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Interesting Dance Partner

CBS could alternate Final Four with TNT under discussed plan should NCAA opt out of current deal, expand tourney field. (#8)

Driving Hard To The Basket (#10)

NBA's first labor proposal likely to include player revenue percentage "well below" 50%.

A Different Kind Of Shoot Around

Nike under criticism for Kobe ad featuring gun language just days after Arenas suspension. (#3)

The Bucs Stop Here (#16)

Nutting reaffirms Pirates are not for sale after declining unsolicited bid from Lemieux, Burkle.

Union Dues (#20)

Pennsylvania energy company PPL Corp. signs 10-year deal to title new Philly MLS stadium.

Free Credit Report (#17)

Greenberg, Ryan to meet with Hicks Sports Group creditors tomorrow about Rangers sale.

Hell Hath No Fury (#1)

CBS forces EA to change tagline for videogame being promoted during Super Bowl; N.Y. TIMES Sunday editorial weighs in on Tebow ad. (#2)

Teenager In Love (#25)

Winter X Games 14 sets multiple attendance records; White profiled on network news shows.

Sunday Night Countdown

The Super Bowl is less than a week away, and while plenty of attention will be focused on whether the Colts or the Saints hold an edge, the NFL's labor situation serves as a very intriguing subplot. The rhetoric between the league and the NFLPA is only expected to increase leading up to the game, as both sides seem resigned to an uncapped '10 season.

Roger Goodell for the first time calls that scenario "virtually certain," adding "not much progress has been made" in CBA talks (#11). Meanwhile, despite many players opting out of last night's Pro Bowl and some continuing to grumble about the game's move out of Hawaii, Goodell says holding the event prior to the Super Bowl is a "good idea." He even goes so far as to indicate the NFL may proceed with the format in the future (#24). In other news, the league appears to back off its trademark ownership claims to the "Who Dat" phrase and the fleur-de-lis logo, claiming it is only challenging items pertaining to the Saints (#5).



Marketing Spotlight

Will Super Bowl appearance help make Saints QB **Drew Brees** next great NFL pitchman? (#6)

Quote Of The Day

"Our clubs are prepared for the uncapped year. We have another season to play under this CBA. And we will have a new agreement. It's just a question of when."

-- NFL Commissioner **Roger Goodell**, on the league's CBA negotiations (*N.Y. POST*, 1/31). (#11)

SportsBusiness Daily

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Sponsorships, Advertising & Marketing

1. SUPER BOWL ADS: EA FORCED TO SOFTEN TAGLINE ON VIDEOGAME SPOT



EA Has Had To Soften Tagline Promoting "Dante's Inferno" To Get Clearance From CBS

Electronic Arts will make its Super Bowl advertising debut during Super Bowl XLIV Sunday, but the company "had to soften the tagline" promoting its "Dante's Inferno" videogame "in order to get clearance from CBS," according to Eleftheria Parpis of AD WEEK. EA has been promoting the videogame for the past nine months with a campaign via Wieden + Kennedy, Portland, carrying the tagline, "Go to hell." EA's Super Bowl spot will instead use the line "Hell awaits" after CBS "determined the 'Go to hell' tag was too controversial for the broadcast." Wieden + Kennedy Account Dir Paulo Ribeiro: "It was deemed too provocative. The final verdict has yet to be rendered, but it is unlikely that we will get (it on the game)" (*ADWEEK.com*, 2/1). AD AGE's Beth Snyder Bulik notes EA "isn't fazed by the censor," but wonders why the company would "buy into a media venue where you can't use your tagline?" EA Senior Product Manager Phil Marineau said, "It's less about the tagline and more about the setting. There will still be a callout to hell. And it's an opportunity to hit the most mass audience possible with a game that's literally coming out two days later" (*ADAGE.com*, 2/1).

LEADING A HORSE TO WATER: In St. Louis, Todd Frankel reported A-B on Friday posted three commercials on its Budweiser Facebook page, including one Clydesdale spot, giving the public a chance to "offer opinions" on which ad should air during Sunday's Super Bowl. The vote is "not how A-B originally envisioned its Super Bowl ad campaign," but two days after "releasing nine Super Bowl ads, A-B was met by some criticism over its decision to shelve the Clydesdales." Voting is expected to continue into this week, and while the brewer "did not say it was bound by popular opinion, it seemed clear Friday that one ad was ahead." The Clydesdale spot "outpaced by a nearly 3-1 margin the other two ads." A-B reworked the original Clydesdale ad, which "floundered in focus group tests," before posting it for the vote (*ST. LOUIS POST-DISPATCH*, 1/30). A-B InBev VP/Marketing Keith Levy said that the "reconsideration was spontaneous and based on the improvements to the Clydesdales commercial," and is "not a publicity stunt or gimmick" (*NYTIMES.com*, 1/29).

A SERIOUS ISSUE: BRANDWEEK's Todd Wasserman notes Hyundai's six ads airing around the Super Bowl, including two in-game spots, are "dead serious and quiet." Hyundai VP/Marketing Joel Ewanick said, "It's a very approachable, very aw-shucks presentation. It allows us to be a bit boastful, but it comes across OK because it doesn't sound boastful. It sounds like we're giving out information, and we don't see a reason why we would change that tonality." The automaker has three ads airing "20 or 30 minutes before the game" in addition to first- and second-quarter spots in-game, and Ewanick said, "What's good for us is the prekick and the first two commercials are in a very tight position -- they're only an hour and a half apart. Our goal is to own that automotive story in the first half of the game." Both of the in-game ads will be the first

commercial shown during the breaks, and Ewanick said the positioning "gives us a chance to do something a little different than we might have done if we were at the beginning of the pod or the end." Ewanick: "We're going to take the shot at being quiet. We're gonna take you down, and we're gonna tell our story and show the car and make a nice little statement" (*BRANDWEEK*, 2/1 issue).

NO TIME LIKE THE PRESENT:

In N.Y., Holly Sanders Ware notes Audi will air a spot for its third-straight Super Bowl with a spot titled "Green Police," showing a "group of officers who protect the environment and tout the firm's so called 'clean diesel' technology." The fourth-quarter spot plays off Cheap Trick's "Dream Police." Audi CMO Scott Keogh said, "We're not retrenching, going backwards or hiding under the table" (*N.Y. POST*, 2/1).



Watch The "Green Police" Teaser

FLO RIDER: Flo TV today officially announced it will launch its Super Bowl ad campaign with three different spots, featuring a remix of The Who's "My Generation" by will.i.am and appearances by CBS' Jim Nantz and James Brown. The first spot, "Moments," features a compilation of historical events set to "My Generation." The second ad, "Injury Report," features Nantz playing himself while offering play-by-play of a couple on a shopping spree. In addition, Flo TV prior to kickoff will debut a 30-second commercial, "Driven Crazy," that features both Brown and Nantz (*Flo TV*).

JUST A BLUR: ADWEEK's Andrew McMains reported Motorola's third-quarter spot will feature a "new Motoblur phone that has yet to go on sale." The spot will include an unnamed celebrity. The ad will be the first execution from Motorola's new ad agency, Anomaly, N.Y. (*ADWEEK.com*, 1/29).

2. SUPER BOWL ADS: IS PROTEST AROUND FOCUS ON THE FAMILY OUT OF LINE?



Helping Families Thrive™

Protest surrounding Focus on the Family's allegedly pro-life Super Bowl ad is "puzzling and dismaying," and those "would-be censors are on the wrong track," according to an editorial in the Sunday N.Y. TIMES. Instead of trying to "silence an opponent, advocates for allowing women to make their own decisions about whether to have a child should be using the Super Bowl spotlight to convey

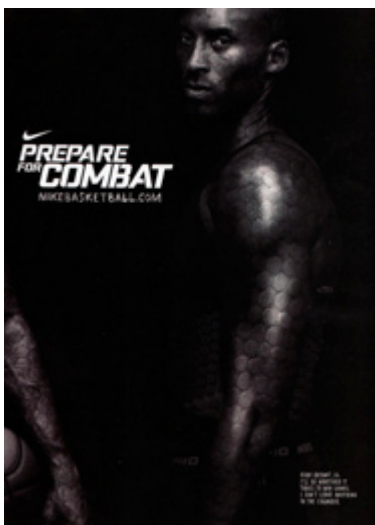
what their movement is all about: protecting the right of women like Pam Tebow to make their private reproductive choices." In addition, CBS was "right to change its policy of rejecting paid advocacy commercials from groups other than political candidates." Viewers can "watch and judge for themselves," or they can "get up from the couch and get a sandwich" (*N.Y. TIMES*, 1/31). Former Catholics for Choice President Frances Kissling and former Nara Pro-Choice America President Kate Michelman in a special to the WASHINGTON POST wrote, "Instead of trying to block or criticize the Focus on the Family ad, the pro-choice movement needs its own Super Bowl strategy" (*WASHINGTON POST*, 1/31).

FREEDOM OF CHANGING THE CHANNEL: In Detroit, Drew Sharp wrote Super Bowl viewers who disagree with the Focus on the Family ad "can choose to take their television remote in hand when the ad appears on CBS and change the channel."

The organization is "selling a product, selling a message, selling an illusion." It is "just a commercial" and "nobody's forcing anybody to watch it." Sharp wrote the spot, which stars former Univ. of Florida QB Tim Tebow and his mother, in many ways "isn't any different than the beer commercial creating an image of masculine cool promoting that if you have the right brand in your hand, hot-looking women will instinctively run to your side" (*DETROIT FREE-PRESS*, 1/31). In Orlando, Darryl Owens wrote CBS "hasn't caved to the negative blitz" thus far, "nor should it" (*ORLANDO SENTINEL*, 1/30). In Jacksonville, Gene Frenette noted without "anyone seeing the ad, this has turned into a debate on whether a football celebrity should be using a Super Bowl platform to promote a cause." We live in a "country of free speech and free enterprise," and CBS and Tebow are "merely taking advantage of those benefits." This really is "nothing more than CBS doing whatever it takes to pad its bank account" (*FLORIDA TIMES-UNION*, 1/30).

CHOMPING AT THE BIT: In Orlando, Mike Bianchi wrote the Super Bowl ad "transcends anything Tebow has ever done on the football field." It transforms him "from football player to political figure" (*ORLANDO SENTINEL*, 1/31). USA TODAY's Tom Krattenmaker writes of Tebow, "Call him naive or call him courageous and principled ... but few will be calling him non-controversial after this" (*USA TODAY*, 2/1). In Las Vegas, Ed Graney wrote one thing that "shouldn't be questioned is why Tebow would choose to be featured in such a commercial around the exact same time his NFL future is being dissected." Graney added, "What happened to the days when the only controversial thing about Super Bowl commercials was how much skin the Victoria Secret model showed?" (*LAS VEGAS REVIEW-JOURNAL*, 1/30). Media Research Center President L. Brent Bozell III in a special to the N.Y. POST wrote the "worst part of this overwrought controversy is the mud thrown at Tim Tebow's image before he plays a down of pro football." Making an ad like this one "ought to help advertisers see an endorser with character, not your stereotypical ego-addled, misbehaving professional athlete." It takes "maturity we're not used to seeing from pro athletes when they're a target of controversy" (*N.Y. POST*, 1/30).

3. KOBE-LEBRON AD FORCES NBA TO CONFRONT HANDGUN ISSUE AGAIN



Bryant Agrees With League's Stance On Nike Ad

The new issues of SI and ESPN The Magazine contain a two-page Nike ad featuring Lakers G Kobe Bryant and Cavaliers F LeBron James for the company's "Prepare for Combat" campaign, forcing the NBA to face the "handgun issue again" after recently suspending Wizards Gs Gilbert Arenas and Javaris Crittenton for the season, according to Richard Sandomir of the N.Y. TIMES. Bryant in the ad is portrayed as saying, "I'll do whatever it takes to win games. I don't leave anything in the chamber." NBA VP/Basketball Communications Tim Frank said in an e-mail, "We had no prior notice of this ad. We think it is inappropriate." Frank added that the league "gets advance notice about ads, and approval rights, only if they contain the NBA's logo or trademarks." Nike said Bryant's blurb in the ad is "intended to illustrate his all-out play and commitment on the basketball court." Nike: "It is a commonly used reference for shooting the basketball and no offense was intended." SI VP/Communications Scott Novak said that the magazine "had no obligation to tell Nike to alter the content of its ad" (*N.Y. TIMES*, 1/30). Bryant "agreed with the league's stance" on the ad. Bryant: "That ad

was done months ago, prior to anything that came out. Obviously, we're very sensitive toward that considering the current time and everything that happened since then. It's definitely inappropriate. I advised my business partners of that." James added that the words were "taken out of context." James: "This has nothing, zero, to do with guns. At all. At all. Zero. That's very simple. For somebody to even say that -- that's a basketball term. To try to highlight Kobe and say that he was referencing guns is totally ridiculous" (AP, 1/29).

BAD TIMING: FANHOUSE.com's Bethlehem Shoals wrote the launch of the ad "has to be the worst timing in the history of sports advertising." Shoals: "This is an absolutely terrible idea, and you have to assume that if there were any way to avoid this hitting the stands, it wouldn't be. No one in any position to decide anything ... would let this ad go through in this current climate" (FANHOUSE.com, 1/29). NESN's Dana Barros: "To have this come out right now is really kind of unfortunate, and it makes me kind of wonder how Nike could let this pass at this time" (NESN.com, 1/31). In Pennsylvania, Rob Parent wrote under the header, "Finally, A Call To Arms Against Nike Ads" (DELAWARE COUNTY TIMES, 1/30).

POLITICAL CORRECTNESS RUN AMUCK: In Portland, Geoffrey Arnold wrote criticism of the ad is "badly misguided" and "goes way too far." These types of ads are "created, polished, and the space purchased months in advance." Bryant and James "have no control over the timing and release of the ad, so don't blame them." Arnold: "How in the world could Nike, Bryant and James, along with the advertising folks at Sports Illustrated and ESPN The Magazine, know that Arenas and Javaris Crittenton would engage in their personal version of Russian roulette? ... Absent the Arenas incident, no one would have thought twice about the ad" (Portland OREGONIAN, 1/31).

4. ATHLETE ENDORSEMENTS SEEING SUBTLE CHANGES AMID TIGER SCANDAL

McDonald's multi-year endorsement deal with Cavaliers F LeBron James is an "early sign that the Tiger Woods debacle hasn't put marketers off celebrity endorsements altogether," but it "does indicate that the landscape is subtly changing," according to Hawkins & Vranica of the WALL STREET JOURNAL. GroupM Entertainment Sports & Partnerships Exec VP & President Greg Luckman said that backlash from Woods' situation "is helping to soften the market" for endorsement deals. But he added, "The impact of that is being seen more in how the deal terms are being negotiated." Luckman noted that advertisers now are "seeking shorter agreements and more flexibility." Luckman: "If it's a 10-year deal and something happens, it's a lot more complicated to get out of it." Sports marketing experts said that the "biggest change" to endorsement deals following the Woods scandal is that "advertisers are crafting tougher 'morals clauses,' the provisions that let them out of the contract if the star misbehaves." Octagon First Call VP & Managing Dir David Schwab said that "refusing major corporations a greater say in morals clauses 'has become a deal breaker.'" McDonald's VP/Marketing Peter Sterling said, "We only sign with athletes that we believe have a good fit with the brand." Sterling noted the company has not signed a lot of athlete endorsements lately. While that is not specifically due



Exec Says Advertisers Seeking Shorter Deals After Woods Scandal

Octagon First Call VP & Managing Dir David Schwab said that "refusing major corporations a greater say in morals clauses 'has become a deal breaker.'" McDonald's VP/Marketing Peter Sterling said, "We only sign with athletes that we believe have a good fit with the brand." Sterling noted the company has not signed a lot of athlete endorsements lately. While that is not specifically due

to the Woods scandal, Sterling said that has "certainly shined a spotlight on this." He said that McDonald's "has known Mr. James since he was in high school," and the QSR "has confidence in him." Sterling: "All we can do is look at the past behavior and hope that will be a future indicator of what that person is going to be like. He's got a passion for what he does, he's family-oriented, he's community-minded, and he's charitable. Those are all the things McDonald's stands for" (*WALL STREET JOURNAL*, 2/1).

INSURANCE PLANS: In N.Y., Belson & Sandomir report in the wake of the Woods scandal, insurers are "being inundated with inquiries from corporations seeking to protect their investments, their brands and even their sales when their celebrity endorsers suffer public embarrassment." More companies are "trying to insure against the potential loss of sales when an athlete product endorser is involved in a scandal," but "calculating the amount to insure against is not easy." Insurers said that they "based their assumptions on how much revenue grew after an athlete or celebrity became a company endorser." Octagon President of Athletes & Personalities Phil de Picciotto believes that the "recent scandal and the growing dollar value of athlete endorsement deals is going to lead more companies to pursue more insurance." Companies also are going to "push for shorter-term contracts that push for a greater percentage of their money in the form of incentives payable when athletes meet certain on-field targets" (*N.Y. TIMES*, 2/1).

5. NFL BACKS OFF ON OWNERSHIP CLAIM OF POPULAR "WHO DAT" PHRASE



NFL Claims "Who Dat" T-Shirts Cannot Be Advertised As Saints, League Paraphernalia

paraphernalia." In a letter to U.S. Sen. David Vitter (R-LA), the NFL "described the trademark tussle, which has enraged New Orleans Saints fans across the country since it erupted" last week, as a "significant misunderstanding." Vitter last month sent a letter to NFL Commissioner Roger Goodell, stating he "was stunned to learn" that the league took the stance that it owns the exclusive trademark of the term and that the NFL "has even threatened legal action against some mom-and-pop merchants selling T-shirts using the term." Vitter wrote, "This letter will also serve as formal legal notice that I am having T-shirts printed that say 'Who Dat say we can't print Who Dat!' for widespread sale in commerce. Please either drop your present ridiculous position or sue me." White noted "other members of the Louisiana congressional delegation also demanded that the NFL cease its threats of legal action against merchants" (*New Orleans TIMES-PICAYUNE*, 1/30). In Baton Rouge, Marsha Shuler reported the Louisiana Democratic Party Saturday "called on Gov. Bobby Jindal to authorize a state lawsuit against the NFL" over use of the

The NFL "appeared to back off Friday on its trademark ownership claims to the phrase 'Who Dat' and the fleur-de-lis logo, saying it is challenging the sale of items only 'when those products contained or are advertised using other trademarks or identifiers of the Saints,'" according to Jaquetta White of the New Orleans *TIMES-PICAYUNE*. NFL VP/Communications Brian McCarthy: "'Who Dat' we do not claim to own by itself. It's when 'Who Dat' is used in conjunction with Saints marks that it's a problem." McCarthy said that T-shirts and items with "Who Dat" and a fleur-de-lis logo "unlike the one owned by the Saints are allowed as long as they are not advertised as being Saints or NFL

phrase and logo. Jindal's office in a short statement said, "If litigation is necessary, so be it" (*Baton Rouge ADVOCATE*, 1/31).

DAT'S THE TICKET: A New Orleans *TIMES-PICAYUNE* editorial stated the NFL's "aborted attempt to enforce a trademark over 'Who Dat' was absurd and a public relations blunder of Super Bowl proportions." The NFL "did itself a favor by publicly vowing to back down." NFL officials "need to recognize that Who Dat belongs to Saints fans -- and that the Saints and the NFL benefit immensely from that feeling." The editorial: "No one doubts the NFL's right to enforce trademarks over the team's distinctive items, such as the team logos. But the league should learn from this episode, and recognize it has no claim over Who Dat" (*New Orleans TIMES-PICAYUNE*, 1/30). ESPN's Tony Kornheiser said, "I don't know how, if you're the NFL, you can claim that you can trademark this. This is a populist thing that grew up in the area of New Orleans and belongs to all those people" (*PTI*, *ESPN*, 1/29). In Miami, Greg Cote wrote, "I think that cease-and-desist letter needs to go to the NFL for needlessly and rather callously alienating Saints fans the very week of their first Super Bowl appearance" (*MIAMI HERALD*, 1/31).

LEAGUE MIGHT HAVE A LEG TO STAND ON: Tulane Univ. Law School professor Glenn Lunney said that a trademark is "different from a copyright or patent and doesn't necessarily have to be original." He said that the NFL "would likely argue it has a valid trademark because 'Who Dat' is so strongly associated with the Saints" (*Baton Rouge ADVOCATE*, 1/30).

6. COOL, BREES: SAINTS QB COULD SEE INFLUX OF MARKETING OPPORTUNITIES

Saints QB Drew Brees, with his first appearance in the Super Bowl, may have "won himself a place as the NFL's next great pitchman," as he is a "marketer's dream," according to Jeremy Mullman of AD AGE. Brees is "widely considered the most desirable endorser on a team that lacks many widely known names." However, his appeal "goes beyond his stellar play," as his story "includes not only on-field success but also a prominent role in the rebirth of New Orleans." Brees already has several "regional or smaller-scale deals with some big-name brands," including Sprint, Pepsi, Visa and Nike, and he "may now be poised for higher-profile endorsement deals." Encore Sports & Entertainment President & CEO Chris Stuart, Brees' marketing agent, said, "You're definitely going to see some stuff coming out after the Super Bowl." Mullman noted Brees is "appearing in an online video for Procter & Gamble's Pampers brand" that debuted on YouTube last month (*ADAGE.com*, 1/28). In this week's *SPORTSBUSINESS JOURNAL*, Terry Lefton reports Brees and Colts RB Joseph Addai last week "were shooting stills and video" for Unilever's Dove Men+Care line. The company is supporting its commercial in CBS' broadcast of Super Bowl XLIV "with a Web effort modeled after the iconic got milk?/milk mustache campaign." Footage of either Brees or Addai, depending on whose team wins the game, "will be used in a large post-Super Bowl online ad effort across a variety of sports sites" (*SPORTSBUSINESS JOURNAL*, 2/1 issue).

HEALTH & HUMAN SERVICES: In Shreveport, Roy Lang III noted Brees has had a partnership with Texas-based health and wellness company AdvoCare for five years, and he has become the "company's 'top' endorser." Brees stars in a 90-second promo for AdvoCare, and its Web site notes Brees "uses no less than nine of AdvoCare's products." AdvoCare President & CEO Richard Wright: "He's exactly what we're looking for because he embodies our guiding principles and what our company stands for." Colts DE Keyunta Dawson also is an "unpaid endorser of AdvoCare products" (*SHREVEPORT TIMES*, 1/29).

REFRESHING IDEA: PepsiCo has partnered with Brees, Jets QB Mark Sanchez

and Cowboys LB DeMarcus Ware on a new charity program. Fans can vote at NFL.com/PepsiRefresh or via text for one of three ideas to get a \$100,000 grant from the Pepsi Refresh Project. Brees' idea is to provide rooms for cancer patients and caregivers; Sanchez' idea is to build diabetes awareness; Ware wants to provide a safe environment for abused and neglected children (*PepsiCo*).

7. QUICK HIT INC. ADDS VIRTUAL GOODS COMPONENT TO ONLINE VIDEOGAME

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

Quick Hit Inc., operators of the online football videogame Quick Hit Football, have added a virtual goods component to the title in which the microtransactions from users will add to an existing advertising base. Users will be able to purchase "coaching points," the game's virtual currency, and add former NFL players already part of the game to their team, including Barry Sanders and Ed "Too Tall" Jones. Competitive controls, however, have been put in to prevent players from simply buying a dominant team. Quick Hit Football will still be free to play if a user chooses not to pay, but company execs expect the virtual goods to supply about half of the game's revenue. Such two-tiered revenue models are common in massively multiplayer online (MMO) games, and are increasingly becoming incorporated into sports gaming. Quick Hit execs have not disclosed their base of registered players, but the quickhit.com Web site has attracted more than 1 million unique visitors since the game's October launch. "To come from literally zero less than three months ago to where we are now, we're feeling good about where we are," said Quick Hit Founder & CEO Jeff Anderson.

Sports Media

8. CBS, TURNER TALKING ABOUT JOINT BID FOR MEN'S NCAA HOOPS TOURNNEY

CBS and Turner Sports are in talks to "create a joint bid for the NCAA tournament rights if the NCAA decides to opt out of its current CBS deal," according to Ourand & Smith of SPORTSBUSINESS JOURNAL. The two networks "could share rights to the tournament if the NCAA decides to expand the field to 96 teams." Under that possibility, the channel "broadcasting the Final Four would pay 60[%] of the annual rights fee and the other network would pay 40[%]." CBS and Turner would "alternate coverage of the Final Four each year." The broadcasters are "basing their bids on an expanded tournament field" as spelled out by a request for proposal sent out by the NCAA to possible bidders last year, which noted the organization is looking at "expanding from a 65-team tournament to either 68 or 96 teams if it opts out of the CBS contract." It also indicates that the NCAA is "looking for a 14-year term on its next media deal, with a 'no-penalty, early termination right in favor of the NCAA.'" Industry sources indicated that the NCAA has until August 31 "to exercise its right" to opt out of the CBS deal, though it "hopes to conclude the process much earlier." TNT has aired NBA games since '88, but "has never carried college basketball games." ESPN and Fox are also "considering making bids for the tournament's rights" (*SPORTSBUSINESS JOURNAL*, [2/1 issue](#)).

9. MEDIA NOTES

CBS golf analyst Nick Faldo
Saturday opened the network's
coverage of the PGA Tour Farmers



Faldo, Nantz Open CBS' Coverage Of Farmers Insurance Open Talking About Tiger Woods

Insurance Open talking about Tiger Woods, saying, "The number one thing he had was his presence ... can he regain that self-esteem?" YAHOO SPORTS' Brian Murphy awarded Faldo his "broadcast moment of the week" for his "on-point, two-minute long soliloquy." Murphy: "I credit CBS for diving headfirst into the Tiger Thing. This was CBS' first broadcast of the new year, and the broadcast on Saturday wasn't 3 minutes old before [Jim] Nantz introduced the topic of Tiger's absence, and Faldo was off to the races." It was "pretty strong stuff from Faldo" (*SPORTS.YAHOO.com, 1/30*).

LOOKING BACK: ESPN "MNF" analyst Jon Gruden said he "really enjoyed" his first season in the broadcast booth. Gruden: "I have a long way to go before I'm really any good at it. ... It is a little harder than I thought." He said of his decision to sign a contract extension with ESPN during the season, "I really put a lot of time into this broadcasting thing. I look at 'Monday Night Football' as the premier broadcasting job in football. I look at it that highly. I want to take the proper time to see if [I'm] actually any good at it. I just made a major career change going from coaching to broadcasting and I just don't want to jump around right away" (*TAMPABAY.com, 1/29*).

AFFIL-LING IT UP: Turner is launching two affiliate marketing events around the NBA All-Star Game. It is rolling out TNT Small Stars FIT Challenge with various cable systems operated by Comcast, Time Warner and Cox. As part of the campaign, the groups will help local Boys & Girls Clubs organize a day of fitness programs, with Turner donating \$1,000 to each participating club. Turner on Saturday will partner with Time Warner's Dallas system for a day of skills challenges and competitions. Turner will offer tickets to All-Star Weekend events as prizes (*John Ourand, THE DAILY*).

LOGICAL CHOICE: In N.Y., Bob Raissman wrote no NFL team has been selected to star in next edition of HBO's "Hard Knocks," but it would be "stunning" if HBO Sports President Ross Greenburg and NFL Films President Steve Sabol do not have the Jets "on their radar" due to coach Rex Ryan. HBO has aired five seasons of the series since '01, and the "common denominator for the teams selected is two-fold." The producers "look for a squad on the upswing," and they "want a coach who has a strong presence, a big-time personality." Raissman: "That's Ryan. ... The thought of having cameras following him around behind the scenes at Jets' training camp produces visions of major must-see moments" (*N.Y. DAILY NEWS, 1/31*).

Leagues & Governing Bodies

10. SOURCES: NBA WILL PROPOSE GIVING PLAYERS AROUND 45% OF REVENUES

When the NBA hands the NBPA its first proposal for a new CBA "sometime in the next 10 days, the percentage of revenues that the league wants to give to the players will be 'well below'" 50%, according to league sources cited by Frank Hughes of SI.com. The players currently receive 57% of basketball-related income, and NBPA Exec Dir Billy Hunter in early January said that he "thought the league was going to offer a 50-50 split."

Sources confirmed that NBA Commissioner David Stern, "intent on getting the league's cost structure back in line and positioning teams so they once again can be profitable," will propose that the players "get closer to 45[%] of basketball-related income." Hughes noted there also is a "strong chance that Stern will try to redefine exactly what 'basketball-related income' is so the financial onus is not so much on owners." The "biggest question the union wants answered is whether the NBA intends to roll out a low proposal at first in order to give the league room to negotiate later, or whether Stern is putting forth low percentages because that is truly what the owners expect to get."

LOCKOUT REPERCUSSIONS: Hughes reported the two sides have until June 30, 2011, "to work out a deal, after which the league likely would impose a lockout of its players," and a "drastic decline in the players' percentage of BRI would increase the chances of an ugly lockout." But Hughes reported that even if the owners impose a lockout, they will "continue to be paid the revenue from their television contracts with ABC and Turner Sports, a figure that amounts to close to" \$900M, or \$30M per owner. Under that scenario, with "no player salaries and in some cases no coaching salaries, some teams will actually make more money by not playing under the current economic conditions." But the NBPA is "quick to point out that the league must at some point pay back the money to the networks -- probably by extending the contract for a year -- so it is not free money." Warriors F and player rep Devean George: "We are saving our money for ours and they are going to be able to profit while we are out. Wow, this is going to be a bloody battle. I'm curious to see what Billy has to say after his talks with the commissioner" (*SI.com, 1/29*).

HARD CAP COMING? SI.com's Ian Thomsen reported four team execs have said that they are "anticipating a hard cap on payrolls" with the new CBA. A hard cap "would transform the way teams are assembled," and if one is installed after next season, it would "likely be preceded by a transitional system over a short number of years." One GM said, "I really think worst case it will be a hard cap that gets phased in over three years." Another senior exec said, "If there's going to be a lockout, then there's a 99[%] chance there is going to be a hard cap." Thomsen noted players including Cavaliers F LeBron James and Heat G Dwyane Wade will be free agents after this season, and one team exec said of their options in free agency, "Teams might say, 'I don't want to give [\$15-20M] to one guy because that might lock me out of a hard cap.' It could change everything." Thomsen noted if a team "signs a player to a five-year contract this summer, four of those years will be paid under the rules of a new CBA starting in 2011-12," which is "why owners will be taking the new realities into consideration as they make offers." But NBA player agent Bill Duffy "believes the NBA won't be able to install a hard cap in 2011-12." Duffy: "I've heard all of that (speculation). If the league tries to go too far with this, then my prediction is the union will disband. If the league is going to try to force a hard cap down the players' throat, then they'll disband the union and file antitrust (lawsuits) against the league" (*SI.com, 1/29*).

11. SLOW LABOR TALKS HAVE NFL, UNION RESIGNED TO UNCAPPED SEASON

NFL owners and the NFLPA "have made so little progress in their negotiations on a new [CBA] that both are seemingly resigned that next season will be played without a salary cap, and the players expect to be locked out in 2011," according to Mark Maske of the WASHINGTON POST. NFL Commissioner Roger Goodell "has denied that the owners ... are preparing for a lockout." The owners "have called the current deal, which they approved in 2006, overly favorable to the players; it gives the players an average of 59.5[%] of league revenue under the salary cap." Sports Business Group President David Carter: "If you take a close look at just how powerful the NFL has become, a big part of it

is having sustained labor peace. It's enabled sponsors and others to get behind them. It's enabled TV partners to plan around them without having to worry about an interruption. If you have a stable labor force and you're able to distribute your product with no interruption, you have a real chance to build your business. That's what the NFL has had. But that could be threatened." Maske wrote the "rhetoric from the two sides has been combative of late," and the potential labor problems "will seep into the Super Bowl dialogue this week, as the state of the negotiations undoubtedly will be a prime topic during the annual news conferences" of Goodell and NFLPA Exec Dir DeMaurice Smith (*WASHINGTON POST*, 1/31).

NOT MUCH PROGRESS: Goodell last night prior to the start of the Pro Bowl said it is "virtually certain" that the '10 season would be uncapped. Goodell: "There are conversations going on. That's a positive step, but we're all frustrated there's not more progress and we all have to work harder to get there." He added, "We'll get an agreement. It's just a matter of when" (*NFL Network*, 1/31). More Goodell: "These things can come together quickly. Our team will work hard to get something done before the uncapped year starts on March 5, but our clubs are prepared for the uncapped year. We have another season to play under this CBA. And we will have a new agreement. It's just a question of when." When asked about an uncapped season, Goodell said, "We will have another good season of football in 2010. There are rules in place that the union agreed to in this CBA that protect competitive balance. Every team will have the resources to be competitive." Goodell: "We all need to deal with the economic realities of what's going on in the world, including how it impacts the NFL. Our fans and business partners are still hurting. Our costs are rising faster than revenue. This is an expensive CBA. The biggest change we've seen in our league is the cost of operating a franchise today. The union needs to recognize those costs so we can continue to grow. The players will be well paid and deserve to be well paid" (*N.Y. POST*, 1/31).

WHAT IT ALL MEANS: In N.Y., Gary Myers wrote, "One thing is clear: The uncapped year is not going to be a financial bonanza for the players, even if a free-spending owner like Daniel Snyder of the Redskins can whip out his checkbook without worrying about the salary cap." The uncapped season was "supposed to be incentive for the owners to get a deal done, just as the change on free agent guidelines and a reduction in benefits was supposed to jumpstart the players toward an agreement." But neither side "has choked on the poison pills." NFL player agent Neil Schwartz: "If we can't get this resolved, we will collectively be the dumbest people on the planet. No one is losing money." Myers noted the "ultimate pressure point doesn't come until the summer of 2011, once teams are scheduled to report to training camp" (*N.Y. DAILY NEWS*, 1/31).

BORN AT THE WRONG TIME: CBSSPORTS.com's Pete Prisco noted players drafted in '04 with five-year deals or those drafted in '05 with four-year deals "should all be unrestricted free agents" this offseason, but instead will be restricted free agents. Broncos LB Elvis Dumervil said of the situation, "We'll see what happens. What can I do?" Chargers WR Vincent Jackson: "You play hard and those things will take care of themselves. We have all the faith in the NFLPA. They are working hard with the owners. Hopefully we find a happy medium. We're just hoping for the best." Prisco wrote, "One has to wonder if the union has told the rank-and-file to keep their mouths shut because any discontent could be seen as a break in their solidarity." The players will "just have to live with the fact they came into the NFL in the wrong year and that they are victims of the current situation." (*CBSSPORTS.com*, 1/29).

12. MLS, PLAYERS UNION STILL DISAGREE ON CRITICAL CONTRACT ISSUES

The announcement from MLS and the MLSPU last



week that they would extend negotiations for a new CBA came with a "huge sigh of relief," but also with a "stark realization: The hardest part is just now beginning," according to Jeff Carlisle of ESPN SOCCERNET. Several reports have indicated that "only 'two or three' major issues remain to be hashed out" between the two sides." However, it "seems likely that these consist of the biggest sticking points, namely free agency, guaranteed player contracts and the league's single-entity system whereby MLS controls all player contracts instead of the individual clubs." The size of

these obstacles "depends on each side's willingness to compromise." The MLSPU is seeking to reverse aspects of the current CBA that allow teams to retain the "rights to a player even after their agreement had expired," as well as "terminate a player's contract by midseason without compensation." While each side wants to "walk away feeling that they gained or preserved something," the aspects of the CBA in dispute are a "challenge to the league's single-entity system, and there appears to be no middle ground." If the MLSPU "refuses to budge on this issue, that increases the likelihood of a work stoppage." The same is true if "management decides no compromise is possible on the issues of free agency and guaranteed contracts, at which point things could get very ugly" (*ESPNSOCCERNET.com, 1/31*).

HOPING A DEAL IS CLOSE: Sounders coach Sigi Schmid said of the extension in the labor talks, "We all hope that it's positive. It means they've got to be close. I don't think you'd extend it if you're not close." Sounders G Kasey Keller added, "If they had come to a head, then both groups would have walked away and said, 'That's it, we can't do it.' So at least what this points out is that both accept the fact that we're moving in the right direction" (*SEATTLE TIMES, 1/30*). In New Jersey, Stefan Bondy wrote a "prolonged work stoppage would be disastrous for a league still searching for mainstream acceptance, especially in a World Cup year." As the NHL "can testify, the damage is irreparable" (*Bergen RECORD, 1/30*).

13. NASCAR CUTTING RACE PURSES FOR ALL THREE SERIES BY ABOUT 10%

NASCAR is "decreasing the amount it will pay teams in race winnings by approximately" 10% during the upcoming season for all three national series -- Sprint Cup, Nationwide and Camping World Truck, according to Bob Pockrass of SCENEDAILY.com. The move "will help the tracks, which pay purse fees and a separate sanction fee to NASCAR." Part of the purse fees "include television money -- tracks get 90 percent of the television money allocated for a race (NASCAR keeps the other 10 percent), and the tracks then must put 25 percent of the total television money allocated for the race back into the purse." ISC officials Thursday said that they "expect television money will increase by about" 2.5% this year but ticket revenue and other motorsports-related revenues are "expected to drop" 4-9%. Michael Waltrip Racing VP & GM Ty Norris said that he "expects overall race winnings to end up being neutral when factoring in an increase in television revenue" (*SCENEDAILY.com, 1/29*). In Charlotte, Jim Utter noted while lower purses are "expected to help track companies cut their costs, they also will reduce teams' earnings from the races they run." NASCAR Dir of Corporate Communications Ramsey Poston: "This is consistent with how virtually every sport and business has adjusted to the economy over the past year." Sources said that NASCAR has "worked to reduce its own costs," as the "salaries of some supervisors have been cut, along with the budgets of some departments." Travel spending -- "to get NASCAR

officials and haulers to and from races -- was also cut" (*THATSRACIN.com, 1/30*). ISC Dir of Marketing Communications Lenny Santiago: "This will help everyone -- fans, tracks, vendors and everyone in between to reduce cost. We applaud NASCAR for this move." SMI Chair & CEO Bruton Smith "complimented NASCAR for making the cut." He said that he "doesn't believe drivers will particularly like it, 'but they understand'" (*ESPN.com, 1/29*).

CHANGING GEARS: ESPN.com's Terry Blount wrote the "lost purse money for the competitors is going into the pockets of the track owners." Track income "just got a big bump." What this move "really does is help make up for the income speedways lost last year with decreased attendance and reduced ticket prices." This is also an "indirect way for NASCAR to pay itself, at least as far as the France family is concerned." The Frances own NASCAR and also have controlling interest in ISC, which owns 12 tracks. Blount: "For the speedway owners, congratulations. Things just got a little better in a tough economy. For drivers and teams, things just got a little worse. Welcome to the club" (*ESPN.com, 1/29*).



**Will Ford's First Profit In Four Years
Impact Company's Involvement In NASCAR?**

HORSE POWER: In Las Vegas, Mike Smith noted Ford Thursday announced a "surprising profit" of \$2.7B for '09, marking the "first profit for the company in four years." Smith: "The first question that came to my mind was what, if anything, would this mean for Ford's involvement in NASCAR?" Ford Racing Communications Dir Kevin Kennedy said that there are "no plans to add more Ford teams for 2010." Ford's racing budget for '10 is "decided in advance and is unchanged from the amount the company spent on their racing program" in '09. Since the

budget is unchanged, that "means that there won't be an increase in funding to existing teams." Ford will have a "larger presence in the sport next year due to the addition of Richard Petty Racing, but that was a deal that was decided last year before the announcement of Ford's financial gain." Ford in '10 "will have 12 to 13 teams in the Sprint Cup Series" (*LASVEGASSUN.com, 1/29*).

DANICA MANIA: In Charlotte, Jim Utter noted Danica Patrick's official stock car racing debut "will take place in the ARCA opener" on Saturday and because Super Bowl XLIV is later than normal this year, NASCAR "put the ARCA race, Daytona 500 qualifying and the Shootout on the same day." Patrick's schedule has "produced an awkward situation: Much of the media attention Saturday will be directed at something other than NASCAR." Utter: "Think of the numerous media entities and their limited amount of resources. Combine that with the late finishing time of the Shootout, and what do you think is going to receive the most attention?" (*CHARLOTTE OBSERVER, 1/31*).

14. **MLB ATTEMPTS TO EASE PROSPECTS' TRANSITION INTO THE SPOTLIGHT**

MLB owners and the MLBPA last month held a three-day "rookie camp" for top prospects that was meant to "prepare them for life under the lights: how to live with the attention, how to make it last, how to enjoy it," according to a front-page piece by Benedict Carey of the N.Y. TIMES. The joint venture uses "psychological tools like

role-playing and group discussion to demonstrate and deconstruct the pitfalls of living in the public eye." The camp included a "presentation dedicated to nutritional supplements and a stronger emphasis than ever on the power of video and social-networking sites to follow athletes almost anywhere." Therapists and former MLBers who work in the program "say the psychological challenges are the most daunting in its 18-year history -- even more so than when the chief problem was illegal drugs." In between various lectures, noted Chicago-based comedy troupe Second City "staged skits illustrating common traps that fame sets for its chosen vessels." Officials from the MLBPA and the commissioner's office "help provide content." Meanwhile, players go into small groups at the end of each day of the conference "to talk about their personal concerns in private, with a therapist and a former player on hand." MLBPA COO Gene Orza said, "These guys come straight from playing in Elmira, Duluth, Tidewater, to the big stadiums and the media. Their transition is far more abrupt than maybe any other sport." Astros P Bud Norris: "What I like about this is that it makes you think about the things you'll face in much more depth than you may have" (*N.Y. TIMES, 1/30*).

15. LEAGUE NOTES

In N.Y., Larry Brooks noted if the NHLPA "does not have an executive director in place by late June, the players will be left pretty much on their own in making the decision whether to exercise the five-percent bump" in next year's salary cap. If the "escrow hawks within the union have their way -- only those players eligible for free agency would benefit directly from the escalator, while those under contract would stand to lose more through the tariff -- the cap will go down next season." If the NHLPA "had not triggered the escalator last June after an extremely close vote, this year's cap would have come in at" \$53.96M rather than \$56.8M (*N.Y. POST, 1/31*).

SLOT POSITION: In Boston, Nick Cafardo noted MLB player agent Scott Boras "feels that if slotting comes into place, baseball will suffer even more in acquiring top talent." Boras "will have a tough sell with MLB, which is moving closer to strict slotting and an international draft that would eliminate some of the shady deals by the buscones, the quasi-agents representing young Dominican players." There have been "abuses of the current system," but Boras "believes there should always be an elite designation of top international talent, with teams bidding for these players ... as they do for free agents" (*BOSTON GLOBE, 1/31*).

DIRECT KICK: YAHOO SPORTS' Martin Rogers wrote the collapse of the L.A. Sol, the "most recognizable and best-supported team in the fledgling Women's Professional Soccer, cannot possibly be spun as anything other than a bitter blow to women's soccer." The Sol's "sudden demise is most certainly a blow to a league that has suffered from untimely economic woes and limited sponsorship interest and enters its second season battling to establish any kind of foothold in a crowded sports marketplace." Rumors "started to surface" last week that Sol F Marta might "seek an out from her American contract." Her absence "would mean the loss of the most valuable draw in women's soccer" (*SPORTS.YAHOO.com, 1/29*).



Penguins co-Owners Mario Lemieux and Ron Burkle recently "made an unsolicited offer to buy the Pirates in a face-to-face meeting" with Pirates Owner Bob Nutting, but they "did not receive a response," according to a front-page piece by Dejan Kovacevic of the *PITTSBURGH POST-GAZETTE*. Penguins sources Friday described the offer as "very serious." The sources, who did not divulge financial terms of the offer, indicated that the meeting occurred four months ago and that Lemieux, Burkle and Nutting were present. The "intent of the meeting was for the Penguins owners to offer to buy the Pirates," and Burkle "made a financial offer." The sources added that Lemieux and Burkle "remain interest in following up." But the Pirates have indicated that the "purpose of the meeting was about another matter." Nutting was "adamant that no serious discussion about a sale had taken place," and he "firmly reiterated that the Pirates are not for sale." Nutting, who "took control of ownership in January 2007," is the "only person in the meeting to comment on it." Nutting: "I think the simplest way to say this is that there never has been a substantive or formal offer for the team. The team is not for sale. ... The team has not been for sale and is not for sale. ... A sale is simply not an option that's on our table." Kovacevic noted Pittsburgh sports attorney Chuck Greenberg, the prospective MLB Rangers Owner, "previously had expressed a strong desire to buy the Pirates," but he was "rejected because, as he was told, the Pirates were not for sale" (*PITTSBURGH POST-GAZETTE*, 1/30). In Pittsburgh, Rob Biertempfel noted Nutting "did not specifically rule out adding new investors to his group." Nutting: "The ownership group has certainly changed over time, and I am sure that it will continue to evolve. But what is most important to understand is that I am committed to the long-term success of this organization and seeing our plan through." Nutting added that the status of MLB's CBA, which expires after the '11 season, "will not affect his ownership status" (*Pittsburgh TRIBUNE-REVIEW*, 1/31).

CLEARING THE AIR WITH FANS: Pirates President Frank Coonelly Saturday at the team's PiratesFest event "offered the crowd of 500-plus a pre-emptive response" to the issue. Coonelly: "What I can confirm for you is, at that time, today, tomorrow, next week, the Pirates are not for sale. Bob Nutting is committed to making this organization a winner again. He's got a fierce determination." During Coonelly's comments, "handfuls of fans booed," while a "small number applauded." Coonelly added, "Your next question may be, 'Are you surprised that Mario and Ron were interested in purchasing the Pirates?' And my answer to that is, I'm not surprised at all. Mario and Ron are very smart business people. They've been very successful with the Penguins and have done a great job with them. ... But I can tell you, Bob is not interested in selling. The team is not for sale. The team is not positioning itself to sell. Bob is determined to bring a championship back to Pittsburgh and see this process through" (*PITTSBURGH POST-GAZETTE*, 1/31). Meanwhile, the *POST-GAZETTE*'s Kovacevic cited Penguins sources as saying that Lemieux and Burkle's interest in the Pirates is "no less intense now than when the meeting took place four months ago." The sources indicated that Lemieux and Burkle "would be willing to raise the Pirates' player payroll with an aim toward making the team more competitive." The Pirates' projected Opening Day payroll for the '10 season is \$35.6M (*PITTSBURGH POST-GAZETTE*, 1/31).

INTRIGUING OFFER: In Pittsburgh, Ron Cook wrote, "Ask yourself two questions: Has Lemieux ever failed at anything? Doesn't he always get what he wants? You know the answers. Yes and yes." Burkle's involvement is "every bit as encouraging as Lemieux's," as he "brings a different dynamic to the mix." Burkle has the "money to make a deal for the Pirates, then to do what Nutting can't or won't -- make the team successful on the field" (*PITTSBURGH POST-GAZETTE*, 1/31). Also in Pittsburgh, Bob Smizik wrote this development "only will serve [to] harden the public anger directed at" Nutting, who

"many feel is unsuited to own the team." Smizik: "That this offer has been made public will serve to increase the pressure from the fans on Nutting to sell the team. People have demanded he sell when no buyer of any magnitude was available. Now a group of the highest magnitude is interested in buying the team." While Nutting has denied that serious discussions took place, "after promising so much and delivering so little, who's going to believe Bob Nutting?" (*POST-GAZETTE.com*, 1/30). The Pittsburgh TRIBUNE-REVIEW's Kevin Gorman wrote as long as Pirates fans "continue to go to PNC Park for every fireworks night and free giveaway, Nutting has no desire to part with his cash cow," not until he "starts losing money." Gorman: "You can't make Bob Nutting sell the team. But you don't have to buy what he's selling, either" (*Pittsburgh TRIBUNE-REVIEW*, 1/31).

17. PROSPECTIVE RANGERS OWNERS, HICKS SPORTS CREDITORS TO MEET

The sale of the MLB Rangers to a group led by lawyer Chuck Greenberg and Nolan Ryan will meet its stiffest test tomorrow afternoon when the duo meet at MLB HQs in N.Y. with the creditors to Hicks Sports Group. Greenberg and Ryan agreed to buy the team for a reported price of \$570M from Tom Hicks, who defaulted on his debt on March 31. However, sources say key lenders are livid over the terms of the deal and unless they change, the financial institutions could refuse to release the liens on the Rangers. "It's a trainwreck," said one source. "We will be better off in bankruptcy court." JPMorgan Chase is the agent bank for the group, which is owed \$525M. Other key lenders are Monarch Alternative Capital, Galatioto Sports Partners and Metropolitan Life. The key issues, the sources said, are that while the sale has an announced price of \$570M, there is only \$390M of cash changing hands, with the difference assumed liabilities. And of that the banks would only get \$250M, sources said. Before they get paid, according to the deal, Hicks would be paid for the real estate around the ballpark, MLB must be paid for loans it forwarded the team, and Rangers investment bankers, Merrill Lynch and Raine get paid too. The meeting in N.Y. starts tomorrow afternoon, and one source predicted it would go well into the night (*Daniel Kaplan, SportsBusiness Journal*).

THE RIGHT MAN FOR THE JOB: FOXSPORTS.com's Jon Paul Morosi wrote Greenberg "must preside over a boom in attendance and fan interest" in order to build a championship team, but he is inheriting a "product worth marketing -- a young, increasingly homegrown team that wins and entertains." The team won 87 games last season, and with the addition of DH Vladimir Guerrero and P Rich Harden "should be even better in 2010." However, the team is "still looking for its first year of 3 million fans and its first postseason series victory." It also needs "better revenues to become a consistent winner." The Rangers' projected '10 payroll "will probably be a little under \$68[M]" after reaching around \$74M last year. Greenberg's ownership group was selected partially because Ryan is part of the group, but also because of Greenberg's "experience as the owner of successful, well-marketed minor league franchises." He plans to keep his ownership interests in the Single-A New York-Penn League State College Spikes and the Single-A Carolina League Myrtle Beach Pelicans, which "may be a good thing for the Rangers." Greenberg will "stay in touch with the fun and sometimes-corny world" of Minor League Baseball, which could "generate new ways of drawing people" to Rangers Ballpark in Arlington (*FOXSPORTS.com*, 1/31). Penguins President David Morehouse said of Greenberg, "He brings experience from the bottom up. ... This is a unique guy to run a baseball team. He isn't jumping in from another business like a billionaire owner. He has learned the craft" (*DALLAS MORNING NEWS*, 1/31).

IF YOU REBUILD IT, THEY WILL COME: The Rangers this weekend held their annual Fan Fest, and in Ft. Worth, Jeff Wilson reported that while fans "don't want to see

many changes on the field," they are "hopeful that their voice will be heard as the new owners make a Rangers game a more enjoyable experience." Changes made last season to the "out-of-town scoreboard in left field and the ribbon paneling on the first deck added to the game experience." But a "new video board is on their wish list; so is a freeze on ticket prices and more interaction with players and the front office." The "good news" is that Greenberg "also wants to replace the giant screen that sits atop the right-field seats while keeping a Rangers game affordable for a family." Rangers season-ticket holder Nick Schneider said, "The change is going to be good. The restrictions that seemed to be in place with Mr. Hicks seem like they're going away, and I think that's going to free up not only a lot of money but some pent-up frustrations with the fans" (*FT. WORTH STAR-TELEGRAM, 1/30*).



Ryan's Presence In Rangers Ownership Group Brings Instant Credibility To Franchise

RYAN'S HOPE: The STAR-TELEGRAM's Wilson noted having Ryan in the ownership group "brings an instant credibility to the franchise." Greenberg indicated that with Ryan as part of his bid, the group "had a distinct advantage" over other bids from Dennis Gilbert and Jim Crane. Greenberg: "It was huge. Nolan is such a special person. He's a stable presence. He's inspiring. He was the glue that in a lot of ways held things together. He and the Rangers should

always be together" (*FT. WORTH STAR-TELEGRAM, 1/31*). In Dallas, Jean-Jacques Taylor wrote what the sale "really gives Rangers fans is hope," and that begins "with Ryan, easily the most beloved figure in franchise history." Ryan gives the team "leadership, direction and credibility." Taylor: "He has an action plan. He doesn't make rash decisions, and his ego isn't so big that he's afraid to change his opinion on a subject" (*DALLAS MORNING NEWS, 1/30*).

LOOKING FOR A BUS TICKET? FOXSPORTS.com's Morosi reported former NFLer Jerome Bettis "is exploring the possibility of joining" the Rangers as a minority investor. Bettis: "I wanted to get more involved after I met with Chuck and saw his passion for the team." A team source said that talks with Bettis "aren't serious at this point." However, both sides "should have time to work out details, since ownership of the club hasn't been transferred" yet. Morosi noted Bettis has "previously partnered with ... Greenberg in the ownership of minor league teams" (*FOXSPORTS.com, 1/29*).

18. SOURCES SAY SALE OF LIGHTNING COULD BE COMPLETED IN COMING DAYS

The sale of the Lightning to Red Sox investor Jeffrey Vinik is "all but complete," according to sources cited by Ken Campbell of THE HOCKEY NEWS. It is "believed that Vinik has already agreed to cover the Lightning's payroll, which is due Feb. 15, as part of a deal that will be signed in the coming days." It is unclear whether Lightning co-Owner Oren Koules "will have any stake in the team," but it appears as though Lightning co-Owner Len Barrie "will no longer be part of the ownership group." The sale price is "believed to be about \$170[M] for the Lightning, the lease to the St. Pete Times Forum and 5.5 acres of land adjacent to the arena." Meanwhile, sources said that there was a "deal in place last June to trade" C Vincent Lecavalier to the Canadiens for G Carey Price, C Tomas Plekanec and a prospect, but the deal "was blocked by" NHL Commissioner Gary Bettman after Barrie refused to approve the deal. That "caused a rift between Barrie

and Koules that continued to fester and, combined with the financial problems both owners were having, put the Lightning in a state of flux" (*THEHOCKEYNEWS.com*, 1/30). In Boston, Kevin Paul Dupont noted the reported sale price of \$170M is "roughly a 15[%] discount" from the \$200M Koules and Barrie paid to buy the team in '08 (*BOSTON GLOBE*, 1/31).

LIGHTNING ROD: The *GLOBE & MAIL*'s David Shoalts wrote Vinik, the "potential saviour" of the Lightning, is a "money manager who has one known investment in sports and an enviable track record among his peers." A source said of Vinik, "I don't know about this deal, but he is a heavy hitter." Vinik previously managed the Fidelity Magellan Fund, "one of the largest in the world, before he quit in 1996 to create his own hedge fund." Reports filed with the SEC in March '08 indicated that Vinik's company had \$9.5B "invested in stocks." A "series of large sales that correctly foresaw the recession in late 2008 brought a huge windfall to Vinik Asset Management" (*GLOBE & MAIL*, 1/29).

19. ROSENBLOOM BULLISH ON DIRECTION OF RAMS; WILL HE SELL TEAM?

Rams co-Owner Chip Rosenbloom said fans "should be optimistic about the direction of this organization," according to Jim Thomas of the *ST. LOUIS POST-DISPATCH*. The Rams in the past year "underwent an organizational shakeup from top to bottom," which included "sweeping changes in upper management, the front office and personnel department, the coaching staff and more." Rosenbloom said, "We made a sweeping restructuring of the entire organization so that we could be winners on the field -- to put us in position to start winning games. ... I think we are closer than most of our critics think we are." He added, "There are still a handful of pieces needed to make this thing really work. ... I think if we'd sat back and done nothing, that fans would have a right to be upset. I don't think we've done nothing." Thomas noted the "biggest off-the-field issue surrounding the team is the pending sale of the team." Rosenbloom and his sister, co-Owner Lucia Rodriguez, are expected to decide whether to sell the franchise in the coming months. There still are "three bidders involved in the potential purchase of the team, all of whom have offers that are 'acceptable' to Rosenbloom and Rodriguez." But Rosenbloom declined to talk about a potential sale, noting, "There are confidentiality agreements regarding prospective bidders. And so I'm not going to discuss it. We're running a football team" (*ST. LOUIS POST-DISPATCH*, 1/31).

THREE-POINT STANCE: In St. Louis, Bernie Miklasz cited sources as saying that one of the three remaining groups bidding for the Rams has "strong ties to Toronto, which should concern those who want to see the Rams remain in St. Louis." Another group is organized by Blues Owner Dave Checketts, who remains the "best hope to secure a long-term future for the Rams in St. Louis." Checketts reportedly has "made good progress in his Rams efforts." Sources indicated that he has partnered with Texas businessman Gerald J. Ford, who has an estimated net worth of \$1.35B. In order for Checketts to "comply with NFL ownership rules, one member of his group must control" a 30% share of the franchise, and sources said that Ford "is locked in" as that majority owner. But Ford "doesn't want to run the franchise on a daily basis and would leave that to Checketts." Checketts also has been "busy lining up additional investors from the St. Louis community," and if the "goal is to protect the Rams for St. Louis, then this is the group to get it done" (*ST. LOUIS POST-DISPATCH*, 1/31).

Facilities & Venues

20. MLS UNION INKS NAMING-RIGHTS DEAL WITH PPL CORP. FOR NEW STADIUM

Pennsylvania-based energy company PPL Corp. is finalizing a 10-year, \$20M naming-rights deal with the expansion MLS Philadelphia Union, "some five months before the first match at what will be PPL Park," according to Lefton & Mickle of SPORTSBUSINESS JOURNAL. PPL's deal, which is expected to be unveiled this week, includes "TV and radio advertising, signage positions around the venue and on top of the stadium marquee, along with an 'iconic naming-rights placement' at the main gate." The company also will receive "field-board signs, concourse signage and grassroots, community programs and sponsorship rights with the Delaware Youth Soccer and Eastern Pennsylvania Youth Soccer." The team "initially wanted a 15-year deal, but PPL preferred a shorter, 10-year term." The two sides "discussed PPL becoming a jersey partner, but the jersey had more national appeal and PPL is a regional company." Lefton & Mickle note one of the "most intriguing aspects about this deal is that while it includes a lot of consumer marketing inventory, it is designed to reach business customers." There are "hospitality, events and experiences designed to reach business decision-makers." The Union worked with L.A.-based sales agency Premier Partnership on the deal. One of the "early pitches" was to Coca-Cola, which "turned down the naming rights but will soon be announced as the soft drink sponsor" (*SPORTSBUSINESS JOURNAL*, 2/1 issue).

MLS NAMING-RIGHTS DEALS

FACILITY	TENANT(S)	YEARS	PRICE
Home Depot Center	Galaxy, Chivas USA	10	\$70M
Dick's Sporting Goods Park	Rapids	20	\$30M
Pizza Hut Park	FC Dallas	21	\$30M
Red Bull Arena	Red Bulls	n/a	\$30M
BMO Field	Toronto FC	10	\$23.7M
Rio Tinto Stadium	Real Salt Lake	10-15	\$15-\$20M
Toyota Park	Fire	10	\$7.5M

ENERGY COMPANY NAMING-RIGHTS DEALS AT MAJOR LEAGUE FACILITIES

FACILITY	TENANT(S)	YEARS	PRICE
Reliant Stadium	Texans	31	\$310M
Consol Energy Center	Penguins	21	\$84-\$104M
Xcel Energy Center	Wild, NLL Swarm	25	\$75M
EnergySolutions Arena	Jazz	10	n/a

21. MAGIC TO GET LARGER AMOUNT OF CONCESSION PROFITS AT NEW ARENA

The Magic "would get the lion's share of profits from the sale of beer, popcorn, soda and other food and drink" at the new Amway Center under terms of the concession contract "now under consideration," according to Schlueb & Damron of the ORLANDO SENTINEL. The city of Orlando "would take in an estimated \$12.9[M] during five years from arena



Orlando Could Take In Estimated \$12.9M During Five Years From Amway Center Concessions

concessions," which is "less than the \$4[M] the city brought in last year under its contract at Amway Arena." However, during the same five-year period, the Magic would make \$29.9M. The split is the "result of an agreement between the city and the Magic that was approved when the venues were being debated" in '07. At the new arena, the food-service company "will pay all expenses and keep most of the money, paying the city a commission based on its sales." But the "biggest change in the new agreement is that city officials agreed to let the Magic keep the commission revenue from all of its games." The Orlando City Council today is "expected to vote to rank the four national companies that submitted bids on the food-service contract" -- Orlando Foodservice Partners, which is a joint venture with Levy Restaurants; Aramark; Centerplate; and Ovations. A panel "made up of four city staffers and three Magic employees recommended giving the highest ranking -- which would almost guarantee winning the contract -- to Orlando Foodservice Partners." A "key part" of the bids is the amount of commission "each company is willing to pay the city." Orlando Foodservice Partners offered the highest percentage at 47%, while the other three bidders offered 39.2-43.1% ([*ORLANDO SENTINEL*, 1/30](#)).

22. LAS VEGAS MOTOR SPEEDWAY SIGNS NEW SPONSORS TO THREE-YEAR DEALS By [Michael Smith](#), Staff Writer, SportsBusiness Journal

Las Vegas Motor Speedway has added Budweiser, Miller, Dodge and O'Reilly Auto Parts as sponsors for the next three years, filling several categories that had been vacant in recent years. O'Reilly is the first sponsor in the auto parts category for the speedway, while the beer category had been vacant for five years. Dodge returns after being away for the last two years. Speedway sponsorships typically sell for the low six figures, but can range to as much as the mid six figures. "With all of the struggles of sponsorship and the automotive industry, getting back to the Dodge relationship was very important to us," said LVMS VP/Sales & Marketing Mike Mossholder. Shelby is the title sponsor of the NASCAR Sprint Cup race at the track and the Shelby Mustang will serve as the pace car, but Dodge trucks and other vehicles will be prevalent around LVMS' events at the speedway, its drag strip and its smaller oval, known as the Bull Ring. O'Reilly, which is a relatively new retailer in the Las Vegas area, thanks to its recent acquisition of Checker Auto Parts, will provide the speedway with a retail presence. Mossholder said O'Reilly is "going to hit the retail market with different offers and point-of-sale displays that we haven't had before" in automotive aftermarket stores. He added, "It's going to be great to have a partner who is talking to the gearheads and being aggressive at retail." Budweiser and Miller come in with different intentions. Bud will be more active on-site with its activation, while Miller will be more focused on retail in the convenience stores and groceries. Both companies will be pouring their brands on the track grounds. In addition to those new deals, LVMS also locked up Sam's Town as the title sponsor of the track's Nationwide Series race for an additional three years.

23. FACILITY NOTES

New York Gov. David Paterson Friday announced that the state has awarded the 30-year contract to operate Aqueduct Race Track's new video lottery terminals to Aqueduct Entertainment Group. In New York, Paul Post noted the decision "should prevent any threat of a racing shutdown" at the track, because Aqueduct Entertainment is obligated to give NYRA "funds to keep operating until the racino comes on line" (*THE SARATOGIAN*, 1/30). Delaware North in '08 won the rights to develop the racino, but "had to back out last spring when it could not raise" the \$370M it "offered in an upfront payment to the state" (*BUFFALO NEWS*, 1/30).

HOME IS WHERE THE HEART IS: Manchester United CEO David Gill is "adamant Old Trafford and the club's Carrington training base will never be sold to raise funds" as previously suggested. Gill: "I can categorically confirm Carrington and Old Trafford will never be sold to raise funds." He noted the "sale and lease back opportunity" for the practice facility is "done for financial and tax planning." But he added, "I am 100% convinced the sale and lease-back of Old Trafford will never happen under the Glazer ownership. I say that unequivocally, with no hesitation" (*PA*, 1/31).

RIDING SHOTGUN: In Columbus, Mark Ferenchik reported NASCAR driver Jeff Gordon is "involved in the racetrack proposal for Cooper Stadium, which also could include a mechanic's school and auto-technology center." Jeff Gordon Inc. VP & GM John Bickford said that Gordon will "help design the half-mile track." Project developer Arshot Investment Corp. has an option to buy the 46-acre site at Cooper Stadium eyed for the development (*COLUMBUS DISPATCH*, 1/29).

Events & Attractions

24. ROGER GOODELL LIKES IDEA OF HOSTING PRO BOWL AHEAD OF SUPER BOWL

NFL Commissioner Roger Goodell said that he believes hosting the Pro Bowl prior to the Super Bowl is a "good idea, and the NFL might continue to play its all-star game before its championship game, even next year when the Pro Bowl returns to Hawaii," according to Armando Salguero of the MIAMI HERALD. While there have been "critics of the venue change and timing change, Goodell is a fan of this format." Goodell: "We have the option when we go back to Hawaii, we can do it before or after (the Super Bowl). Here's where I like it: I think you should stop or end your season when you reach the pinnacle. The pinnacle is the Super Bowl." Goodell said that the "positives of holding the game before the Super Bowl include creating a build-up to the league's biggest game of the year." He also cited "player 'health and safety issues,' that suggest having the game two weeks earlier will mean players will be in better shape following the end of the regular season." Goodell: "The idea here is we're trying to find every way to improve the game. We've got some things that are working here." He added, "We'll talk to our partners, including our players. I do like the idea of building up to the Super Bowl. We're still in season. Watching the reaction of this community and looking at other communities, we've seen a lot more attention than ever on the Pro Bowl. That's a plus" (*MIAMI HERALD*, 1/31). More Goodell: "There are things we'll probably want to do better as we look forward, but ... this is a way to try to make this event better and put a bigger platform for our players" (*NFL Network*, 1/31). He said having the Pro Bowl and Super Bowl in the same city "gives our Pro Bowl players a bigger stage." He added, "It has certainly given us more media coverage" (*N.Y. POST*, 1/31).

ADD SOME SPICE TO YOUR LIFE: In Ft. Lauderdale, Sarah Talalay noted the Pro Bowl format changes have "created a buzz" for the game, and if the idea was to "raise interest in the game that is often considered an afterthought -- that has happened." But

the talk was "not all good -- in fact, some of it is downright contentious" -- as players have "grumbled about missing out on Hawaii and the requirement that Super Bowl players named to the game must attend to receive their Pro Bowl pay." However, others "love the atmosphere and brought their families to vacation" (*SUN-SENTINEL.com*, 1/30). In Philadelphia, Paul Domowitch notes the NFL moved the Pro Bowl before the Super Bowl "because it wanted to create a little more 'buzz' about the game, and it certainly accomplished that, even if most of that buzz was created by killjoys ... who ripped the league for the move" (*PHILADELPHIA DAILY NEWS*, 2/1).

NOT SO BAD AFTER ALL? Redskins LB London Fletcher said that he "preferred having the game in Miami the week before the Super Bowl" as opposed to the old format. Fletcher: "I have a 2-year-old and a 1-year-old. That flight to Hawaii would not have been the best for them" (*WASHINGTON POST*, 1/31). Vikings DE Jared Allen: "It's been a different atmosphere really. Everybody got used to getting to Hawaii; (that) feels more like a vacation. It still feels like football season here, so it's a little different feel." ESPN's Mike Tirico: "With so many new players, a lot of those guys don't know the difference, Miami or Hawaii, so they're just enjoying the week." He added many veteran players "became spoiled on the trip to Hawaii, but Miami has done a great job and a record crowd" ("*NFL Pro Bowl*," *ESPN*, 1/31). Dolphins S Jeremiah Bell said of playing in the game, "It was a great atmosphere. I think the players would still much rather have the game in Hawaii and go back to the old format, but it worked this year" (*MIAMI HERALD*, 2/1). In Ft. Lauderdale, Dave Hyde reports the 70,697 fans who attended last night's game at Sun Life Stadium were more than "any Dolphins regular-season game since December of 2007." The crowd also was bigger than any Univ. of Miami football game or World Series in the stadium (*South Florida SUN-SENTINEL*, 2/1).

LONGING FOR HAWAII: In N.Y., Ohm Youngmisuk writes last night's game "felt like the Pro Bowl nobody wanted." Jets G Alan Faneca said, "There is a reason why Florida is Florida and Hawaii is Hawaii. It didn't have the pizzazz of Hawaii. It had a second-rate feel to it the way the league handled it" (*N.Y. DAILY NEWS*, 2/1). Pro Football HOFer Rod Woodson made 11 Pro Bowls during his career, and he said, "All of mine were in Hawaii, which it should go back to. I think it should be there" ("*NFL Total Access*," *NFL Total Access*, 1/29). In Nashville, Joe Biddle wrote Pro Bowl players "used to enjoy a week in Hawaii" because it was a "reward after a season that lasts an eternity" (*Nashville TENNESSEAN*, 1/30). In West Palm Beach, Greg Stoda writes under the header, "Pro Bowl Should Be Sent Back To Hawaii." The game "does belong in Hawaii, if only because the slow-motion fit of the thing feels perfect there" (*PALM BEACH POST*, 2/1). In St. Petersburg, Stephen Holder notes the "whole idea of moving the Pro Bowl to the mainland from Hawaii looked like a blunder even before kickoff." A persistent rain fell throughout the first half of the game, "leaving the field slick for the NFL's all-star showcase." The forecast yesterday in Honolulu "called for uninterrupted sun and highs in the 80s" (*ST. PETERSBURG TIMES*, 2/1). *SI.com*'s Don Banks notes the rainy night "can't be what Commissioner Roger Goodell was hoping for with his grand Pro Bowl experiment" (*SI.com*, 2/1).

SUPER MEN: Goodell addressed the complaints from both Super Bowl teams, but specifically the Colts, in players from those teams having to attend the Pro Bowl despite not playing in the game. Goodell: "The reason the players are here is because the players asked to be here. When we went through the process of deciding about moving the Pro Bowl, the players said, 'We'd like to be there and be honored with our teammates,' and so we'd like the Super Bowl players to come in early. We're responding to exactly what the players wanted by having them here" (*NFL Network*, 1/31). But ESPN's John Clayton said, "There is no reason that Peyton Manning and Drew Brees and all the members of

the teams trying to participate for the Super Bowl had to fly down here. I think that will have to be changed if they're going have to do it again the way that they're doing it this year" (*"Mike & Mike in the Morning," ESPN2, 2/1*).

CLOSING TIME: FANHOUSE.com's Jay Mariotti wrote under the header, "Time To Put Pro Bowl Out Of Its Misery." Last night's game was "completely embarrassing, meaningless, unnecessary and insulting to one's intellect." The event is "nothing but a touch football, pro-wrestling sham -- no tackling, no pass rush, no resistance -- that has no reason to live." How can Goodell "even pretend to call this a showcase of the league's very best talent when merely 44 of the original 76 players voted to roster spots" played in the game? (*FANHOUSE.com, 1/31*). SI.com's Banks notes it "sounds like the Pro Bowl is staying in the week-before-Super-Bowl slot," which means "each and every season the NFL can try to beat this year's record of 34 players who pulled out of the game" (*SI.com, 2/1*). CBSSPORTS.com's Mike Freeman writes, "In this game, few players cared. The level of non-caring reached an all-time high. It seemed players simply wanted to make sure they didn't sprain an MCL and then beat the traffic to South Beach" (*CBSSPORTS.com, 2/1*). In Boston, Steve Buckley wrote the "solution to the Pro Bowl conundrum" is to "get rid of it" (*BOSTON HERALD, 1/30*). SI.com's Ross Tucker wrote the "easiest fix would be to just scrap the game." But that is "not happening" because the game was sold out and it "always draws solid TV ratings." The game is a "moneymaker for the NFL and it is here to stay in one way or another" (*SI.com, 1/29*).

25. SNOW PATROL: WINTER X GAMES DRAWS RECORD CROWD OF 84,100 FANS

Winter X Games 14, which concluded yesterday in Aspen, drew approximately 84,100 people for the four-day event, "easily topping the previous Aspen record" of 76,150 set in '07, and besting the all-time record of 83,500 fans in Mt. Snow, Vermont, in '00, according to the ASPEN DAILY NEWS. The event "also saw two single-day records broken." Around 34,500 fans attended on Saturday, which featured Aspen-native Gretchen Bleiler winning the women's superpipe snowboard competition, setting a "single-day X Games record." Also, Friday night's men's snowboard superpipe, which Shaun White won for the third straight year, drew a night-record 20,500 fans. The "increasing star power of the athletes and the X Games themselves, and the fact that the event is free and that it's an Olympic year probably contributed to the record attendance" (*ASPEN DAILY NEWS, 2/1*).

SNOW WHITE: White was profiled on last night's edition of CBS' "60 Minutes," and CBS' Bob Simon noted the snowboarder "has become one of the most recognizable redheads since Lucy and a veritable rock star in the world of action sports." White is looking to defend his Olympic Gold Medal in the halfpipe at the Vancouver Games, and his "competitive drive has earned the kind of fame and fortune usually reserved for big-time athletes in far more mainstream sports." White's popularity also "has attracted corporate America." The 23-year-old is "carefully building himself a business empire and insists on a hands-on role in any deal he makes." White, who makes around \$10M a year, helped "develop his very own best-selling videogame and designed a line of streetwear" for Target. Simon said to White, "With the nickname like the 'Flying Tomato,' you could have ended up on a bottle of ketchup." White: "Don't think I wasn't pitched." Meanwhile, White took Simon to his "very own top-secret training facility hidden high -- very high -- in Colorado's rugged backcountry." The 500-foot super-pipe was built by Red Bull, one of White's sponsors. When asked how many other snowboarders he shares the super-pipe with, White said, "Just me" (*"60 Minutes," CBS, 1/31*). NBC's Lester Holt said since the '06 Turin Games, White has been the "face of extreme sports, a trailblazer who's inspired a generation of boarders and captured the attention of even casual followers of snow

sports" ("*Nightly News*," NBC, 1/30).

Sports Industrialists

26. SBD, SBJ OPEN ANNUAL SUPER BOWL PICK 'EM CONTEST

With the Colts and Saints set to meet in Miami for Super Bowl XLIV on Sunday, **SportsBusiness Daily's** and **SportsBusiness Journal's** annual Super Bowl pick 'em contest is open. Test your prognostication skills against those of your fellow subscribers. Those who best predict the game's outcome will receive an award perhaps second only to the Vince Lombardi Trophy itself – recognition of your feat in the **Morning Buzz**, **The Daily**, the **Closing Bell** and **SportsBusiness Journal!** To enter, fill out the fields below, providing your name, company, winning team, score and MVP.

In addition to your Super Bowl picks, we are again asking this year for your choice of which advertiser will win the top spot in USA Today's Ad Meter the Monday following the big game. Enter the winning brand in the field provided.

27. EXECUTIVE TRANSACTIONS

The North Texas Super Bowl Host Committee has hired **GLENN MENARD** as Dir of Operations. Menard served as GM of the Superdome from '98-'07 (*NTSBHC*)....EPL club West Ham United CEO **SCOTT DUXBURY** has resigned following the change in ownership earlier this month (*BBC.co.uk*, 1/29)....Major League Gaming has hired **RALPH RIVERA** as its president of its online operation. Rivera previously ran AOL Games and AOL Latino, and will lead the competitive videogame property's digital strategy and online product development (*Eric Fisher, SportsBusiness Journal*)....Comcast SportsNet Mid-Atlantic has promoted **MARK LAPIDUS** to the newly-created position of VP/Digital Media, where he will oversee the network's digital portfolio (*CSN Mid-Atlantic*)....Sportsbrand Media Group has hired **TOGO KEYNES** as CEO, effective March 1. Keynes spent over 12 years with IMG (*Sportsbrand*).

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

28. NAMES IN THE NEWS

Yankees spokesperson **HOWARD RUBENSTEIN** said Chair **GEORGE STEINBRENNER** still is "very enthusiastic about the Yankees and was delighted to see" last year's World Series victory. Rubenstein: "Yes, he has slowed down and is confined to a wheelchair, but he is alert, enthusiastic and still interested in what's going on around him." He added, "George is doing okay, and I look forward to talking to him from time to time" (*N.Y. DAILY NEWS*, 1/31).

THE ASCENT OF STAN: In London, Jeremy Wilson profiled EPL club Arsenal investor **STAN KROENKE**, who "seems to have no shortage of available cash ... unlike so many recent investors in English football." While the "spotlight on the ownership of Premier League clubs has never been brighter," Kroenke "now stands just 17 shares short of the threshold that would require a full takeover bid." But Wilson wrote you can only "properly understand what all this might mean for Arsenal, [manager] **ARSENE WENGER** and even the rest of the Premier League ... by going to the United States to explore Kroenke's extraordinary business empire" (*London TELEGRAPH*, 1/30).

HOBBY LOBBY: Majestic Realty Chair & CEO **ED ROSKI**, who "got state legislators to exempt his proposed NFL stadium from environmental laws," has

"showered the lawmakers with tens of thousands of dollars in campaign cash." Roski donated \$505,000 to California political campaigns during the second half of '09, including \$300,000 toward a "proposed ballot measure that would change term limits for future legislators." The contributions are "significantly higher than in the previous six months," when Roski donated \$49,000 (*L.A. TIMES*, 1/30).

THE WIZARDS OF OZ: MSG, BNP Paribas and **ASHLEY HART** and **ALEXANDRA KNIGHT**, two Australian models from Ford Modeling Agency, early Saturday morning "hosted a viewing party" for the Australian Open women's final in which **SERENA WILLIAMS** defeated **JUSTINE HENIN**. Fans "gorged on Australian meat pies and sausage rolls, and answered tennis trivia questions and downed genuine Australian beers Coopers, Fosters and James Boags, as well as the specialty drink -- 'Ozmos' -- the Aussie version of the Cosmo" (*N.Y. POST*, 1/31).

NAMES: The Dolphins yesterday unveiled the "Perfect Moment in Time" statue in honor of Pro Football HOFer **DON SHULA**. The bronze statue will adorn the front entrance of the new Dolphins corporate HQs at Sun Life Stadium (*Dolphins*)....About 100 people gathered in the Stadium Club at Dodger Stadium Thursday for the "Platinum Lineup" hosted by Dodgers Owner **FRANK MCCOURT**, President **DENNIS MANNION**, manager **JOE TORRE**, GM **NED COLLETTI** and broadcaster **VIN SCULLY**. The event offered the team's



Dodgers Host "Platinum Lineup" Event For Team's Business Partners At Dodger Stadium

key business partners and customers an opportunity to hear from and interact with team officials (*Dodgers*)....Seahawks and Trail Blazers Owner **PAUL ALLEN** last night was honored with a merit award for "longtime service" at the Oregon Sports Awards (*Portland OREGONIAN*, 2/1)....Orioles RF **NICK MARKAKIS** and his wife **CHRISTINA** Friday will be presented the Babe Ruth Museum Community Service Award for their work with The Right Side Foundation (*Baltimore SUN*, 1/31)....NBA Commissioner **DAVID STERN** was among those "eating in total darkness" at the Foundation Fighting Blindness' Dining in the Dark benefit at the Plaza in Manhattan last week. Hundreds of guests "used only their senses of smell, sound and touch to navigate meals" (*N.Y. POST*, 2/1)....Twins 1B **JUSTIN MORNEAU** will carry the Olympic flame on February 11, the day before the Vancouver Games Opening Ceremony (*VANCOUVER SUN*, 1/30).

IN MEMORY: Former NFLer and broadcaster **TOM BROOKSHIER** died Friday from cancer at the age of 78. Brookshier played seven years with the Eagles, after which he "went to the booth and the transition was seamless." Brookshier and **PAT SUMMERALL** were put together as a pair for CBS, which was a "serendipitous pairing, Summerall doing play-by-play in crisp, economical fragments and Brookie doing color and stream-of-consciousness." They were the net's top broadcast team for more than a decade (*PHILADELPHIA INQUIRER*, 1/30). Brookshier and Summerall called three Super Bowls together. In December '83, Brookshier "created a stir during a telecast." After a commercial for an upcoming game, Brookshier said that the Univ. of Louisville's players had a "collective I.Q. of about 40." CBS ordered him off the air for the last weekend of the NFL season. He later called his remark "stupid" but "criticized CBS for

disciplining him" (*N.Y. TIMES*, 1/31).

The Back Of The Book

29. OVERNIGHT NIELSEN RATINGS FROM WEEKEND SPORTS TELECASTS

ESPN earned a 7.9 metered-market rating for its telecast of the Pro Bowl last night from 7:15-10:45pm ET. Last year, when the game aired on NBC the week following the Super Bowl, the telecast earned a 5.7 overnight rating from 4:30-8:00pm. Also last night, CBS' telecast of the Grammy Awards earned a 17.8 overnight rating, up from a 12.3 rating last year. On Sunday morning, ESPN2 earned a 0.7 metered-market rating for live coverage of Roger Federer's defeat of Andy Murray in the Australian Open men's final at 3:30am. That figure is up from a 0.6 for the Rafael Nadal-Federer final last year. On Saturday, live coverage of the Serena Williams-Justine Henin women's final earned a 0.6 metered-market rating, up from a 0.5 rating for Serena's defeat of Dinara Safina in '09. The chart below lists overnight Nielsen ratings from weekend sports telecasts (*THE DAILY*).

SHOW	DATE	NET	TIME	RAT.
NCAA Basketball: Duke-Georgetown	1/30	CBS	1:00-3:00pm	1.9
PGA Tour: Farmers Insurance Open: Third Round	1/30	CBS	3:00-6:00pm	1.7
World of Adventure Sports (taped)	1/30	NBC	2:00-3:00pm	0.7
Skiing: Nature Valley Freestyle Cup (taped)	1/30	NBC	3:00-4:30pm	1.1
PBR: Built Ford Tough Series: Tecate Light Invitational (taped)	1/30	NBC	4:30-6:00pm	1.1
"Truth in Motion: The U.S. Ski Team's Road to Vancouver" (taped)	1/30	NBC	8:00-9:00pm	1.2
"NBA Countdown"	1/31	ABC	12:30-1:00pm	1.2
NBA: Nuggets-Spurs	1/31	ABC	1:00-3:30pm	2.1
NBA: Lakers-Celtics	1/31	ABC	3:30-6:00pm	4.4
Monster Energy AMA Supercross (taped)	1/31	CBS	12:00-1:00pm	1.1
NCAA Basketball: (regional)	1/31	CBS	1:00-3:00pm	1.4
PGA Tour: Farmers Insurance Open: Final Round	1/31	CBS	3:00-6:15pm	2.4
NHL: Red Wings-Penguins	1/31	NBC	12:30-3:00pm	1.2
Int'l Auto Show (taped)	1/31	NBC	3:00-4:00pm	0.9
Figure Skating: Silk Soymilk Skate for the Heart (taped)	1/31	NBC	4:00-6:00pm	1.5

Classified Advertisements

30. CLASSIFIED ADVERTISEMENTS

Increase your company's exposure in the sport business marketplace and get your message in front of the industry's top executives. For more information on placing a classified in SportsBusiness Daily, please contact Heather Taylor at 704-973-1525 or hcrawley@sportsbusinessdaily.com.

As the popularity of fantasy sports continues to expand, we'll call upon our team of fantasy experts to find out which segments of the business are growing the fastest. We'll introduce you to the key players in this space and outline some of the products that have gained the most traction with consumers. Our report also will look at the various game plans that brands are using to reach consumers through fantasy sports. **Publishing Date:** March 1 **Close:** Feb. 15 **Materials Close:** Feb. 17.

For information on advertising contact National Ad Director, Julie Tuttle at 212 500 0711 or jtuttle@sportsbusinessjournal.com.