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Greased Lightning (#16)

Red Sox investor Jeffrey Vinik emerges as frontrunner to buy Lightning in NHL-led deal.

Putting More Arch On His Shot

LeBron James signs long-rumored multi-year sponsorship with McDonald's. (#1)

To Tell The Truth

Ted Leonsis offers his side of story in first public comments on efforts to buy Wizards, arena. (#17)

Seal Of Approval (#24)

Goodell calls Pro Bowl experiment a "success" as event draws extra attention in Miami, while more players express desire for a return to Hawaii.

Changing Of The Guard

Tony George, the person most associated with open-wheel racing in the U.S., is out of the sport after folding his Vision Racing team. (#14)

Royal Treatment

Royal Bank of Canada sees partnership with PGA of America as ideal way to expand its brand. (#4)

The Storyteller (#12)

CBS' Sean McManus credits intriguing storylines, not the economy, for improved NFL ratings.

Red Dawn

Could Eastern Washington's decision to install red turf on football field launch new trend? (#26)

**MLS Extends Labor Deadline To February 12**

The soccer world shows the strains of the sports business today with news out of both MLS and WPS that demonstrates the challenges in the marketplace. First, MLS and the players union agree to continue to negotiate over a new CBA agreement, averting a players strike or league lockout that could have started next week. The deal allows MLS players to attend training camp as the league and the union continue to bargain to try to reach an agreement (#13). Meanwhile, the WPS closes one of its top franchises, the L.A. Sol. One of the league's seven teams in the inaugural '09 season, the Sol were "underfunded and did not attract the crowds it expected to the Home Depot Center." One of the team's co-owners, AEG, has been trying for several months to sell its share of the team without success. The move marks a tough setback for a league that launched at possibly the worst time, but still boasted of the benefit of having the sport's top player in Marta and deep soccer connections. (#18)

Marketing Spotlight

Noted Syracuse Univ. professor **Robert Thompson** says public should wait until Focus on the Family Super Bowl ad airs before criticizing CBS for approving it. (#2)

Quote Of The Day

"The real deadline is are they going to miss any regular-season games in Major League Soccer this season? That would be a crippling thing at any time, but especially during a World Cup year."

-- SI.com's **Grant Wahl**, on the MLS labor situation
(*SI.com*, 1/28). (#13)

SportsBusiness Daily

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 <p>SAVE THE DATES: MARCH 17-18, 2010</p> <p>JW Marriott, Los Angeles & The Ritz-Carlton, Los Angeles at L.A. LIVE</p>		<p>The Leading Event in Sports Business Lights Up L.A. LIVE in 2010!</p> <p>HOST SPONSOR</p>   <p>GOLD SPONSORS</p>   <p>gettyimages</p> <p><small>GETTY IMAGES IS THE OFFICIAL IMAGE PROVIDER FOR THE 10th WORLD CONGRESS OF SPORTS</small></p>
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Sponsorships, Advertising & Marketing

1. LEBRON SIGNS DEAL WITH MCDONALD'S, INCLUDES SUPER BOWL SPOT

McDonald's Thursday confirmed that Cavaliers F LeBron James has agreed to a multi-year sponsorship deal with the QSR that includes James appearing in a McDonald's TV spot to debut prior to the kickoff of Super Bowl XLIV. James also will support several of the QSR's programs, promotions and Ronald McDonald House Charities. The Super Bowl commercial was filmed earlier this month and also features Magic C Dwight Howard and Pacers President of Basketball Operations Larry Bird. It is a takeoff on the famous "The Showdown" spot that Bird made with Michael Jordan which depicted the two HOFers playing a game of H-O-R-S-E (*THE DAILY*). In Akron, George Thomas notes the deal "will include advertising for commercials, online and print ads." James also will "lend a hand" to this year's McDonald's All-American High School Basketball Games in Columbus, Ohio. The deal "came together after years of flirting" by Translation Advertising Founder Steve Stoute, James and his agent, LRMR Sports Marketing CEO Maverick Carter. James' other sponsors include Coca-Cola, Nike and State Farm Insurance (*AKRON BEACON JOURNAL*, 1/29). Carter said that James "had 'on-and-off' talks with McDonald's over the past four years." The AP's Tom Withers notes James, who has two young sons, "fits McDonald's wholesome image and his worldwide popularity makes him an ideal ambassador for the company" (*AP*, 1/28).

2. SUPER BOWL ADS: CRITICISM OF TEBOW SPOT SHOULD WAIT UNTIL IT AIRS

CBS has come under fire for accepting an ad for its Super Bowl XLIV broadcast from Christian group Focus on the Family featuring former Univ. of Florida QB Tim Tebow that is speculated to have a pro-life theme, but Syracuse Univ. Bleier Center for Television & Popular Culture Dir Robert Thompson said it is "really hard to make any

judgment on something we haven't seen or read or whatever it is that we're complaining about." He said to a large extent, criticism of the ad is a "moot point until we do."

Thompson: "There are a couple of areas we should get out of the way. Some people are saying by people complaining that this ad shouldn't air, it's against the First Amendment and freedom of speech. The First Amendment is about Congress not making things against freedom of speech, not CBS. They make all kinds of decisions about what they air and don't air." He noted the crux of the issue is "whether or not this becomes an advocacy ad, whether or not it's within CBS' policy." Thompson: "CBS seemed to have a policy that you don't do the PETA ads, the MoveOn.org ads and all the rest of it, and now suddenly they announce this ad is going to play. Then, after the complaints come in, they say they've moderated their policy. That's what I think is at the heart of all of this." CNBC's Darren Rovell was asked by ESPN's Bob Ley if CBS would not have accepted the ad "absent this deep recession." Rovell: "I believe they would have passed, yes" ("*Outside The Lines*," *ESPN*, 1/28).

WHERE TO DRAW THE LINE? In Chicago, Rick Telander writes in a world that "gives us Viagra ads, rotting CSI cadavers and Jersey Shore morons around the clock, it seems we could survive this reportedly tame, if impassioned nonsecular statement about a real-world issue most of us would rather keep private." However, there "need to be rules in this world, ones of enlightenment and compassion and reason and respect for others." Telander writes he would "start with this one: religion should not be part of sport" (*CHICAGO SUN-TIMES*, 1/29). In Ft. Worth, Ray Buck writes CBS "can't win on Tim Tebow's controversial TV ad," so the net has "decided to just take the money and duck." CBS News and Sports President Sean McManus, when asked about Super Bowl "commercialism in general," said, "It's one of the phenomenons that makes a Super Bowl what it is. As far as generating interest and generating curiosity, sure, absolutely, it's part of the game." Buck writes the ad "might generate more fireworks than anything the Colts or Saints can give us" (*FT. WORTH STAR-TELEGRAM*, 1/29).

A CHANCE TO OPEN THE DOORS: Syracuse's Thompson said the notion of using the Super Bowl for selling ideas is something that networks "have steered away from before, but this may begin to open that door." Thompson: "Maybe having a bunch of advocacy commercials on the Super Bowl could actually be an interesting civic discussion" ("*OTL*," *ESPN*, 1/28). But in St. Petersburg, John Romano writes, "What I do dislike is critical issues being reduced to shouts and accusations. And, unfortunately, I think that's what Tebow's commercial will ultimately accomplish." Romano: "This debate is far too important to be reduced to a 30-second sound bite." By "choosing that format on the most-watched television event of the year, Tebow's message has changed." It has "gone from a family's sincere beliefs to a cause's calculating message" (*ST. PETERSBURG TIMES*, 1/29).

WILL THIS IMPACT TEBOW'S MARKETABILITY? Sports blogger Dan Shanoff, who maintains a Web site solely devoted to Tebow, wrote Tebow's appearance in the Focus on the Family ad "will not hurt" his endorsement potential "in more secular sectors, like sports drinks or video games or sports equipment." There is a "huge market of fans who will like Tebow for his off-field values; there is a huge market of fans who like Tebow despite his off-field activity; and there is a huge market of fans who don't care and will buy Gatorade or Nike sneakers or video games featuring Tebow regardless." Tebow's participation in the ad also "should shock no one who knows or has followed Tebow," as it is "entirely consistent with his values and actions." Shanoff wrote he is "not even sure" Tebow and his marketing team or family "made any sort of economic calculus about how this ad might hurt (or help) his larger marketing appeal" (*TIMTEBLOG.com*, 1/28). USA TODAY's Michael Hiestand writes under the header, "In Taking A Stand, Tebow Stands

Apart From Peers." Tebow's participation in the ad "might leave a sorry legacy: Athletes get burned if they take sides," and we are "unlikely to hear from most athletes unless they are heartily endorsing worthy causes that nobody disputes." But Tebow, "whose marketability already was uncertain given questions about how well he will fit into the NFL, is obviously willing to risk endorsement deals." Hiestand: "So why should the rest of us tell him to pipe down?" (*USA TODAY*, 1/29).

3. SUPER BOWL ADS: MORE ADVERTISERS SHEDDING LIGHT ON PLANS

As Super Bowl XLIV draws near, "more advertisers that had not previously identified themselves as sponsors are raising their hands," according to Stuart Elliott of the N.Y. TIMES. Universal Orlando Resort will use a first-half Super Bowl spot to "advertise a new attraction called the Wizarding World of Harry Potter, scheduled to make its debut in the spring." The spot begins a "brand campaign for the resort," carrying the theme "Be courageous. Be outrageous. Be extraordinary." The ad was "created internally with the help" of Rosso



Universal Orlando Resort Using Super Bowl Spot To Promote New Harry Potter Attraction

Media, England. The resort has advertised during previous Super Bowls (*NYTIMES.com*, 1/28). Meanwhile, Vizio Thursday announced that Beyonce will debut as the brand's spokesperson by starring in the company's Super Bowl spot during CBS' telecast of the game. Vizio's game-day activation also will include exclusive HD sponsorship of CBS' pregame show, "The Super Bowl Today Presented by Vizio." Vizio's 60-second spot, created with the help of Venables, Bell & Partners, S.F., will air in the fourth quarter of the game (*Vizio*). A Vizio spokesperson said that the partnership with Beyonce is for three years (*MARKETING DAILY*, 1/29 issue).

TIRE TRACKS: ADWEEK reported Bridgestone is returning to the Super Bowl with a pair of spots via The Richards Group, Dallas. One spot, "A Whale of a Tale," shows "three friends speeding down a highway -- with a killer whale hanging out the back of their vehicle." The second commercial, "Your Tires or Your Life?," takes place on a "stormy night at what appears to be an accident scene -- with a creepy-looking balding, bearded, bespectacled guy brandishing power drills." Bridgestone also is the sponsor of this year's Super Bowl halftime show (*ADWEEK.com*, 1/27).

4. RBC SIGNS THREE-YEAR DEAL AS OFFICIAL PATRON OF PGA OF AMERICA

The Royal Bank of Canada Thursday announced that it "has become one of three 'official patrons' of the PGA of America," according to Dana Flavelle of the TORONTO STAR. The three-year deal puts the bank "in the same class" as Mercedes-Benz and American Express, the organization's "other top sponsors." The deal "raises the Royal Bank's profile on the U.S. and international golf circuit," as it includes sponsorship of the PGA Championship and the Ryder Cup. RBC also becomes the "official bank of the PGA with access to the association's 28,000 member golf pros in clubhouses across the U.S." RBC Chief Brand & Communications Officer Jim Little said that the bank "got the deal on highly favourable terms," though he said that it "had nothing to do" with Tiger Woods' absence from the game. Little: "We're getting more value for less money than previous

sponsors did." RBC officials said that the opportunity came "after the PGA lost a lot of its traditional corporate sponsors -- financial and automotive companies -- due to last year's credit crunch." Toronto-based SDI Marketing President Roy Roedger said that the PGA "may have lowered its rate by as much" as 50% for RBC. Flavelle writes the PGA deal is a "major coup" for the bank as it comes "just two years after it picked up sponsorship" of the Canadian Open, the country's only PGA event (*TORONTO STAR*, 1/29). Little said the PGA deal "very quickly allowed us to do a major platform in the U.S. and a major platform in the U.K." Little: "It's exactly how we want to build our brand." He added, "Everything we're doing today has a net benefit for the RBC Canadian Open and its future and the way we're going to build that thing out" (*CP*, 1/28). RBC earlier this month signed several golfers, including Mike Weir, Luke Donald and Fred Couples, to sponsorship deals, joining existing endorser Anthony Kim (*THE DAILY*).

5. NFL CLAIMS OWNERSHIP OF POPULAR "WHO DAT" SAINTS PHRASE

The NFL sent cease-and-desist letters to "at least two" New Orleans-area T-shirt retailers this month, claiming ownership of the "Who Dat" phrase, according to Jaquetta White of the New Orleans *TIMES-PICAYUNE*. The NFL ordered retailers Fleurty Girl and Storyville to "stop selling a host of merchandise that it says violates state and federal trademarks held by" the Saints. Among the list of the things the NFL "says is off-limits without a licensing

agreement are some obvious violations like the Saints' official logo and the

team's name." The letters also claim "any combination of design elements, such as team colors, Roman numerals and other references to the Saints," are trademark violations. But the "one that stands out" is "Who Dat." The NFL in the letter, noting a trademark the Saints registered with Louisiana in '88, said that it has "exclusive rights to the phrase and demands that the retailers stop selling it." However, White notes a search of NFL merchandise on the league's Web site "returned no items bearing the phrase 'Who Dat.'" The phrase "Believe Dat!" is featured on "numerous items, including flags, T-shirts, pennants and magnets," but it is "unclear whether the NFL has ever used" the phrase "Who Dat" in commerce. The NFL "appears to be making a push to control use of the phrase in the marketplace," as the league filed to register "Who Dat" with the Florida Department of State earlier this week. The request for registration "includes a photograph of a black shirt with the word 'Saints' and the phrase 'Who Dat?' surrounding a fleur de lis" (*New Orleans TIMES-PICAYUNE*, 1/29). Fleurty Girl Owner Lauren Thom said, "I don't mind paying royalties. I just don't know who owns Who Dat or whether it's in the public domain." Meanwhile, the AP's Alan Sayre reports WhoDat Inc., which is controlled by Saints fans Sal and Steve Monistere, "also claims rights to the phrase." Steve Monistere in '83 "produced the song, 'Who Dat Say They Gonna Beat Dem Saints,' with Aaron Neville and some Saints players," and WhoDat Inc. in a statement Thursday said that "before that recording, there were no branded items with the motto" (*AP*, 1/28).

FOR A GOOD CAUSE: In Minneapolis, Michael Rand reports NFL Conference Championship apparel for the Jets and Vikings, and Super Bowl championship



**NFL Claims It Has Ownership
Over "Who Dat" Phrase**

merchandise for the loser of the February 7 game, is going toward helping "earthquake victims in Haiti -- thanks to a partnership between the NFL and a humanitarian organization called World Vision." World Vision Senior Dir of Corporate Relations Jeff Fields said that the organization "received the Vikings-related goods on Thursday morning" (*Minneapolis STAR TRIBUNE*, 1/29).

6. THE PERFECT PLAN: 2K SPORTS OFFERS \$1M FOR FIRST "MLB 2K10" PERFECTO



2K Sports Offering \$1M To First Consumer To Throw Perfect Game On "MLB 2K10"

2K Sports is offering a \$1M prize "to the first player who pitches a perfect game" while playing the company's "MLB 2K10" videogame, according to Darren Rovell of *CNBC.com*. 2K Sports VP/Marketing Jason Argent said of the campaign, which begins March 2 and runs for 60 days, "We believe our pitching mechanic in our game is superior to what is out there. So we were brainstorming as to what we could do to give this industry a shot in the arm." Rovell noted when a player starts

the game, he or she will "be able to go to default settings that will automatically qualify him or her should he pitch the perfect game." If that player "accomplishes the feat, a code will pop up and if 2K Sports verifies that the player is the first one to do so, he or she will win" the \$1M in a lump sum payment. The perfect game also "has to be verified by noted video games record keeper Twin Galaxies." Argent added that in order for that to happen the "whole perfect game has to be recorded." Because 2K Sports has "never tracked the statistic before, it was unable to insure" the \$1M prize (*CNBC.com*, 1/28).

NO CURSE HERE: Rays 3B Evan Longoria appears on the cover of "MLB 2K10" and said he was not concerned "at all" about the possibility the "Madden curse" could extend to other videogame cover athletes. He said 2K Sports cover athletes "have a track record of having exceptional years after being on the cover." Longoria: "We like to say we've got a reverse curse going" (*ESPN First Take*, *ESPN2*, 1/28).

7. MARKETPLACE ROUNDUP

In Orlando, Jeff Weiner reports talk of Tiger Woods was "practically taboo ... among the nearly 1,000 exhibitors and the thousands of golf pros attending" the opening day of this year's PGA Merchandise Show in Orlando Thursday. Even images of Woods "were hard to find at the show." Golf-themed greeting-card company Duck Press Owner Victor Pesqueira said that typically "about one-third of the photos on display at the show feature Woods." But he noted, "You're hard-pressed this year to see pictures of Tiger Woods." Weiner notes Woods was "nowhere to be seen" at the booth for Nike Golf, and instead photos of Lucas Glover and Anthony Kim "lined the walls" (*ORLANDO SENTINEL*, 1/29).

CLOSING THE DEAL: WOMEN'S WEAR DAILY's Jean Palmieri reports Canali has turned to Yankees P Mariano Rivera "for its spring advertising campaign," marking the "first time the luxury Italian men's wear brand has used a celebrity in its ads." Canali Global Communications Dir Elisabetta Canali said the move stems from the company's "long-standing relationship" with



Rivera. Canali: "He represents excellence in his field and it comes natural for us to look at him as an ambassador of those values we both share." Canali said that the ads featuring Rivera "will run in the March issues of major national newspapers and magazines" (*WOMEN'S WEAR DAILY*, 1/28 issue).

IT'S GONNA TAKE A LOT TO TAKE ME AWAY: *MARKETING* magazine's Joe Thomas reports Pepsi Max is "releasing its Africa-and-football themed music track globally this Sunday as part of its plans to hijack the 2010 FIFA World Cup, sponsored by rival Coca-Cola." The charity song "Oh Africa," performed by Akon, Keri Hilson and the Soweto Gospel Choir, features "cameo appearances from Pepsi brand ambassadors" Chelsea F Didier Drogba and Liverpool F Fernando Torres in the accompanying music video. Pepsi in November kicked off a competition to "offer members of the public the chance to sing on the track" (*MARKETINGMAGAZINE.co.uk*, 1/29).

LET'S TALK: *GOLFWEEK*'s Forecaddie cites sources as saying that Hyundai Motors "has been in serious discussions to become either a title sponsor or the official car of the PGA Tour" (*GOLFWEEK*, 1/29 issue).

Sports Media

8. NBC'S BIG INVESTMENT ON VANCOUVER GAMES CALLED INTO QUESTION



NBC Universal "successfully has battled network rivals, time differences and controversy during two decades of Olympics," but the network for its coverage of the Vancouver Games "might bow to an intractable foe: economics," according to Paul Gough of the *HOLLYWOOD REPORTER*. NBCU claims that it may lose up to \$250M on the 17-day event, and the "troubles surprise many observers, who have gotten used to NBC and its impresario, Dick Ebersol, meeting often-Olympian challenges." NBC in '03 bid \$2B for rights to the Vancouver Games and the '12 London Games, while Fox Sports bid \$1.3M. Fox Sports Chair David Hill: "NBC thought it was worth a heck of a lot more than we did. I said at the time, 'It'll be interesting

to see who time decided was more accurate in their bid.'" Ad sales for the Vancouver Games are "now on track" and there is a "buzz about Team USA." The location in Vancouver "couldn't be better unless the skating competition took place at the Rockefeller Plaza ice rink." Gough notes NBC "believed ad sales would keep pace," and its "long Olympics history helped: It has cut costs with technology, uses essentially the same set and equipment since Sydney in 2000 and sends significantly fewer staffers to the Olympics than ever before." But the "economy and rights fee hurt." The Games will "lift the network's" ratings to a "stratus they haven't seen for a long time." And while NBC's ad sales "likely will reach the level" of the '02 and '06 Games, that "won't be enough to cover the increased rights fee." But if the U.S. team "rakes in the gold and NBC gets a premium for unsold inventory during the Games, the revenue picture could improve." There also are "other benefits to NBC" of carrying the Games following the split with Conan O'Brien. Carat USA analyst Shari Anne Brill: "They have 16 days to bury the late-night drama a little better and hope it fades" (*HOLLYWOOD REPORTER*, 1/29).

COMMON PRACTICE: IOC President Jacques Rogge said of NBC's expected losses from the Vancouver Games, "I never heard a broadcaster and a rights-holder being

optimistic before the Games. They always complain there will be a deficit and, at the end of the day, after negotiations, they join again. The negotiations for 2014 and 2016 will depend on the economic climate in the United States. We expect the economy to improve, but we are not in a hurry. We do not need to negotiate tomorrow. We will wait for our partners to be in a better financial situation" ([LATIMES.com](http://latimes.com), 1/28).

9. NATIONAL SIGNING DAY ONCE AGAIN FEATURING HEAVY DIGITAL FOCUS

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

College football's National Signing Day, set for Wednesday, will again take on a heavy digital focus as ESPN, Yahoo, CBS and others conduct extensive programming efforts for the annual event across their online properties. ESPN will conduct a live two-set studio show from its facilities in Charlotte for nine hours on Wednesday, with the programming to be simulcast on ESPN360.com for the first time. Under Armour will be the presenting sponsor for its programming. Other ESPN properties also participating in the effort will include ESPN.com, ESPNRise.com, and several of its linear TV channels, including ESPN and ESPNNews. CBS will lean on its MaxPreps.com property and run five hours of live coverage on the CBS College Sports Network that carries a presenting sponsorship from Old Spice. Yahoo, which owns National Signing Day trail blazer Rivals.com, will again feature its much-discussed ranking lists of individual prospects and team signings, and a collection of live chats with local site publishers, prospect videos and other content. Each of the major sites will also feature a variety of live signing announcements by top-rated prospects.

10. PEOPLE & PERSONALITIES: RANDY MOLLER CONTINUES FLAMBOYANT STYLE

In DC, Gene Wang profiles NHL Panthers radio announcer Randy Moller, who makes reference to a "handful of pop-culture icons" during his "animated calls of Panthers goals, which he punctuates with a signature movie line, song lyric or catch phrase." Moller, the only former NHLer to serve as a full-time play-by-play announcer, "began interjecting his distinctive comedy into Panthers broadcasts at the beginning of last season" and has "turned his madcap, irreverent approach into broadcast legend in South Florida, where he has developed a following that rivals that of the players." The Panthers are "on board" with Moller's approach, "encouraging fans to post" ideas on the team's Web site for Moller to use after Panthers goals. Moller: "I broadcast down here in a nontraditional market. ... We're all about entertaining and taking care of our fans and customers, and if this is part of it, and they enjoy, then so be it" ([WASHINGTON POST](http://washingtonpost.com), 1/29).



Moller (l) Continues To Develop A Following Among Florida Hockey Fans

WHAT DID HE SAY? In Boston, Chad Finn writes it "must be acknowledged that" ESPN NFL studio analyst Tom Jackson is "sometimes prone to stating the ludicrous." But "nothing Jackson has said drew such an instant -- and incredulous -- reaction as his comment regarding" Brett Favre last Sunday on "NFL Primetime" after the Saints-Vikings NFC Championship Game. Jackson said of an interception Favre threw late in the fourth quarter, "That's the thing about Brett Favre -- he's not afraid to throw an

interception. That's one of the things I most admire about him." Jackson Wednesday said that he is "aware of the reaction" to his comment about Favre "but has no regrets, explaining that he meant his comments in the context of Favre's toughness and daring as a player rather than implicit approval of his decision on that specific play" (*BOSTON GLOBE*, 1/29).



TRYING TO MOVE ON: Angels VP/Communications Tim Mead Thursday said that the team and FS West are "still in discussions about how to proceed with the broadcast team" after the death of announcer Rory Markas. In L.A., Diane Pucin writes the problem for former Angels announcer Rex Hudler is he "isn't a play-by-play announcer," and if FS West and the Angels "want to find a place for Hudler, juggling would have to happen." Hudler said that he has "spoken to MLB Network and the Baltimore Orioles about a job" (*L.A. TIMES*, 1/29).

CONE HEADS: In N.Y., Joel Sherman cited sources as saying that ESPN has "made a run at trying to recruit" former YES Network analyst David Cone, but "without success."

Sources indicated that Cone "also has been approached" by the MLBPA to "join on in at least an advisory role and that Cone is leaning toward accepting such an offer." Meanwhile, sources said that Cone's "departure after one season in the booth for YES was hardly pleasant." Cone had a "personality conflict with" one network exec "in particular, feeling this executive was intrusive and disrespectful all year" (*NYPOST.com*, 1/27).

PARTING SHOTS: GOLFWEEEK cites sources as saying that Golf Channel anchor Inga Hammond "is out" at the net. Meanwhile, "contract negotiations with former anchor Vince Cellini have ended." Cellini, whose contract expired at the end of '09 and who had been an anchor of "Golf Central" and host of the "Grey Goose 19th Hole," had been "talking with management about a new deal" (*GOLFWEEEK*, 1/29 issue).

11. FINAL NIELSEN RATINGS FROM RECENT SPORTS TELECASTS

The charts below list final Nielsen ratings from recent sports telecasts (*THE DAILY*).

TELECAST	DATE	NET	TIME	RAT.
NFC Championship: Saints-Vikings	1/24	Fox	6:46-10:27pm	30.6
AFC Championship: Colts-Jets	1/24	CBS	3:00-6:30pm	26.3
"Fox NFL Sunday"	1/24	Fox	6:00-6:46pm	11.7
"The NFL Today"	1/24	CBS	2:00-3:00pm	7.8
AT&T U.S. Figure Skating Championships: Ladies' Free Skate	1/23	NBC	9:00-11:01pm	3.4
Smuckers Skating Spectacular: Countdown to Vancouver (taped)	1/24	NBC	9:00-11:00pm	2.5
AT&T U.S. Figure Skating Championships: Original Dance	1/23	NBC	3:00-6:00pm	2.1
NCAA Basketball: Texas-UConn	1/23	CBS	4:11-6:32pm	1.7
AT&T U.S. Figure Skating Championships: Ladies' Free Skate (re-air)	1/24	NBC	4:00-6:00pm	1.6

NCAA Basketball: (regional)	1/23	CBS	2:05-4:11pm	1.4
Monster Energy AMA Supercross Series (taped)	1/24	CBS	1:00-2:00pm	1.2
NHL: Penguins-Flyers	1/24	NBC	12:30-3:00pm	1.0
NCAA Basketball: (regional)	1/23	CBS	12:00-2:05pm	0.9
Incredible Dog Challenge	1/24	ABC	4:00-5:00pm	0.7
Skiing: USSA Visa Freestyle Int'l (taped)	1/23	NBC	1:30-3:00pm	0.7
U.S. Snowboarding Grand Prix (taped)	1/24	NBC	3:00-4:00pm	0.7

TELECAST	DATE	NET	TIME	VIEWERS		
				U.S.	CABLE	(ooo)
NBA: Lakers-Cavaliers	1/21	TNT	8:00-10:42pm	2.5	2.9	3,946
"Sunday NFL Countdown"	1/24	ESPN	11:00am-1:00pm	2.2	2.6	3,166
NCAA Basketball: Texas-Kansas State	1/18	ESPN	9:05-11:44pm	1.4	1.6	2,147
NCAA Basketball: Duke-Clemson	1/23	ESPN	9:00-11:05pm	1.3	1.6	2,063
NBA: Lakers-Knicks	1/22	ESPN	8:01-10:43pm	1.3	1.6	1,925
PBA: Tournament of Champions Final	1/24	ESPN	1:00-2:37pm	1.3	1.5	1,765
NBA: Bulls-Suns	1/22	ESPN	10:43pm-1:17am	1.1	1.3	1,735
NBA: Clippers-Nuggets	1/21	TNT	10:43pm-1:22am	1.0	1.1	1,508
NCAA Basketball: Syracuse-Notre Dame	1/18	ESPN	7:00-9:05pm	0.9	1.1	1,339
NBA: Jazz-Spurs	1/20	ESPN	9:02-11:43pm	0.8	1.0	1,302

LADY OF THE LANES: ESPN's telecast last Sunday of the PBA Tournament of Champions, which saw Kelly Kulick become the first female to ever win on the tour, also marked the net's second-largest PBA audience in the last decade (*PBA*). In Toronto, Chris Zelkovich noted TSN earned 373,000 viewers for the PBA telecast last Sunday, while the net earned only 267,000 viewers for Raptors-Bucks on Friday. Lakers-Raptors on Sunday earned only 256,000 viewers on The Score. Zelkovich: "How did bowling draw a bigger audience on a Sunday afternoon than the Raptors did on Friday and Sunday nights? The only possible explanation is that people were channel surfing and came across the sight of a woman, Kelly Kulick, making history by beating the guys" (*TORONTO STAR*, 1/27).

12. MEDIA NOTES

CBS News and Sports President Sean McManus "rejects the notion that the recession is the main reason, or even a reason, for the surge" in NFL television ratings this season. McManus: "I have not seen any research that says more people are staying home on Sunday afternoon because of the economy. I guess you could probably infer some of that, but I would point much less to the economy and more to the exciting story lines that NFL football had this year. If you use that (economy) argument ratings across the board, particularly in prime time, would be rising to the same extent." He also "points to the high and sustained interest in the NFC East race and the AFC playoff race, which kept so many teams alive until the end of the regular season" (*MILWAUKEE JOURNAL SENTINEL*, 1/29).

HEADING TO THE SILVER SCREEN: NASCAR will debut a 90-second pre-movie spot in theaters across the country Friday night thanks to its new partnership with Screenvision, an ad agency that controls about half of the nation's cinema advertising inventory. The spot, produced by NASCAR Media Group, is expected to reach about 6.5 million moviegoers and run across an estimated 1.1 million show times. It features M&M's driver Kyle Busch, various action shots from the track and series title sponsor Sprint, which promotes its Sprint Cup Mobile application. The spot will run through February 25 (*Michael Smith, SportsBusiness Journal*).



Watch The NASCAR Clip

UNDER REVIEW: In L.A., Diane Pucin reviews ESPN2's Australian Open coverage, noting analyst Mary Joe Fernandez is "concise and prescient in her commentary." Fernandez "seems to know ahead of time what shot a player will hit." Dick Enberg's enthusiasm "has been just right." But one thing "not to like" is reporter Tom Rinaldi's "overwrought video essays, which made it seem Roger Federer's career was at a crossroads because he lost the U.S. Open last year" (*L.A. TIMES, 1/29*).

STATE OF THE UNION: In Philadelphia, Jonathan Tannenwald reported WPVI-ABC will be the MLS Union's "local TV broadcaster this season." The team and WPVI in a statement said the network has made a commitment to air "as many Philadelphia Union games as possible to be carried live." All games also will be re-broadcast on WPVI's digital channel 6.2, which is "available over the air if you have a digital TV set" (*PHILLY.com, 1/28*).

Leagues & Governing Bodies

13. MLS, PLAYERS UNION EXTEND BARGAINING DEADLINE TO FEBRUARY 12

MLS and the MLSPU Thursday said that they have agreed to continue to negotiate through February 12, averting a players strike or league lockout that could have started Sunday when the CBA expires. The agreement will allow MLS players to attend training camp as the league and the union continue to bargain to try to reach an agreement, MLS and the players union said



in a joint press release. The MLS season begins March 25. MLS Commissioner Don Garber said, "While we still have areas of disagreement, the talks have been constructive and both parties believe it makes sense to continue to work hard to reach agreement. This extension provides both MLS and the players the opportunity to continue our discussions while clubs are in training camps preparing for the 2010 MLS season." MLSPU Exec Dir Bob Foose in a statement said, "Both the Players Union and MLS have concluded that a new agreement will not be reached by February 1, but we have agreed to

continue to talk and we will be meeting over the next two weeks to determine if a new agreement can be reached." The statement did not say if the two sides had agreed officially to extend the expiration of the CBA from January 31 to February 12, but it is expected that players will continue to work under the terms of the existing agreement. That CBA was the first in MLS and was agreed to five years ago. Unlike the NFL and NBA, MLS is not seeking concessions from players. The union in this negotiation is seeking to improve player rights, and key issues to the players include free agency and guaranteed contracts. Former NHLPA counsel and current NHL player agent Ian Pulver said on his Twitter account, "Sounds like progress being made if Players are reporting to camp. Lots of momentum" (*Liz Mullen, SportsBusiness Journal*). In Seattle, Jose Miguel Romero notes the "extra time to continue talks suggests an agreement might be close" (*SEATTLE TIMES*, 1/29).

WE CAN WORK IT OUT? SOCCER BY IVES' Ives Galarcep wrote "not much" should be made of the extension, because the union "never intended to strike on February 1 while MLS wasn't ready to pull the trigger on a lockout when it could simply extend the negotiations." With the MLS season "seven weeks away, there is some time to hammer out an agreement, but the clock is certainly ticking and neither side is interested in working under the old CBA" (*SOCCEBYIVES.net*, 1/28). SI's Grant Wahl said, "The real deadline is are they going to miss any regular-season games in Major League Soccer this season? That would be a crippling thing at any time, but especially during a World Cup year. Both sides realize ... they can't afford to have a work stoppage in which games are missed." Wahl: "This is part of the process of this league growing -- some teams now are actually making money -- and how do you grow smartly as a league" (*SI.com*, 1/28). Rapids D Drew Moor said, "Nobody wants any kind of break or anything. Everybody wants to play and it's important that we do play ... but at the same time, every side wants something" (*DENVER POST*, 1/29).

THE MAIN ISSUES: The MLSPU is seeking to "modify MLS's single-entity structure, in which all players sign with the league rather than individual teams." The union also "dislikes that most players lack guaranteed contracts" (*AP*, 1/28). The MLSPU in seeking guaranteed contracts wants the league to "fall in line with the majority of other leagues under the FIFA umbrella" (*ESPNSOCCER.NET.com*, 1/29). SI's Grant Wahl said the players do not have a "heck of a lot of leverage." Wahl: "They lost their big court case against the MLS owners several years ago in which they were challenging the structure of the single-entity system. They even had the help of the NFL Players' Association in that long saga. At this point, the players can only threaten a work stoppage, so there's not a lot of leverage on that side and I think the owners realize that." He added there likely will be "some movement" on raising the minimum salary and guaranteeing more of the players' salaries. However, Wahl noted, "I don't think we're going to see full free agency and more guaranteed contracts as a result of this negotiation" (*SI.com*, 1/28).

14. **TONY GEORGE SUSPENDS OPERATIONS OF VISION RACING INDYCAR TEAM**

Former IRL and IMS CEO Tony George Thursday "suspended operations" of Vision Racing, the Izod IndyCar Series team he co-owns, "capping a tumultuous seven months for the former king of U.S. open-wheel racing and signaling the end of his association with the sport, at least for now," according to Curt Cavin of the INDIANAPOLIS STAR. Vision Racing "does not have the outside sponsorship to continue," and George "has decided not to fund the team with his personal holdings." George has released the team's 16 employees, saying suspending operations was a "necessary thing." But he "vowed to return to motorsports." George: "We're going to continue to try and put together a program so that we can reactivate the team." Cavin notes George on June 30 was "forced

to resign several key positions within the Hulman-George business empire amid pressure from his family," including his IRL and IMS CEO positions. Earlier this month, George resigned his board position with IMS and all other Hulman & Co. affiliates. George "declined comment on speculation that he is organizing a group to purchase the IndyCar Series." However, Just Marketing Founder & CEO Zak Brown, a friend of George, said that George "recently has admitted unfinished business in the sport he loves" (*INDIANAPOLIS STAR*, 1/29). SPEEDTV.com's Robin Miller reported George, "after losing sponsorship from John Menard a few months ago," had "kept the doors open while he and driver/stepson Ed Carpenter searched for funding" (*SPEEDTV.com*, 1/28).

DOWN & OUT: ESPN.com's Terry Blount wrote George "in less than seven months ... went from the most powerful man in American open-wheel racing to just another guy on the street," as the "man who forever transformed Indy car racing, good or bad, is out of the sport." IRL Panther Racing co-Owner John Barnes: "Tony is a true visionary with the things he's done at Indianapolis Motor Speedway. Without him, that place would be a shopping center by now. ... I've been in racing for 42 years. No one before him ever came close to making the difference he has made." Blount wrote, "Maybe over time, more people will recognize George for those accomplishments. But the sad truth remains that many people view him as the man who ruined Indy car racing by feuding with CART and causing a split of two competing leagues that lasted 13 years." Former driver Mario Andretti: "Tony's legacy is not a very good one from my standpoint. His grandfather, Tony Hulman, did more for open-wheel racing than any other individual. Tony George did more to destroy it than any other individual." Blount wrote the "irony of all this is George finally got what he wanted two years ago when the IRL merged with Champ Car," but it was "too late." Blount: "Too late to bring Indy car racing back to its past glory and too late to save George from his family's wrath. His days of spending the family fortune were over" (*ESPN.com*, 1/28).

FAMILY MATTERS: SI.com's Bruce Martin wrote George's decision to resign from the IMS BOD earlier this month was the "latest indication of the schism between him and his sisters Josie, Nancy and Kathi." But while it "may be a new day in terms of George not being involved in how business is conducted" at the track, IMS "will remain the property of the Hulman-George Family." IMS President & CEO Jeff Belskus: "The track is absolutely not for sale. I chuckle whenever I hear ISC is going to buy IMS, because it's not for sale. I get asked that question a lot." Belskus said George's resignation from the IMS BOD "doesn't really affect us ... on a day-to-day basis," because George was "not a part of our day-to-day management." Martin wrote George "may not have been the best businessman in racing because he was better at spending money than making it, but he showed true passion for IndyCar racing and the Indianapolis 500 in particular" (*SI.com*, 1/27).

15. LEAGUE NOTES

PRO FOOTBALL TALK's Mike Florio cited a source as saying that the NFLPA "believes that two scheduled NFL Network interviews" of union Exec Dir DeMaurice Smith have been "canceled by the league." However, the NFL "denies that Smith has been banned from the league-owned broadcast operation." NFL Net Dir of Communications Dennis Johnson: "That is completely false. NFL Network has been trying to book a Super Bowl week interview with DeMaurice Smith for weeks but we have received no response" (*PROFOOTBALLTALK.com*, 1/28).

FROZEN IN TIME? IOC President Jacques Rogge Thursday

said that the NHL "should realize that sending its players to the Olympics raises the league's exposure and increases its fan base." The NHL has not committed to the Games beyond next month's event in Vancouver, and Rogge said, "I think it's important for the Olympic Games to have the NHL. ... But also I think it's important for the NHL to have their stars shine in the Olympic Games." NHL Deputy Commissioner Bill Daly in an e-mail said, "I understand that's Mr. Rogge's point of view. It doesn't mean that point of view is necessarily shared by our owners or the league" (*CP*, 1/28). In Illinois, Tim Sassone wrote it is a "bad idea" for the NHL to participate in the Games because it is the "one league that can least afford to disappear from the public's radar" for two weeks (*Illinois DAILY HERALD*, 1/27).



**Is NFL Blocking
Smith's Interviews?**

UNDER FURTHER REVIEW: FIFA President Sepp Blatter this week said that he had "reopened the debate on whether the sport should introduce video footage of the goal line to aid referees." The matter will be addressed in March when the Int'l Football Association Board "gathers to discuss technology, including computer chips in balls and goal-mouth cameras." Blatter said, "I'm not completely against it. But only when goal-line technology is ready to be introduced" (*WALL STREET JOURNAL*, 1/29).

Franchises

16. NHL REPORTEDLY BROKERING SALE OF LIGHTNING TO RED SOX INVESTOR

The NHL is "negotiating the sale of the Lightning and the five-acre parcel of land adjacent" to St. Pete Times Forum from OK Hockey to Red Sox investor Jeffrey Vinik for about \$170M, according to sources cited by Campbell & Proteau of *THE HOCKEY NEWS*. The two sides "met six weeks ago and while there are conflicting reports on whether or not a sale is imminent, it's believed Vinik has emerged as a front-runner to buy the team and is serious in his offer." It is believed the deal is being brokered by NHL Commissioner Gary Bettman, who is "eager to have the Lightning in the hands of a more stable ownership situation, something Vinik potentially brings." Neither Lightning co-Owner Oren Koules nor NHL Deputy Commissioner Bill Daly would comment on the situation. Vinik, who runs his own hedge fund -- Vinik Asset Management -- is "well known in financial circles as an aggressive and innovative investor." He has an estimated net worth of about \$515M and "apparently has no background in hockey" (*THEHOCKEYNEWS.com*, 1/28). In St. Petersburg, Damian Cristodero reports Vinik's reps "recently were in Tampa doing due diligence and looking over the St. Pete Times Forum, and speculation is if something was to come together, it will happen sooner rather than later." It is unclear if Vinik "would recruit other investors and what roles, if any," Koules and fellow Lightning co-Owner Len Barrie would have moving forward. Cristodero notes there also is "talk that Barrie, despite his financial problems at his Bear Mountain Resort in Victoria, British Columbia, still is trying to put together an ownership package" to buy Koules' stake in the club (*ST. PETERSBURG TIMES*, 1/29).

17. LEONSIS ADDRESSES RECENT TROUBLE SURROUNDING DEAL FOR WIZARDS

Capitals Owner Ted Leonsis Thursday publicly addressed for the first time his efforts to buy the Wizards and Verizon Center in order to "clear some things up." Leonsis on his blog confirmed he reached an agreement with the late Abe Pollin "on an orderly process"

for Leonsis' Lincoln Holdings investor group to acquire the Pollin family's shares of Washington Sports & Entertainment LP (WSELP) after Pollin's death. Leonsis and WSELP have yet to agree on a price for WSELP's assets, thus entering an "appraisal process designed to arrive at a fair market value." But Leonsis Thursday wrote, "I was very surprised to read in the paper today that the Executors of Mr. Pollin's Estate are attempting to find a way around the appraisal process. ... I'm not sure how or why someone would object to a process that is simply designed to arrive at a fair market value." Leonsis noted Lincoln Holdings offered a price for WSELP's 56% stake in the NBA team, arena and DC's Ticketmaster franchise that "would have amounted to one of the highest prices ever paid for an NBA team." The Pollin estate "didn't agree to sell at that price," which means the two sides "now move to the appraisal process." Leonsis noted, "At the end of the appraisal process established in my agreement with Mr. Pollin, there is only one person or entity that has the right to buy the outstanding share of WSELP: My partnership, Lincoln Holdings." He added, "I am very confident this process will move forward in the manner Mr. Pollin and I agreed to in 1999. The last thing the Wizards need now is more uncertainty. My partners and I are confident in the rights we have, and will make sure to protect them" (*TEDSTAKE.com, 1/28*).

TOO FAR APART? The AP's Joseph White cited a source as saying the two sides were "several hundred million dollars" apart in the initial sale negotiations. The source added that the Pollin family has "started marketing the Wizards to other potential buyers." A source close to the family said the Pollins "disagree" with Leonsis' reading of their agreement (*AP, 1/28*). The Washington Post's Thomas Heath reported the two sides are "about \$100(M) apart," and that there is "very much the possibility of an outside bid coming in." Heath: "These guys see this in very different terms." Washington Post reporter Tarik El-Bashir said the Wizards "are trying to let it be known that they are open to offers from outside parties and they're trying to drive up the price." El-Bashir, on Leonsis: "He's known within the league circles. He's known in NHL circles as a model owner. ... If you're the NBA, why would you not want Ted Leonsis to own this franchise?" ("*Washington Post Live, Comcast SportsNet Mid-Atlantic, 1/28*"). Sports business writer Tim Lemke wrote, "I can't imagine the Pollin estate would throw away years of good will over what may be a relatively small difference in price." He added, "I'm also not convinced there is a potential buyer willing to overpay for the Wizards and Verizon Center at this point. If the Pollin estate gets a fair price for the team, they will probably take it. But if Leonsis insists on lowballing the Pollins, all bets may be off" (*TIMLEMKESPORTS.com, 1/28*). In DC, Michael Wilbon wrote of "greater concern" for the Wizards than what will happen with suspended G Gilbert Arenas is "how and when will the issue of the club's ownership be settled." It is one of "seemingly a dozen questions about the state of the Wizards that at the moment has no answer" (*WASHINGTONPOST.com, 1/28*).

NATIONAL DISASTER: In DC, Michael Lee notes the Wizards' "problems were hardly resolved" when NBA Commissioner David Stern Wednesday suspended Arenas and G Javaris Crittenton for the remainder of the season. While the two players sit out, the franchise is "left to deal with myriad concerns." One team source said, "The worst isn't behind us yet." Arenas' relationship with the Wizards "is in tatters -- with both sides feeling betrayed in the aftermath of this incident -- but there is no easy solution for a separation." He has "made his disdain of the organization -- and President Ernie Grunfeld, in particular -- clear to those close to him, especially after the team removed most visible signs of him from Verizon Center and the team Web site." Lee notes this has been a "worst-case scenario season for the Wizards," who at 14-30 have the second-worst record in the Eastern Conference entering the weekend (*WASHINGTON POST, 1/29*).

But in DC, Mike Wise writes Stern "gave the Wizards the best remedies of all Wednesday: time and distance." By suspending Arenas and Crittenton, Stern "essentially levied dual restraining orders." However, given that an NBA team has "never successfully voided a contract, it's an unlikely possibility" with Arenas, who has four years and \$80M remaining on his deal. More likely is a "trade or buyout of a portion of the deal" (*WASHINGTON POST*, 1/29).

18. SOL MEETS BODY: WPS FOLDS L.A.-BASED TEAM AFTER JUST ONE SEASON



The WPS L.A. Sol Thursday announced that they are "ceasing operations after one season," according to Grahame Jones of the L.A. TIMES. Co-owner AEG "has been trying for several months to sell its share of the team without success." The Sol were one of the WPS' original seven teams, but the club was "underfunded and did not attract the crowds it expected to the Home Depot Center." The Sol were "not included when WPS released part of its 2010 schedule this month." League officials said that the team's players "will be sent to other WPS teams in a dispersal draft" to be held next Thursday. It is expected that F Marta, who was the "league's highest-paid player with a reported \$500,000 salary," will return to WPS (*L.A. TIMES*, 1/29). In N.Y., Ken Belson reports the league was "in talks with a potential buyer, but negotiations collapsed last weekend over the price." AEG in November "gave the rights to the team back to the league, which took over the Sol's operations." The team averaged 6,300 fans at The Home Depot Center "compared with 4,600 for the rest of the league at home." The team's crowds "were 25[%] larger when it played on the road" (*N.Y. TIMES*, 1/29). SOCCER AMERICA's Paul Kennedy notes WPS is "still optimistic about 2010, during which teams in Philadelphia and Atlanta will debut." However, it "suffered a severe blow" with the folding of its "marquee team" (*SOCCERAMERICA.com*, 1/29).

19. PADRES, BLUE JAYS OFFICIALS HOLD OPEN FORUM MEETINGS WITH FANS

The Padres held an open house Thursday night at Petco Park, and the 3,500 fans in attendance "seem encouraged by recent events," according to Bill Center of the SAN DIEGO UNION-TRIBUNE. The ownership group led by Padres Vice Chair & CEO Jeff Moorad is approaching its one-year anniversary in charge of the club, and the team is "making steps forward, most noticeably now on the business end of the operation." Padres President & COO Tom Garfinkel Thursday night said that season-ticket renewals are approaching 85% with the "final count for 2010 expected to top last year's total." Open-house attendees were "shown the seats still available for season purchases." Center notes Exec VP & GM Jed Hoyer's mention of recently-signed P Jon Garland "drew the second-loudest applause of the evening," short only of Garfinkel's announcement that "beer prices will be falling." Hoyer said, "We were slow getting started in the offseason. We were patient." The Padres will have "one of the lowest -- if not the lowest -- payroll in the major leagues this year." But Moorad promised the crowd a "commitment to winning." He said, "We won't take one penny of profit out of this club. We have a passion for business, for the sport and for winning" (*SAN DIEGO UNION-TRIBUNE*, 1/29).

PATIENCE IS A VIRTUE: The Blue Jays also held a public forum Thursday night, where President & CEO Paul Beeston, GM Alex Anthopoulos and manager Cito Gaston "met with about 400 season-ticket holders gathered at Rogers Centre." Beeston asserted

that Rogers Communications is "happy to provide the budget needed to build a winner." But he also explained that the Blue Jays' "building process starts with the farm system." Beeston: "Rogers buys into what we're trying to do. If we get a free agent that we think can help us there's not even a question we would go out and get him. Top free agents won't want to come here until the Jays start winning again." The Blue Jays' payroll currently stands at about \$65M, down from \$80.5M last season (*TORONTO STAR*, 1/29). The *GLOBE & MAIL*'s Robert Macleod notes "most of the questions were definitely softball" Thursday night, which "all made for a relatively cozy hour or so" for the Blue Jays execs. It was anticipated that the gathering "would be a bit more fractious given the turbulent season the Blue Jays just endured" (*GLOBE & MAIL*, 1/29).

20. ALL IN THE FAMILY: INDIANS, AFFILIATES WORKING ON JOINT VENTURES

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

The Indians plan additional joint business ventures with several of their minor league affiliates following the announcement earlier this week of the "Around The Horn" ticket package. In the new ticket offering, the Indians have bundled together seats for a game at Progressive Field with those to see Single-A affiliates Lake County Captains and Mahoning Valley Scrappers, as well as Double-A affiliate Akron Aeros, with a \$74 price tag giving two people tickets to four games and a mix of food and beverage vouchers. An additional "Around The Horn" package priced at \$94 adds a game to the Triple-A Columbus Clippers. Indians execs said the joint efforts will extend far beyond ticketing, as a minor league summit held in Cleveland between the Indians and its Ohio affiliates also created standing committees to pursue joint marketing, purchasing and corporate sales efforts. Indians Senior VP/Sales & Marketing Vic Gregovits said, "Over the last couple of years, we've had conversations, particularly with Lake County, about cross-marketing. So the question became, 'How can we do more of this and really extend the concept.' We've been acclaimed for having one of the better farm systems out there. So what we're now doing is trying to use it more to build fan affinity, as well as have another avenue to promote value, which is crucial for us." There is not common ownership across the various clubs in the Indians' system. "That's one of the interesting things," Gregovits said. "It's all different, and the Columbus team in particular is publicly owned. But we're all united behind the Indians." In recent years, many MLB teams have sought to group their minor league affiliates in tighter geographic clusters for a variety of business and baseball development purposes. But the Indians have one of the closer groupings, with four affiliates in Ohio within 250 miles of Cleveland and one team in North Carolina, the Single-A Kinston Indians. There also are squads in the Arizona and Dominican rookie leagues. The Indians are projecting a '10 home attendance of 1.6-1.7 million, nearly equal to last year's draw of 1.77 million.

21. MLB FRANCHISE NOTES: PIRATES SET TO HAVE MLB'S LOWEST PAYROLL

In Pittsburgh, Dejan Kovacevic notes it is "virtually assured that the Pirates' projected opening-day payroll of \$35.6[M] will be the lowest" in MLB after the A's signed P Ben Sheets and the Padres signed P Jon Garland. That would "mark the first time the Pirates hit the bottom since the 1997 ... team spend \$9[M] and, stunningly, contended for a division title." But Pirates manager John Russell said the support the team has from Owner Bob Nutting, President Frank Coonelly and GM Neal Huntington is "unwavering, and they've made a solid commitment to where we are and where we are going." Pirates P Charlie Morton added, "I haven't once looked up the payroll for our team. To me, it's irrelevant. We're being paid to do a job, and the expectations should and must be there,

with or without a big payroll." However, Kovacevic writes what is "not certain is whether" the team's payroll "someday will make the team the target of an investigation from" MLB and the MLBPA (*PITTSBURGH POST-GAZETTE*, 1/29).

NOT ON THE LIST: In S.F., John Shea notes the MLBPA "reportedly targeted the Marlins, Padres, Pirates and Rays as teams that weren't investing enough based on the revenue-sharing formula," and those four teams "ranked among the majors' bottom six in 2009 payroll." The A's also ranked in the bottom six, but GM Billy Beane said of the reason the team was not targeted, "Our payroll's low because our revenues are low." Beane: "It's never been an issue with us. We spend what we have. That's why you never see our name mentioned." Beane added that the team's current payroll is "slightly lower than last year's season-opening payroll even" after signing Sheets to a one-year, \$10M contract. Meanwhile, the team indicated that the deal "wasn't done to keep the union off their backs" (*S.F. CHRONICLE*, 1/29).

FULLY IN CHARGE: Mets GM Omar Minaya said he still has "full autonomy" with regards to player acquisitions, despite talk to the contrary. Minaya: "We feel good about working together and we continue to work together, and I understand that there's going to be a lot of articles written about how the situation with the Mets is, but when I tell you that I have full autonomy, I have full autonomy." Minaya added he has had no financial restrictions this off-season and the Mets have "acquired the players that we wanted to" (*"Mets Hot Stove," SportsNet N.Y.*, 1/28).

A MORE PEACEFUL, EASY FEELING: In Ft. Worth, Randy Galloway writes during the past decade, "nobody in the country had three sports owners in the Big 4 that could even come close to the craziness/egos of Jerry Jones-Mark Cuban-Tom Hicks." Galloway: "For that, I'm thankful. Never a dull moment around here with those kind of targets." But with Hicks selling the Rangers, he has been "replaced by, for one, Nolan Ryan." Galloway: "Not exactly a Jones or Cuban-type fit, personality-wise" (*FT. WORTH STAR-TELEGRAM*, 1/29).

Facilities & Venues

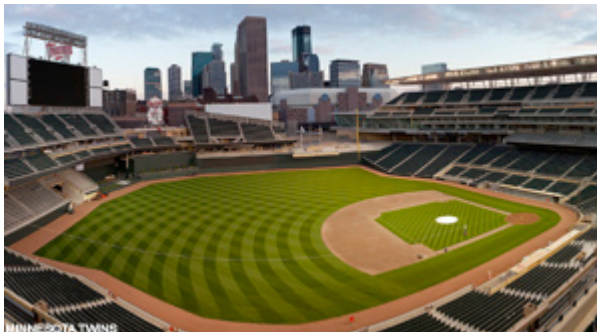
22. VIKINGS MAKING METRODOME THEIR OWN AFTER TWINS' DEPARTURE

The Vikings and the Metropolitan Sports Facilities Commission (MSFC) met on Thursday to "consider how they can make the Metrodome more profitable for the team in the two years it has left there as a tenant," according to Kevin Duchscher of the Minneapolis STAR TRIBUNE. Vikings VP/Public Affairs & Stadium Development Lester Bagley, CMO and VP/Sales & Marketing Steve LaCroix and VP/Finance Steve Poppen Thursday "toured offices once used by the Twins, who have moved to their new quarters at Target Field." The Vikings "plan to occupy the old Twins ticket office on Chicago Avenue as soon as possible, and convert space above it into hospitality club space or perhaps a team store." Duchscher notes those rooms offer a "broad view of the downtown skyline" and would "provide the team with additional ways to generate revenue." LaCroix: "It's real estate that we haven't had access to in the past that we desperately need." Thursday's meeting marked the first between the two parties "since their messy spat two months ago," when the MSFC "approved a mix of financial incentives and threatened penalties trying to entice the team to extend its Metrodome lease" through '13. Still, Bagley on Thursday said, "Unless they repeal that resolution, there's no point in any further stadium development discussions with the commission." Duchscher notes while MSFC commissioners "agree with the Vikings that a new multipurpose stadium is needed, most fear that public funding is unlikely anytime

soon." But Bagley said of the MSFC, "On a day-to-day basis, these guys do a good job of running the facility." He added, "They're willing to work with us to accommodate some of our short-term needs, to try to get this thing as functional as we can in the short term, while we try to resolve the long-term issues" (*Minneapolis STAR TRIBUNE*, 1/29).

SAN FRANCISCO RETREAT? In N.Y., Phil Yost examines the proposed 49ers stadium in Santa Clara, where voters are expected to decide during a June election whether the city should help finance the new facility. Money is "not an issue for stadium supporters," as their mail campaign "opened with a glossy color brochure picturing 54 supporters -- the bulk of the city's business, civic and political notables." The pro-stadium campaign kickoff last Saturday "filled the ballroom in the city's convention center with more than 600 supporters." But aiming to "play David to this Goliath is an ad hoc group called Santa Clara Plays Fair." A "lack of resources makes a shoestring campaign" the group's only option, and their campaign flier "can be found on the Web, with a plea to print it out, make copies and pass it around" (*N.Y. TIMES*, 1/29).

23. TWINS HOPE EARLY MOVE TO TARGET FIELD ENSURES SMOOTH DEBUT



Twins President Says Early Move Will Help Fan Experience At Beginning Of Season

Signage. Some graphics. We're making some revisions to a couple of little things to improve the sightlines. We're testing the scoreboard." St. Peter said his favorite feature of Target Field is the "history and the attention to detail." St. Peter: "We have a 60-foot-high tall sign that replicates the original Twins logo. It's a Twin sign of Minnie and Paul shaking hands, and they will actually shake hands when we hit a home run." When asked if there were "any discussions about playing a few games at the Metrodome if weather is an issue at Target Field," St. Peter said, "No. We have played our last games at the Metrodome. We've had zero discussions about that." Sansevere noted the club is hosting TwinsFest this weekend at the Metrodome, and he asked if there was a "timetable for moving TwinsFest to the Convention Center or somewhere else." St. Peter: "For as maligned as the Dome has been, it's wonderful for TwinsFest. No other team will draw over 35,000 fans in January." He added it "would be very challenging" to host the event at Target Field (*ST. PAUL PIONEER PRESS*, 1/28).

Twins President Dave St. Peter in a Q&A with Bob Sansevere of the ST. PAUL PIONEER PRESS said Target Field, which the team moved into January 3, was "done two months ahead of schedule," and the two extra months "will ensure the operation of this park is very smooth." St. Peter: "That will pay off in terms of the fan experience." St. Peter said some work still needs to be completed, including "some minor interior work.

Events & Attractions

24. GOODELL PLEASED WITH EXTRA ATTENTION ON PRO BOWL IN MIAMI

NFL Commissioner Roger Goodell Thursday indicated that he "likes just about everything so far regarding this one-year test of having the Pro Bowl played one week

before the Super Bowl," according to Tim Reynolds of the AP. Goodell: "What we're seeing is a lot more attention on the Pro Bowl than we've ever had before. And that in and of itself is a success." He added, "We knew that not having the Super Bowl players was something that was going to be a negative to doing this. But everyone felt that there was a real chance to put this Pro Bowl on a higher platform and be a positive thing. We did that and I think it has worked for us. Super Bowl players will be on the biggest stage of all a week later." Goodell said that the "decision on the timing on the 2011 and 2012 Pro Bowls could be known 'in the next 60 days or so'" (*AP*, 1/28). Titans C and NFLPA President Kevin Mawae said that "economics are a driving force" behind moving this year's game out of Hawaii and to the week before the Super Bowl, as "about 20,000 more tickets have been sold ... and several sponsors have packages that include the Pro Bowl and Super Bowl." Mawae: "We've been told that the Pro Bowl is a financially draining enterprise, and that's part of the reason they're experimenting with it here. They've got a good number of tickets sold and picked up corporate sponsorships, which is all about money. It just goes to show you it's a mega-billion-dollar business the NFL is running" (*Jarrett Bell, USA TODAY*, 1/29).

PINING FOR HAWAII: Jaguars RB Maurice Jones-Drew said of the Pro Bowl, "This is my first one. So if it was in Alaska, I'd have been there." But Mawae said this year's Pro Bowl is "not the same atmosphere, the same level of relaxation" as past years in Hawaii. Mawae: "Part of the prestige and honor of going to the Pro Bowl is going to Hawaii. I can't speak to why some guys bailed out, but ... if I'm a first-time Pro Bowler, I don't want to go to Miami to do it. Part of the allure is being in the islands." Broncos S Brian Dawkins said of playing in Hawaii, "Personally, I like it better over there. This is not truly a getaway. But it's still special" (*USA TODAY*, 1/29). Bengals WR Chad Ochocinco said if he were commissioner, he would "have the Pro Bowl where the players want to have it" (*SportsCenter*, *ESPN*, 1/29).

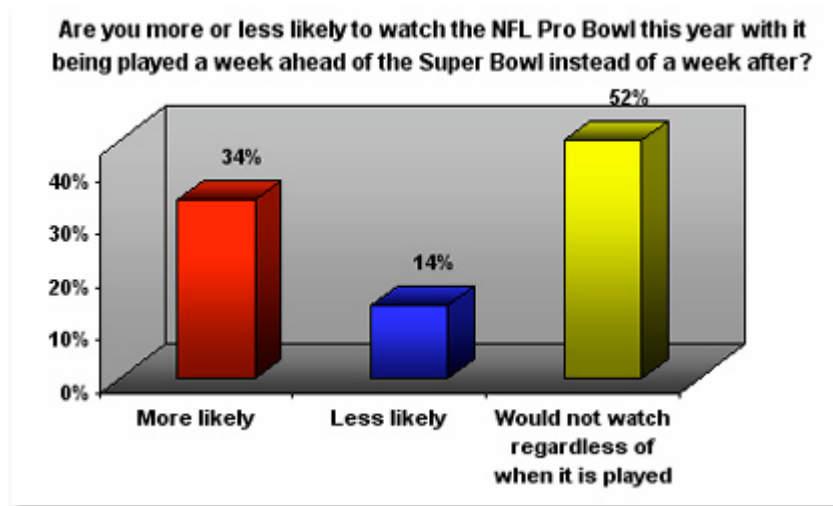
TO GO OR NOT TO GO: In Indianapolis, Richards & Chappell report Colts DE Dwight Freeney and S Antonie Bethea "may not go" to Miami for the Pro Bowl festivities due to injury concerns. Freeney is "being treated for a sprained ankle," while Bethea has a "back issue." Colts coach Jim Caldwell said, "There are some injury situations involved in it, so it just depends on whether or not the doctors make a determination on flying at that time: Is it good for them, not good for them or whatever it might be." The players would fly to Miami with the rest of the team Monday if they do not take part in the Pro Bowl events (*INDIANAPOLIS STAR*, 1/29). Colts President Bill Polian earlier in the week called the league's mandate that players from Super Bowl-bound teams take part in Pro Bowl festivities "stupid," and in Philadelphia, Paul Domowitch notes he will "get no argument on that" from ESPN's Jon Gruden. Gruden said, "They want to keep the unity on their football team. It's very important to their success. You don't want to break up a routine." He added players on both the Colts and Saints are "physically and mentally tired. And they want to stay at home one more night" (*PHILADELPHIA DAILY NEWS*, 1/29). FanHouse.com's Jay Mariotti said, "They're trying to focus on the biggest game of their lives and now you're detaching the very best players from that team and saying, 'For one day you're going to go down here and be ceremonial guys on the sideline.' For what reason?" Denver Post columnist Woody Paige: "If I were the Colts and if I were the Saints, I would accept the fines and say, 'We're staying here'" (*Around The Horn*, *ESPN*, 1/28).

A DOG AND PONY SHOW: In N.Y., Bob Raissman writes the NFL "has gone to great lengths to create what amounts to one big photo opportunity" featuring Colts QB Peyton Manning, Saints QB Drew Brees and other members of the two Super Bowl teams. The Pro Bowl in South Florida is "all designed to make sure the game has some

glitz, even if it's only peripheral, even if these players are not wearing shoulder pads" (*N.Y. DAILY NEWS*, 1/29). In Dallas, Tim Cowlshaw writes, "What began with one really terrible idea -- playing the game before the Super Bowl to eliminate the players from the league's two best teams -- has just turned into a running joke. And it keeps getting funnier" (*DALLAS MORNING NEWS*, 1/29). In California, Jim Carlisle writes, "As an all-star game, the Pro Bowl is a laughingstock." Carlisle: "This isn't news. You know it, I know it and, most important, the NFL knows it. It's the absolute worst all-star game in pro sports" (*VENTURA COUNTY STAR*, 1/29). In Chicago, Dan McNeil writes it is "time for the usually public relations-savvy NFL" to take the Pro Bowl "off of life support and craft the epitaph." Many players selected, "particularly those who have had the experience, don't want to play." The "only redeeming quality of this game is revenue," which is "why this or any other petitions for its abolition are likely as pointless as the game itself" (*CHICAGO TRIBUNE*, 1/29).

HEATED DEBATE: Newsday's Neil Best and Giants VP/Communications Pat Hanlon had a back-and-forth on Twitter Wednesday afternoon regarding Sunday's Pro Bowl. Best wrote, "2010 Pro Bowl experiment is a flop, but game need not be eliminated. Let it go back to HI and continue as a minor event/reward for players." Hanlon replied, "My sources say great media turnout at NFC-AFC Pro Bowl practices today. Largest number in many years." He then added, "Something to consider, Einstein, before you start throwing 'flop' around." Hanlon continued to address Best, saying, "Let's make a deal, Rudy...you stick to TV ratings and reviews and PSL analysis...we'll handle event management...and what's best for our league and our fans and partners...what is espn classic highlight for today?" In response to Hanlon's multiple posts, Best asked, "How is an all-star game w/out all-stars good for league and fans?" (*TWITTER.com*, 1/27).

SURVEY SAYS: THE DAILY asked its readers if they were more or less likely to watch the NFL Pro Bowl with it now being played prior to the Super Bowl. While a majority -- 52.4% -- of the 383 respondents said they would not watch the game regardless of when it was played, 33.6% said they were more likely to watch the game (*THE DAILY*).



Olympics

25 VITAMINWATER ROLLS OUT WORLDWIDE OLYMPIC-THEMED AD CAMPAIGN

Coca-Cola's Glaceau has launched a new "billboard and facebook campaign to urge everyone in Canada -- including the athletes" competing in next month's Vancouver Olympics, to "Try vitaminwater," according to Janet Cho of the Cleveland PLAIN DEALER. The "eye-catchingly colorful" ads, via Brokaw Inc., Cleveland, feature Canadian Olympians "skating, skiing, snowboarding and bobsledding over and around giant bottles" of vitaminwater. The ads carry slogans that include, "Try vitaminwater. Don't try racing Denny Morrison. Don't even race this picture of him." Another ad reads, "Try vitaminwater. Don't try racing Dominique Maltais. Start with something slower. Like a meteor." The ads, part of a seven-nation campaign for the drink brand, will appear on billboards, "transit shelters, buses, subway stations, vendor kiosks and promotional items, such as cowbells, collectible pins" and vitaminwater-flavored lip balm. The campaign will be "translated and made culturally appropriate for consumers in Canada, Mexico, South Africa, South Korea, Japan, Australia" and the U.K. (*Cleveland PLAIN DEALER*, 1/29).



Vitaminwater Launches Olympics Ad Campaign

MAKING A SPLASH: Subway Thursday "defended its advertising campaign" featuring Gold Medalist Michael Phelps against the USOC's "attack on 'ambush marketing.'" The QSR, which is not an Olympic sponsor, is running a commercial that feature Phelps swimming his way across land toward Vancouver. Subway CMO Tony Pace in a statement said, "Regarding our latest commercial featuring Michael Phelps, Subway does not share the USOC's perspective and the conclusions being drawn from it." The QSR pledged to continue using Phelps in its advertising (*AP*, 1/28).

ON THE FLIP SIDE: In L.A., Lisa Dillman writes U.S. snowboarder Gretchen Bleiler "has that intangible cross-over appeal, landing her in magazines ranging from Rolling Stone to Vanity Fair to FHM and helping launch her own clothing and outerwear line with Oakley." Bleiler, who won a Silver Medal at the '06 Turin Games, said, "I've always had a very strong opinion of how I like to look on the mountain and off the mountain. And I think it's important when you're a woman to look feminine and flattering." She added, "That doesn't mean pretty in pink. I can be bold and edgy too" (*L.A. TIMES*, 1/29).

STARS & STRIPES FOREVER: Idaho resident Laddie Lee Whitworth was announced Thursday as the winner of the "public contest to design" U.S. skier Lindsey Vonn's Olympic helmet. Whitworth's design is "red, white and blue, with flames flowing from front to back, like something on the fenders of a drag racing car." There is an American flag "just over the helmet's brow." Whitworth said, "When I became a finalist and saw the other two designs, I thought I had an advantage. Their designs were kind of feminine-looking, and I said to myself: 'Lindsey goes 70 miles an hour down those hills. She wants to look like she's going as fast as possible. She wants to be charging forward'" (*NYTIMES.com*, 1/28).

Collegiate Sports

26. A WHOLE NEW RED ZONE: EASTERN WASHINGTON UNIV. PLANS RED FIELD



FCS school Eastern Washington Univ. (EWU) is planning to install an

artificial red playing surface inside its football stadium for next season. Titans OT Michael Roos, an EWU alum, pledged \$500,000 to the "Red Turf" project, but the school still needs additional funding before the synthetic turf can be installed at Woodward Field. Officials are hoping the project can be funded and installed by the start of the '10 season (*EWU*). The red field "will be the first of its kind, not just in NCAA Division I football, but in the entire country." EWU AD Bill Chaves said, "There is no doubt that one of Boise State's claims to fame has been their blue turf, and like it or dislike it, it has certainly brought them a tremendous amount of notoriety. In a similar vein we have a tremendous opportunity at Eastern to do the same by differentiating ourselves with the red turf while providing a superior playing surface" (*Spokane SPOKESMAN-REVIEW*, 1/28). YAHOO SPORTS' Matt Hinton noted the NCAA "has no provision addressing the color of playing surfaces -- at least not yet -- because it hasn't had to consider the issue outside of the relatively obscure venues" at Boise State and Division II Univ. of New Haven, which installed blue turf last year. EWU could be "breaking ground on what promises to be a run on multi-colored turf by publicity-starved schools across the country" (*SPORTS.YAHOO.com*, 1/28).

Sports Industrialists

27. WHAT'S UP FOR THE WEEKEND WITH NASCAR VP JIM O'CONNELL

Ever wonder how executives in sports business spend their weekends? THE DAILY this week continues, "What's Up For The Weekend," providing readers with an inside look at people in our industry. This week, we catch up with NASCAR VP/Corporate Marketing **JIM O'CONNELL**, who chatted with Staff Writer Jessica Collins about what he likes to do on the weekend.



**NASCAR VP/Corporate Marketing
Jim O'Connell**

Q: What are your plans for the weekend?

O'Connell: Spending time with my wife and two children. Like many of us, given work travel and long hours in the office, I don't spend as much time with them during the week as I would like to. As a result, weekends when I'm home -- and not at a NASCAR race -- are very important.

Q: What is one thing you always try to make time for on the weekend?

O'Connell: In addition to the family time, I always want to exercise, catch up on sleep and try to get my life in order for the coming week -- unpack/pack for trips, organize work to-do's, etc. It is nice to get things crossed off the to-do list on the weekend.

Q: What is your weekend exercise routine?

O'Connell: I try to take a couple of long runs. It helps make up for some poor eating on the road and it also helps clear my mind.

Q: What is a weekend must read and watch?

O'Connell: If I'm not there in person, I watch NASCAR racing. I also watch shows

I've TiVo'd from the week -- "Modern Family," "30 Rock," "The Office." I read the Wall Street Journal and New York Times. Also, I just received a copy of **ANDREW GIANGOLA's** "The Weekend Starts on Wednesday." It is a collection of stories about amazing NASCAR fans.

28. THIS WEEK'S NEWSMAKERS: GREAT TENNIS BUT NO BUZZ AT AUSSIE OPEN

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: NFL CHAMPIONSHIP GAMES RATINGS -- NFL ratings continue to confound the metrics and conventional wisdom, as last weekend's games prove to be the most powerful programming platform around, delivering viewership numbers not seen since the '80s. Yes, the '80s. Experts point to a number of reasons -- a down economy keeps viewers home, new technology makes the game more accessible, and the league is creating brilliant storylines. It is hard to pinpoint exactly what is driving this remarkable growth, but one thing is certain, the NFL is -- bar none -- on the top of the brand entertainment food-chain.



**ISC Sees Lack Of Potential Turnaround
For Motorsports Authentics**

LOSE: MOTORSPORTS AUTHENTICS
-- ISC Thursday is forced to declare that its \$122.5M investment in Motorsports Authentics (MA) is a total loss, adding that it will not record any future profits or losses from the merchandise and apparel venture. Since the ISC/SMI purchase in '05, MA's aim to bring a new focus to the production, marketing and sales of NASCAR licensed merchandise has brought nothing but a financial black hole. Unless MA can renegotiate its deals with NASCAR teams, the venture seems destined for

bankruptcy.

DRAW: AUSTRALIAN OPEN -- Tennis' first major of the year concludes with two marquee finals -- defending champ **SERENA WILLIAMS** takes on a returning **JUSTINE HENIN**, while **ROGER FEDERER** goes for Grand Slam number 16 against **ANDY MURRAY**. Plus, unlike past years, it largely has been a controversy-free tournament. However, with the American sports world transfixed on a fascinating Super Bowl matchup, not to mention the unavoidable time difference, it seems the action Down Under is going far under the radar.

29. EXECUTIVE TRANSACTIONS

Ducks Senior Manager of Corporate Partnerships **BONNER PADDOCK** has left the team and Honda Center to join Young's Market Company as Senior VP/Marketing & Partnership Activation (*THE DAILY*)....Maloof Sports & Entertainment (MSE) announced VP/Retail Sales **SUSAN ROSS** will assume responsibilities for ticket sales in addition to her current responsibilities for merchandise and food and beverage. The company also promoted **KATHLEEN FOLEY** to VP/Ticket Sales and **PHIL MACDOUGALL** to VP/Premium Sales & Service (*MSE*)....The Broncos announced VP/PR **JIM SACCOMANO** is assuming the new position of VP/Corporate Communications and **PATRICK SMYTH** was named Exec Dir of Media Relations (*Broncos*)....HKS Inc. promoted **MARK WILLIAMS** to Principal (*HKS*).

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

MLB players Thursday pledged to donate up to \$1M from the MLB Players Trust to aid relief efforts in Haiti. The Players Trust will make an immediate \$200,000 contribution, and over the next five years will provide grants totaling up to \$1M to support non-profit organizations working in Haiti (*MLBPA*)....Michigan Int'l Speedway is gathering monetary donations for Haiti relief and will match the total up to \$15,000 (*MIS*)....Several Saints players will partake in a charity baseball game on March 20 against cast members from the "Twilight" movies, with a portion of the proceeds going toward Haiti relief (*NOLA.com*, 1/28).

SOUNDS OF THE GAME: The NFL announced that **CARRIE UNDERWOOD** will sing the National Anthem and **QUEEN LATIFAH** will sing "America the Beautiful" as part of the Super Bowl XLIV pregame at Sun Life Stadium (*NFL*). Meanwhile, KLAC-AM's **MATT SMITH** said of The Who performing at halftime of the Super Bowl: "It's lowest common denominator. What bands can we put on-stage -- **PRINCE**, The Who, **SPRINGSTEEN** -- where at least people know the name and say, 'You know what, I got to watch this.'" All the NFL goes for "is name recognition" ("*Jim Rome Is Burning*," *ESPN*, 1/27).

KEEP IT CLEAN, GUYS: ESPN.com columnist **BILL SIMMONS**, Yahoo columnist **MIKE SILVER**, Steelers WR **SANTONIO HOLMES** and several others this weekend are competing in an

Audi-sponsored driving competition between DC and Miami, site of Super Bowl XLIV. The participants each are driving an Audi clean-burning diesel SUV and then judged on their fuel efficiency during the trip. The most fuel-efficient driver will get \$20,000, with the money being targeted to various charities. Audi is running an ad during the Super Bowl, and is conducting a variety of social media and event-based efforts such as this to promote its involvement in the game (*Eric Fisher, SportsBusiness Journal*).

HUSKY'S VOICE: A federal judge has ordered **BEN GORDON**'s former financial advisors to pay the Pistons G more than \$1.3M in a "dispute over a loan." However, the judge threw out Gordon's claim that the loan "represented a breach of the firm's fiduciary duty to the NBA player" (*AP*, 1/28).

NAMES: Pennsylvania-based Centocor Ortho Biotech will donate \$180,000 to the Crohn's & Colitis Foundation of America, stemming from a pledge to donate \$10,000 for each touchdown scored this season by Jaguars QB **DAVID GARRARD**, who suffers from Crohn's (*BIZJOURNALS.com*, 1/28)....Toyota Grand Prix of Long Beach President & CEO **JIM MICHAELIAN** will be the "oldest participant in the 24 Hours of Daytona" race, which kicks off Saturday afternoon. This is Michaelian's 12th appearance in the race (*Long Beach PRESS-TELEGRAM*, 1/29)....The N.Y. TIMES Style Magazine listed tennis player **MELANIE OUDIN** among the "Nifty 50: America's up-and-coming talent." Oudin during last summer's U.S. Open "went from nowhere to everywhere, hijacking the front pages of newspapers around the world," thanks in part to her pink-and-yellow adidas shoes, the "most talked-about shoes since 'The Wizard of Oz'" (*NYTIMES.com*, 1/28)....Patriot Place outside Gillette Stadium is hosting an exhibit titled "The AFL Turns 50," featuring artifacts such as **JOE NAMATH**'s Super Bowl III jersey, through February 7 (*BOSTON GLOBE*, 1/28).



Carrie Underwood To Perform National Anthem At Super Bowl

Classified Advertisements

31. CLASSIFIED ADVERTISEMENTS

VICE PRESIDENT/GENERAL MANAGER SOMMET CENTER

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

Fast-moving technologies offer brands and sports properties many avenues for reaching their target audiences, but finding the right formula and delivery tools can be a significant challenge. Join SportsBusiness Journal as we walk through some of the latest products in the digital space and provide examples of how the technology is being used and evaluated. We'll help navigate the marketplace and point out the areas that are ripe for growth. **Publishing Date:** February 22 **Ad Close:** February 8 **Materials Close:** February 10.

For more information, contact Julie Tuttle, National Director of Advertising at

212-500-0711 or jtuttle@sportsbusinessjournal.com