, 1/24*).

11. MEDIA NOTES

The GLOBE & MAIL's Bruce Dowbiggin cites sources as indicating that the Canucks are "furious about what [they] considered a 'one-sided character assassination' of" LW Alex Burrows by the CBC's Ron MacLean during the January 16 broadcast of "HNIC." The team is "so furious that it denied the show access to its players and staff" during the net's broadcast of Blackhawks-Canucks Saturday. Dowbiggin reports "vexing to the team is Hockey Night's reluctance to admit that it might have ignored CBC's journalistic fairness policy," as MacLean and the CBC "did not attempt to get Burrows' version of the events being dissected." Discussions last week between the Canucks and the CBC "did not give the club satisfaction." CBC Head of Media Relations Jeff Keay: "The Canucks did not want to do any interviews on the show [Saturday] night. We accepted their decision and we are now moving on from this issue" (*GLOBE & MAIL, 1/25*). In Vancouver, Elliott Pap reports Canucks GM Mike Gillis was "extremely upset with the MacLean piece" and yesterday refused to "say whether the 'boycott' will continue for another week" (*VANCOUVER SUN, 1/25*).

RISING STARS: In Portland, John Canzano wrote ESPN college basketball analyst Bob Knight is "developing into a much better broadcaster than I ever thought he'd be." Knight "isn't going to be Joe Buck," but he "looks just dicey enough behind the mic to say just about anything, and he's getting better at knowing when to jump in and out of the flow of the game to make his larger points." Canzano: "There's a place for him in broadcasting long term" (*Portland OREGONIAN, 1/24*)....In Daytona Beach, Michael Lewis wrote he wants "more Brad Gilbert on the air" during ESPN2's coverage of the Australian Open. Lewis: "He cracks me up" (*NEWS-JOURNALONLINE.com, 1/22*).

ON THE UPSWING: Year over year traffic to LPGA.com increased 10% in '09, attracting more than 8 million unique visitors. The site drew more than 6 million page views for six tournaments, including all four majors, the Evian Masters and the CN Canadian Women's Open. Visitors from the U.S. accounted for nearly half of all traffic in '09, followed by Japan (16%), Korea (9%) Canada (6%) and Norway (4%) (*Jon Show, SportsBusiness Journal*).

Leagues & Governing Bodies

12. PGA TOUR STARTING TO SEE WHAT TIGER-LESS ACTION MAY LOOK LIKE

This week's Farmers Insurance Open at Torrey Pines is a "harbinger of what the PGA Tour may be" without Tiger Woods, according to a front-page piece by the WALL STREET JOURNAL's Futterman & Blackmon, who write under the header, "PGA Tour Begins To Pay A Price For Tiger Woods's Transgressions." Ticket sales at this week's event in San Diego "are down, fewer hospitality tents have been sold, and the title sponsor had to be lured with a cut-rate price." Three of the Tour's 46 tournaments scheduled for this season "don't have a lead corporate sponsor, nor do 13 of next year's tournaments." Without a "rich flow of cash from those sponsorships, the PGA Tour's economic model is cracked." Ponturo Management Group CEO Tony Ponturo: "It's a fairly tough conversation for the PGA Tour right now. Maybe the marketplace doesn't allow for million-dollar first prizes anymore." Tour officials maintain that the 13 title sponsorships still available for next season "aren't substantially more than usual." PGA Tour Exec VP/Communications & Int'l Affairs Ty Votaw claims that the "diminished TV ratings and participation rates weren't necessarily signs of weakness." Votaw: "You look at what's happened to ratings for prime time and virtually every other sport during the same time period and I think we've done pretty good." Meanwhile, Futterman & Blackmon note Woods since joining the Tour in '96 has been "demanding changes that

over a decade altered the structure of professional golf." Woods in '00 hinted that his "popularity entitled him to cut" of the Tour's TV revenue, and PGA Tour Commissioner Tim Finchem at that point "basically had a choice: Adjust the financial underpinnings of professional golf to satisfy its most popular player or risk the disaster of his leaving the Tour." Finchem noted that Tour execs then "called corporate sponsors to explain Mr. Woods's objections to the extensive use of his image and encourage them to use more players in their promotions" (*WALL STREET JOURNAL*, 1/25).

DROPPING A SHOT: SPORTSBUSINESS JOURNAL's Jon Show reports the "average number of golf rounds played and the amount of money spent on golf equipment declined moderately in 2009." Average rounds played on a U.S. golf course fell 1%, down about 300 from '08's average of 25,000. Golf course revenue from sales of "merchandise and other goods declined more than 5%. The figures are based on preliminary findings from PGA PerformanceTrak, a partnership between the PGA of America and the National Golf Course Owners Association. The final report will be released this week (*SPORTSBUSINESS JOURNAL*, 1/25 issue).

Franchises

13. HICKS REACHES DEFINITIVE DEAL TO SELL RANGERS TO GREENBERG, RYAN

Hicks Sports Group has reached a definitive agreement to sell the Rangers to Rangers Baseball Express LLC (RBE), a group headed by Chuck Greenberg and Nolan Ryan. The deal still is subject to approval by MLB, and could be completed by April. Greenberg will serve as Managing Partner & CEO of RBE, while Ryan will continue in his role as team President. Former Dallas-based Energy Transfer Partners co-CEO Ray Davis and the family of Ft. Worth-based XTO Energy Chair Bob Simpson will make investments in the franchise, and Davis and Simpson will serve as co-Chairs of the RBE board. Greenberg also has asked outgoing Rangers Owner Tom Hicks to assume the role of Chair Emeritus. In a separate transaction, RBE has agreed to purchase approximately 153 acres of land around Rangers Ballpark in Arlington from Hicks and his Ballpark Real Estate holding company (*Hicks Sports Group*). ESPNDALLAS.com's Richard Durrett cited a source as indicating that RBE paid under \$570M for the Rangers, the ballpark lease and the real estate around the facility (*ESPNDALLAS.com*, 1/23). In Ft. Worth, Jeff Wilson reports the sale is "expected to easily clear" \$500M and possibly cover Hicks Sports Group's \$525M debt on the club. The deal is "expected to easily pass the scrutiny of baseball's executive committee and eight-man ownership committee." A source said that Hicks will "own only a small piece of the team and will not sit" on its BOD. Wilson noted the agreement "ends some three weeks of intense negotiations, the final eight days of which took place at the urging" of MLB Commissioner Bud Selig after a 30-day window of exclusive negotiations came to an end on January 15 (*FT. WORTH STAR-TELEGRAM*, 1/24).

EXPRESS CONSENT: In Ft. Worth, Randy Galloway notes Greenberg is being "praised for his negotiating skills and patience, but even that might not have been enough if commissioner Bud Selig hadn't stepped in to talk personally to Hicks." Greenberg will relocate from Pittsburgh to the Dallas area, and "improving the team's image is certainly a concern." Ryan said of the deal, "I have a real stake in the success or failure of a major league ballclub. ... The main responsibility for me is to make the Rangers one of the premier organizations in baseball, one that plays for championships and wins championships" (*FT. WORTH STAR-TELEGRAM*, 1/25). In Dallas, Evan Grant wrote under the header, "With Rangers' Sale Finalized, Pressure Is On Greenberg, Ryan."

Greenberg can "make the park as fan-friendly as possible, by updating video boards and listening to complaints." Ryan too can "talk tough, challenge pitchers and hitters and even change management if he likes." But if it "doesn't produce a championship -- and even if it does -- there is likely to be criticism" (*DALLAS MORNING NEWS*, 1/24). ESPN.com's Buster Olney wrote the "fact that the Rangers' ownership situation is settled will be great for the team." Some employees in the organization "felt the club was hamstrung by Hicks' financial issues last year, in everything from player moves to groundskeeping needs" (*ESPN.com*, 1/24). ESPNDALLAS.com's Durrett wrote, "Give Hicks some credit. He didn't want to sell this team and you can't blame him. Things are certainly on the upswing and he now has to step back. But he sold it to a group that includes Nolan Ryan, keeping him in Arlington. That's good for the Rangers organization" (*ESPNDALLAS.com*, 1/24).

STUCK IN THE RED: In London, Tony Barrett reports "none of the proceeds" Hicks earns from the sale are "expected to be ploughed" into EPL club Liverpool. Overall, the deal is "unlikely to have any impact on Hicks's position" as co-Owner of the EPL club (*LONDON TIMES*, 1/25).

14. **PACKERS WILL RAISE TICKET PRICES NEXT SEASON, FIRST TIME SINCE '07**

Packers regular-season tickets "will cost \$8 to \$11 more per game next season, the first ticket-price increase since the beginning of the 2007 season," according to Richard Ryman of the *GREEN BAY PRESS-GAZETTE*. Packers President & CEO Mark Murphy said that "raising ticket prices was a difficult decision," but one the team "had to make to remain competitive and to be prepared for a possible work stoppage in 2011." Murphy: "The No. 1 goal is to provide the resources we need to our football operations to be competitive." The increases average \$9 per seat, ranging from 13-15%. Invoices will be mailed to season-ticket holders this week, "along with a letter from Murphy explaining the decision." The letter reads, "Over the past three years our average stadium bowl ticket price fell to 30th in the NFL. Being in that position puts us at a disadvantage from a business standpoint, a situation not viable to the long-term prospects of our publicly owned franchise. For that reason, it is crucial for the Packers to be efficient, smart and competitive with our financial resources, including maintaining an appropriate ticket price." The Packers said that the increase "will put them more in the middle of the pack, and Lambeau Field tickets still will be less expensive than at other NFC North stadiums" (*GREEN BAY PRESS-GAZETTE*, 1/23). Murphy indicated that "three-quarters of the teams" in the NFL likely will "raise ticket prices next season." He said that the move was "made because of the uncertainty of the labor situation with the players and the significant new revenue" teams such as the Cowboys, Giants and Jets "are or will be generating with new stadiums." Higher ticket prices "would be expected to produce around \$6.3[M] more for the franchise" (*MILWAUKEE JOURNAL SENTINEL*, 1/23). In Boston, Albert Breer wrote the fact that the Packers "openly pointed to the CBA as a reason for the move should show how bad things look on that front." Breer: "It's an interesting tactic, since cash-strapped small-market teams face possible changes to revenue sharing, and will have the option to slash-and-burn this offseason with the absence of a salary floor in the uncapped year in 2010. This has to be one of the league's top concerns heading into an uncertain future" (*BOSTON GLOBE*, 1/24).

HOLD THE LINE: Patriots Exec Dir of Media Relations Stacey James said that the team "will not increase ticket prices for the 2010 season" after the team raised them prior to the '08 campaign. In Boston, Ian Rapoport noted for the "third consecutive season, the premier, 50-yard-line seats will cost \$169." Patriots Owner Robert Kraft's policy is to "never raise prices two years in a row." Instead, prices will "stay the same for several

consecutive years, then will increase" by a larger amount. Patriots tickets still are expected to be "fourth highest in 2010" in the NFL. The Patriots have raised ticket prices three times since opening Gillette Stadium in '02 (*BOSTON HERALD*, 1/23).

15. ICE EDGE HOLDINGS NEARING DEAL TO KEEP COYOTES IN ARIZONA

Prospective Coyotes Owner Ice Edge Holdings is "close to negotiating new terms on a lease with the City of Glendale," and group officials said that they are "optimistic they will be formally approved as owners by the start of the NHL playoffs," according to Scott Burnside of ESPN.com. Ice Edge Chair Keith McCullough said that "there are a couple of very small issues to iron out with the city,' but they don't foresee any problems in making a deal that would pave the way for them to take control of the troubled franchise." Ice Edge CEO Anthony LeBlanc said, "We have no question that we're going to close this deal. All the major issues (with the City of Glendale) have been worked out." Ice Edge officials met with NHL leaders earlier this month in N.Y. "to discuss issues surrounding the sale of the team." NHL Commissioner Gary Bettman "would not put a timetable on when approval of the sale might be given by the league." Bettman: "There's still much work to be done." Burnside noted Ice Edge officials have "not asked for an out clause as part of their bid to buy the team and have committed to staying in Phoenix for the remaining 26 years on the current lease with the City of Glendale." The group also is "moving forward with a plan to play up to five games in Saskatoon, Saskatchewan, to help pump revenue into the team." The plan, "like the entire ownership bid, would require approval" from the NHL's BOG (*ESPN.com*, 1/22).

HOPE FOR THE FUTURE: Burnside noted Ice Edge "has gone over the financials and believes there is a future for this team in Arizona, provided the local economy turns around at some point in the future." Both McCullough and LeBlanc "describe the situation with the franchise as dire." McCullough: "I have never seen a more dysfunctional business." LeBlanc: "It is a distressed asset right now." The Coyotes through Sunday are in 5th place in the Western Conference, and making the playoffs "would be a boon to new ownership, an unexpectedly positive jumping-off point to a new beginning for a beleaguered franchise." Bettman said that the situation in Phoenix has "stabilized,' but won't get dramatically better until the sale is completed." He described the relationship between Ice Edge and the franchise as being "still in the courtship stage, waiting to make sure there's a long-term relationship" (*ESPN.com*, 1/22).

16. FLORIDA POLITICIAN LOOKING TO BRING MLB FRANCHISE TO ORLANDO



**Gutierrez Trying To Lure
MLB Team To Orlando**

Republican congressional candidate Armando Gutierrez is the "brains behind" a new proposal to bring an MLB team to Orlando, according to Mark Boyle of WFTV-ABC. The idea "has been tossed around several times before, but this time there's a different approach." Gutierrez: "This is something that can be done without using public taxpayer's money. I would not support using any public dollars for something like this." Gutierrez has "put together an exploratory committee of at least 10 people, some of whom are private investors who are ready to help pay to relocate a team." He added, "We will be meeting in the next week to discuss the specifics." Possible new stadium sites would be near the Citrus Bowl, the

airport, the Orange County Convention Center and the Disney area. No one is "saying right now exactly what MLB team would even consider the proposal," but Boyle indicated that the Brewers could be one team that could relocate to Orlando (*WFTV.com, 1/22*).

STAYING PUT: Brewers VP/Communications Tyler Barnes called the report "ridiculous." Barnes: "The reporter or whoever else is putting that out there should do his homework. It's irresponsible. We just finished ninth in attendance, we have one of the best ballparks in baseball and an owner who is totally committed to the (Milwaukee) area" (*MLB.com, 1/23*).

17. WNBA TULSA FRANCHISE KEEPS SHOCK NAME, UNVEILS COLORS AND LOGO

The WNBA's new Tulsa franchise will keep the Shock nickname that it used in Detroit. The club's colors will be black, red and gold (*WNBA*). In Tulsa, Lynn Jacobsen noted the team's logo "features a basketball on top of 'Tulsa Shock' with a lightning bolt through it." The "Tulsa" lettering has an "Art Deco inspiration which was influenced by the city's rich history in Art Deco architecture." Jacobsen noted the decision to keep the Shock nickname came after a "shockingly close vote." The Shock moniker received 38% of the vote, followed by 32% for the Tempo and 30% for the Fire (*TULSA WORLD, 1/24*). The team's uniforms "have not been finalized as yet, and will be unveiled sometime in the spring" (*TULSA TODAY, 1/24*).



18. FRANCHISE NOTES

In N.Y., Howard Beck reported the Knicks have "signed up more than 3,000 new full-season subscribers since last spring, a 10-year high for the franchise and the third-highest total" in the NBA. They are one of "eight teams with 10,000 full-season subscribers," but the only one with a losing record. They sold out 15 of their first 22 home games at MSG this season and "should easily surpass the 23 sellouts they had last season." Beck noted the Knicks last season "padded their sales with heavy discounts on group packages and single-game tickets," and they "continue to offer in-season bargains, though not as extensively" this year (*N.Y. TIMES, 1/24*).

BROKEDOWN PALACE? In Detroit, Drew Sharp wrote there are "no realistic assurances that Detroit can provide the corporate financial backing necessary for four sports teams to flourish economically," and the harder it is for Karen Davidson to sell the Pistons, the "more likely the final outcome won't be favorable to this city's sports identity." NBA Commissioner David Stern is "worried about shrinking league revenues," and Detroit remains a "long-term question mark as a business destination" (*DETROIT FREE PRESS, 1/23*). Forbes Senior Editor Kurt Badenhausen said, "The economic situation in Detroit right now is going to be a big red flag for any potential owner." But he added, "I don't think there is any scenario where someone would come in and move the Pistons" (*DETROIT FREE PRESS, 1/24*).

NOT SO BLUE: In L.A., Hernandez & Shaikin note Dodgers Owner Frank McCourt "appears to be re-emerging in the public eye," and with GM Ned Colletti signing a "long-term contract extension this winter and the Dodgers finalizing a managerial succession plan from Joe Torre to Don Mattingly, the Dodgers finally have stability at the helm." McCourt: "Stability and continuity are the keys to success. These are things that provide success for the organization" (*L.A. TIMES, 1/23*). Meanwhile, the Dodgers Saturday officially announced that they will travel to Taiwan to play two games against a

Chinese team on March 13 and 14, marking the Dodgers' second trip to the country and the third time since '08 that an MLB club has traveled to Asia (*Dodgers*).

THE BUC DOESN'T STOP HERE: The Pirates' opening-day payroll is expected to be around \$35.6M, down from the '09 season, but team Owner Bob Nutting said, "I think it's never going to be about the total dollars we spend as much as how effectively we put them to use." He added, "Part of the reason for the payroll level is that we have young players, and it is normal, expected and natural that, as those players mature, those dollars are going to have to come up. That certainly is my expectation" (*PITTSBURGH POST-GAZETTE, 1/25*).

Facilities & Venues

19. GLENDALE ENDS LAWSUIT AGAINST CARDINALS OVER ADS NEAR STADIUM

Glendale is "dropping its lawsuit against the Arizona Cardinals over advertising restrictions and other disagreements on 95th Avenue" near Univ. of Phoenix Stadium, according to Rebekah Sanders of the ARIZONA REPUBLIC. The city must pay the Cardinals \$213,187 for "legal fees incurred during the three-year court



Glendale Dropping Suit Against Cardinals Over Ad Restrictions Near Univ. Of Phoenix Stadium

battle, with the first installment of \$128,765 due immediately." A settlement calls for the balance to be paid over 11 months. Glendale sued the Cardinals in '06 to "remove restrictions on the half-mile section of 95th between Maryland Avenue and Bethany Home Road west of the stadium." According to limits placed on the deed, the Cardinals "would not have allowed Pepsi billboards outside the stadium, because the team's sponsor is Coca-Cola." The city reimbursed the team for "costs to build the road in return for the deed to the property." Glendale officials believed that the city's "less restrictive advertising ordinances should govern the road instead." The city won the "first round of the suit but lost when the Cardinals appealed." Glendale now will "yield to the team's advertising limitations" (*ARIZONA REPUBLIC, 1/23*).

20. VIKINGS CONSIDER STIMULUS MONEY, SUBURBS FOR NEW STADIUM

Vikings officials Friday said that the team is "looking at federal stimulus money to help them build a new home that just might be located in the suburbs," according to Kaszuba & Levy of the Minneapolis STAR TRIBUNE. To help finance a deal for a stadium, the team is "exploring federal Build America Bonds," along with a possible 2% increase in the "hospitality tax across the seven-county metro area." Vikings VP/Public Affairs & Stadium Development Lester Bagley said that the bonds could provide up to \$1M a year to "help make interest payments on a stadium, which is projected to cost" \$870M. Bagley also noted that private developers and local government officials have "approached the team about a half dozen potential Twin Cities suburban sites." Kaszuba & Levy noted Bagley's "hints at a suburban location for a stadium were intriguing but came with few details." Bagley's comments were the "first public signs of a tentative blueprint for how the team might assemble a public financing package" at the Minnesota state Legislature, which convenes in two weeks. Bagley noted that the team is "frustrated with critics who keep asking how much the Vikings were willing to commit to a stadium." Bagley: "Why is it on us to talk about our investment? Where's the public side of the

equation?" (*Minneapolis STAR TRIBUNE*, 1/23).

WATCHFUL EYE: In St. Paul, Jason Hoppin wrote the Vikings' "hopes for a new taxpayer-subsidized football stadium are going to rest, in significant measure, on the shoulders of one person -- the next governor" of Minnesota. The team has said that it "holds out hopes of striking a deal with" current Gov. Tim Pawlenty, who will not seek re-election. But Hoppin noted if that does not happen before Pawlenty leaves office, a survey of candidates for the governorship indicated that Democrats are "more willing to use public dollars to help fund a stadium than Republicans" (*ST. PAUL PIONEER PRESS*, 1/23).

21. FACILITY NOTES

In N.Y., Peter Applebome notes a report prepared by New Jersey Gov. Chris Christie's administration's transition team Friday said the Meadowlands' Xanadu development "appears to be a failed business model" and New Jersey needs to tell the owners to "open or surrender the property." The report read in part, "There is no leasing plan making material on-site progress. The physical activities of construction are at a standstill, if not abandonment. The construction loan is out of balance. There are no monies readily available to finish construction of public areas or tenant improvements. Most, if not all, of announced major tenants have an 'escape clause' solely dependent on leasing -- or lack thereof." Project officials contend that the business model is "sound and it has been delayed because two of its lenders went bankrupt." Applebome notes the options are "not attractive: hunker down and hope the project makes more sense in a year or two, have the state sue the developers to take back the property, find a really rich new developer or knock it down and forget it" (*N.Y. TIMES*, 1/25).



Report Suggests New Jersey Needs To Tell Xanadu Owners To Open Or Surrender Property

ALIVE & KICKING: In S.F., John Cote noted the 49ers are "charging ahead with plans to build a 68,500-seat stadium in Santa Clara," but the NFL "isn't putting all its eggs in the Silicon Valley basket." The league, "which the 49ers are counting on to help fund a new stadium, has weighed in on San Francisco's plans to redevelop Candlestick Point and the shuttered Hunters Point Naval Shipyard." NFL Senior VP/Strategic Planning Neil Glat in a January 12 letter regarding the S.F. stadium "stressed the importance of four items the league deems 'critical to providing access' for football fans: a bridge over Yosemite Slough, a new interchange at Highway 101 and Harney Way, adequate parking near the stadium, and public transit infrastructure improvements." Cote wrote that "doesn't exactly sound like the league has given up on San Francisco" (*S.F. CHRONICLE*, 1/24).

THAT'S THE TICKET! ESPN.com's Dan Rafael reported more than 20,000 of the approximately 40,000 tickets available for the March 13 Manny Pacquiao-Joshua Clottey bout at Cowboys Stadium "were gobbled up" in just the "first three hours of public ticket sales" on Saturday. Tickets ranged in price from "\$50-700. Top Rank Chair Bob Arum said he and HBO Sports President Ross Greenburg are "very gratified that the public has

responded like they have, and we are happy for our partner" Cowboys Owner Jerry Jones. Arum said that if the "demand for the fight continues the capacity of the stadium ... can easily be increased" (*ESPN.com, 1/23*).

Events & Attractions

22. IMG TO LAUNCH HIGH SCHOOL NATIONAL CHAMPIONSHIP EVENTS



IMG To Begin Hosting National High School National Championships At Bradenton Facility

for 20 sports in upcoming years (*IMG*). USA TODAY's Steve Wieberg notes the venture comes as the NHSCA "gives its first serious consideration to the establishment of sanctioned national championships." IMG officials "foresee their championships landing on national television, and say they anticipate strong sponsor interest." But Wieberg notes there are concerns "about the entry of a commercial giant like IMG into the high school sport scene." IMG's sports side "holds media and marketing agreements with an array of major-college programs and represents a number of college coaches and pro tennis players and golfers." The venture "heightens concerns that high school sports are following college athletics' evolution from extracurricular activity to high-stakes, high-pressure commercial enterprise." IMG hopes to "sell athletes and parents who come through Bradenton for its championship on the facilities and training regimen." But IMG Academies Managing Dir Sam Zussman said that in "getting athletes into the facilities -- at a cost of up to \$60,000 a year, including boarding and education -- the goal also is to position them for college careers" (*USA TODAY, 1/25*).

IMG today announced a partnership with the National High School Coaches Association to create official national championships for several high school sports. Tournament-style team championships for 7-on-7 football, 7-on-7 lacrosse, boys' and girls' team tennis, and boys' and girls' team golf will begin at IMG's academy in Bradenton, Fla., beginning this summer. IMG has plans for possible national television coverage and expansion to national championships

Sports Industrialists

23. EXECUTIVE TRANSACTIONS

SPORTSBUSINESS JOURNAL's John Lombardo reports the WNBA has hired **CHRISTINE GODLESKI** as COO. She will "manage the day-to-day business operations" of the league. Godleski spent the past 12 years at ESPN in a variety of roles, most recently as ESPN Outdoors/BASS VP & GM. Godleski will begin working for the WNBA this week and will report directly to NBA Senior VP/Team Marketing & Business Operations **CHRIS GRANGER** (*SPORTSBUSINESS JOURNAL, 1/25 issue*).

EXECS: Comcast Corp. has hired Charter Communications



**WNBA Taps
Godleski As COO**

CEO **NEIL SMIT** to run its cable systems as President of Comcast Cable Communications. Smit will report to Comcast COO **STEVE BURKE** (*HOLLYWOODREPORTER.com*, 1/22)...Manhattan College has hired former Iona College AD **SHAWN BRENNAN** as Associate AD. Brennan spent the past five years as a sports equipment distributor for ADPRO Sports (*Manhattan College*)...The CFL Winnipeg Blue Bombers named **JOE MACK** VP & GM (*WINNIPEG SUN*, 1/23)...The CFL Saskatchewan Roughriders hired **BRENDAN TAMAN** as GM and added VP/Football Operations to coach **KEN MILLER**'s responsibilities (*CP*, 1/21)...The WNBA Seattle Storm have hired **JENNY BOUCEK** as Dir of Player Development (*Storm*)...MLS DC United promoted assistant coach **CHAD ASHTON** to Technical Dir (*DC United*)...National Steeplechase Association CEO **LOU RAFFETTO** will step down after the spring season, effective June 30 (*Baltimore SUN*, 1/22)...Just Marketing Int'l has hired **ERIN CECHAL** as Communications Specialist and **DAWN ROBERTS** as Ideation Manager (*JMI*)...Indianapolis Motor Speedway has hired **MARK APPLE** as Business Development Account Exec (*IMS*).

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

24. FOOTBALL NAMES: LUMINARIES ATTEND CONFERENCE TITLE GAMES

Former Saints Owner **JOHN MECOM** and former President **GEORGE H.W. BUSH** were among Saints Owner **TOM BENSON**'s guests at yesterday's Saints-Vikings NFC Championship game at the Superdome. Also in attendance were political consultants **JAMES CARVILLE** and **MARY MATALIN** and singers **KENNY CHESNEY** and **JIMMY BUFFETT** (*New Orleans TIMES-PICAYUNE*, 1/25).

GUESTS OF HONOR: NBC's **TONY DUNGY**, Pro Football HOFer **JOE NAMATH**, Giants QB **ELI MANNING**, "Rudy" and "Hoosiers" director **DAVID ANSPAUGH**, singers **STEPHEN STILLS** and **JORDIN SPARKS** and actors **ROB LOWE** and **TAYLOR LAUTNER** were among the guests in the Colts' corporate suite during yesterday's Colts-Jets AFC Championship game at Lucas Oil Stadium. Colts Owner **JIM IRSAY** and his family also "hosted about 100 guests Saturday night at a party" at the Omni Severin in Indianapolis (*INDIANAPOLIS STAR*, 1/25).

NEW VENTURE: In S.F., Deborah Grossman noted former 49ers and Browns President **CARMEN POLICY** has created a wine label titled Casa Piena. The label "honors Policy's five children: two daughters and three sons -- a pair and three of a kind, or card player's full house, 'casa piena' in Italian." Policy also is set to introduce wines "under the Our Gang label in early 2011" (*S.F. CHRONICLE*, 1/24).

25. NAMES IN THE NEWS

White House Senior Adviser **DAVID AXELROD** said that **PRESIDENT OBAMA** as part of his daily routine reads "magazines like crazy," including Sports Illustrated and Rolling Stone. White House Senior Adviser and Assistant to the President for Intergovernmental Affairs & Public Engagement **VALERIE JARRETT**, who is close with Obama, said, "Most of his television revolves around [ESPN's] 'SportsCenter.' I don't think there are a lot of television shows he gets inspiration from other than sports" (*WASHINGTON POST*, 1/25).

TIPS FROM THE PROS: DePuy Mitek, the PGA Tour's official mobile health and fitness provider, has created an eight-page kids booklet to distribute at 25 tournaments

this year. The booklet includes golf-themed artwork created by children of DePuy Mitek employees, puzzles and an autograph page that includes reproductions of signatures from **ZACH JOHNSON, STEWART CINK** and **NICK WATNEY**. DePuy Mitek, a subsidiary of Johnson & Johnson, is in the second year of a three-year deal (*Jon Show, SportsBusiness Journal*).

FOR BETTER OR WORSE? Seahawks coach **PETE CARROLL** and community service organization A Better LA, which he helped found in '03, have "taken steps in the last two weeks to confront any perception that the group's fortune could wane" in the wake of Carroll leaving USC. Carroll in a statement said he would remain "committed to the community." But sources said that Carroll's departure "will probably prompt some other directors to take a leading role," including perhaps AEG President & CEO **TIM LEIWEKE** (*L.A. TIMES, 1/23*).

SHOWING SUPPORT: Bulls G **DERRICK ROSE** pledged to donate \$1,000 per point scored against the Suns during Friday's game to the Clinton Bush Haiti Fund. Rose scored 32 points in the team's 115-104 win (*Illinois DAILY HERALD, 1/23*)....Notre Dame planned to donate the gate receipts and the net concession revenue from its men's and women's basketball games over the weekend to benefit relief efforts in Haiti. Notre Dame Senior Associate AD for Media & Broadcast Relations **JOHN HEISLER** said that ND hoped to raise "more than \$100,000 from the two games" (*INDIANAPOLIS STAR, 1/23*)....U.S. Gold Medal-winning snowboarder **HANNAH TETER** is donating her winnings from this weekend's U.S. Snowboarding Grand Prix to help victims. She will give the \$10,000 in winnings to Airline Ambassadors (*CTVOLYMPICS.ca, 1/24*)....CNBC's Darren Rovell reported NFC and AFC Championship merchandise for the Vikings and Jets printed before the game "will go to Haiti" ("*Squawk Box*," *CNBC, 1/25*).

NAMES: Texans TE **OWEN DANIELS** has signed with EAG Sports Management for publicity and marketing (*EAG*)....Athletes Premier Int'l's suit against Hendricks Sports Management, accusing the agency of illegally luring Reds P **AROLDIS CHAPMAN** "away from API and agent **EDWIN MEJIA**," has been "moved to federal court in Boston" (*BOSTON HERALD, 1/24*)....MLS Galaxy coach & GM **BRUCE ARENA** has been elected to the National Soccer HOF (*LATIMES.com, 1/23*)....U.S. alpine skier **LINDSEY VONN** and nordic combined skier **TODD LODWICK** have been named the USOC's sportswoman and sportsman of the year (*AP, 1/23*)....Celtics CEO & Managing Partner **WYC GROUSBECK** "auctioned off a drum set that he had previously bought from Aerosmith's **JOEY KRAMER**" at the Big Brothers Big Sisters of Massachusetts Bay's annual fund-raiser on Saturday (*BOSTON GLOBE, 1/25*)....American Kennel Club Chair **RONALD MENAKER** has written a letter to Eagles Owner **JEFFREY LURIE**, "asking him to withdraw **MICHAEL VICK** as the team's recipient of the Ed Block Courage Award" (*PHILADELPHIA DAILY NEWS, 1/25*).

The Back Of The Book

26. OVERNIGHT NIELSEN RATINGS FROM WEEKEND SPORTS TELECASTS

The chart below lists overnight Nielsen ratings from weekend sports telecasts (*THE DAILY*).

SHOW	DATE	NET	TIME	RAT.
NCAA Basketball: (regional)	1/23	CBS	12:00-2:00pm	1.1
NCAA Basketball: (regional)	1/23	CBS	2:00-4:15pm	1.4
NCAA Basketball: Texas-UConn	1/23	CBS	4:15-6:00pm	1.8

Skiing: USSA Visa Freestyle Int'l (taped)	1/23	NBC	1:30-3:00pm	0.8
AT&T U.S. Figure Skating Championships: Original Dance	1/23	NBC	3:00-6:00pm	2.5
AT&T U.S. Figure Skating Championships: Ladies' Free Skate	1/23	NBC	9:00-11:00pm	4.0
Incredible Dog Challenge	1/24	ABC	3:00-4:00pm	
NCAA Basketball: "Passion, Passion and Power"	1/24	CBS	12:00-1:00pm	0.8
Monster Energy AMA Supercross Series (taped)	1/24	CBS	1:00-2:00pm	1.4
"The NFL Today"	1/24	CBS	2:00-3:00pm	8.0
AFC Championship: Colts-Jets	1/24	CBS	3:00-6:30pm	28.4
"Fox NFL Sunday"	1/24	Fox	6:00-6:30pm	13.2
NFC Championship: Saints-Vikings	1/24	Fox	6:00-9:30pm	33.3
NHL: Penguins-Flyers	1/24	NBC	12:30-3:00pm	1.3
U.S. Snowboarding Grand Prix (taped)	1/24	NBC	3:00-4:00pm	0.8
AT&T U.S. Figure Skating Championships: Ladies' Free Skate (re-air)	1/24	NBC	4:00-6:00pm	1.6
Smuckers Skating Spectacular: Countdown to Vancouver (taped)	1/24	NBC	9:00-11:00pm	2.9

Classified Advertisements

27. CLASSIFIED ADVERTISEMENTS

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28. SBJ IN-DEPTH: DIGITAL/BROADBAND/WIRELESS

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For more information, contact Julie Tuttle, National Director of Advertising at 212-500-0711 or jtuttle@sportsbusinessjournal.com