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Vincent's Price (#18)

Prospective Lightning buyer wants sale price dropped by \$30M in order to keep Lecavalier and his huge contract on roster.

The Clock Starts Now

Jordan reportedly has until end of month to match George Postolos' offer for Bobcats. (#21)

Focus Group (#1)

Majority of survey respondents claim Focus on the Family SB spot "should not be pulled" from telecast; NFL preps its ad effort. (#2)

Digital Shift (#11)

Super Bowl XLIV program goes digital, with virtual magazine, iPhone app, other features.

Beginning Of The End? (#19)

Hicks, Gillett could be forced to sell Liverpool if \$160M cannot be raised for creditors by July.

The Beat Goes On (#15)

Tonya Antonucci not concerned about WPS' future despite L.A. Sol suspending operations.

Blank Stare

VANOC tells non-sponsor MTS Allstream to "blank out" all ads featuring Cindy Klassen. (#27)

Beach Party

Athletes, celebs kick off Super Bowl XLIV festivities in South Florida. (#26)

**Bernard Officially Takes Over As IRL CEO**

The overhaul of the IndyCar Series is nearly complete with Randy Bernard being introduced as the new CEO of the IRL. With the move, one can state that the sun has officially set on the Tony George era, as the series turns to an outsider who gained notice for transforming the PBR into a successful commercial and television property. In meeting the media for the first time, Bernard "laid out six initial goals for the IndyCar Series, including creating a positive environment, developing relationships and becoming profitable -- not by cutting costs, but by increasing revenue." Bernard: "I'll market the sport the very best we can, and if we can't put more people in the seats and the (TV) ratings don't go up, then I would say I haven't done my job." IMS Corp. President & CEO Jeff Belskus calls Bernard the "right person at the right time." (#14)

Marketing Spotlight

Yingli becomes first Chinese and renewable energy company to sponsor FIFA World Cup. (#6)

Quote Of The Day

"It's not that courageous to have an opinion if you think it's the right thing and you believe it wholeheartedly."

-- Saints LB **Scott Fujita**, on not being afraid to comment on controversial issues
 (N.Y. TIMES, 2/3). (#1)

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Sponsorships, Advertising & Marketing

1. SUPER BOWL ADS: MAJORITY OF FANS SURVEYED OK WITH TEBOW AD

An HCD Research survey released yesterday reveals that 62% of respondents shown a news clip of the Focus on the Family Super Bowl spot said that it "should not be pulled" from CBS' telecast on Sunday, according to John Smallwood of the PHILADELPHIA DAILY NEWS. About 75% of respondents who considered themselves pro-life "indicated the Super Bowl was an appropriate platform for ads regarding social issues," while 66% of pro-choice respondents said that the game "was not an appropriate forum." Controversy surrounding the reported pro-life commercial starring former Univ. of Florida QB Tim Tebow and his mother Pam is "strictly about the dissemination of the Tebow's message and why CBS television and the NFL will alter a long-standing policy of not allowing advocacy ads during the most watched television event in America." Women's Media Center President Jehmu Greene, whose organization has publicly opposed the spot, said, "The last thing that Americans need is for CBS and the NFL telling people when and how to have a family." She added, "The Super Bowl is an event that rotates among networks. CBS is changing the playing field for other networks, as well. We don't feel the debate on choice belongs in the 30-second ad spot of the Super Bowl." Greene said that "her hope is that the NFL will step in and use its considerable clout to pressure CBS into making an about-face on the Tebow ad." She said that she "intends to remind the NFL that the issue concerns the fastest growing segment of its audience -- that 40 percent of Super Bowl viewers are women" (*PHILADELPHIA DAILY NEWS*, 2/3).

FREE TO DO WHAT I WANT: Colts Owner Jim Irsay yesterday said of Tim Tebow, "He has a right to express himself. I never have a problem with different points of view" (*WASHINGTONPOST.com*, 2/2). In N.Y., S.E. Cupp writes the "anti-Tebow liberal hysteria can barely be contained." What happened to "wanting our athletes to be role models?" Cupp: "How completely have we lost our bearings when a simple moral message by a football player -- a declaration that he is serious about his faith -- produces such apoplexy?" (*N.Y. DAILY NEWS*, 2/3). ESPN.com's Jemele Hill noted for an athlete in today's sports climate, "expressing an opinion often results in serious backlash," and in some cases "choosing to do what Tebow is doing might be professional suicide." Hill wrote Tebow's decision to appear in this ad "should be considered just as courageous as Muhammad Ali's decision to not enter the draft, or Tommie Smith's and John Carlos' black power salute at the 1968 summer Olympics" (*ESPN.com*, 2/2). However, ESPN.com's Tim Keown wrote Tebow "shouldn't be able to distance himself from the seamier aspects of Focus on the Family." He is representing the Christian group on the "biggest advertising stage in the history of man's epic quest for hyperbole." So there is "some responsibility there" (*ESPN.com*, 2/2).

STAND UP WHERE YOU BELONG: In N.Y., Joe Lapointe profiles Scott Fujita under the header, "The Saints Linebacker Who Speaks His Mind." Fujita previously has "spoken out before in favor of abortion rights and gay rights," and he said, "It's just me standing up for equal rights. It's not that courageous to have an opinion if you think it's the right thing and you believe it wholeheartedly." He said that he "respected Tebow for standing up for what he believed in." Fujita: "The idea of focusing on the family -- who wouldn't agree with that? But the means of doing so, he and I might not see eye to eye all the way." Fujita also discussed the rejected ad from gay dating Web site ManCrunch.com, saying, "The idea of doing it at the Super Bowl is going to raise some eyebrows. Do they have the right? Absolutely. Is it going to offend some people? Absolutely" (*N.Y. TIMES*, 2/3).

DIFFERENT TIME, DIFFERENT PLACE: CBS' David Letterman during his opening monologue last night said, "CBS is carrying the Super Bowl this year, and there is some controversy because they have rejected a commercial featuring gay guys. It was like a gay dating thing, and two gay guys were going to be kissing in the Super Bowl commercial. CBS said, 'No dice.' I said, 'That is hypocritical. CBS runs commercials with straight guys during the Tonys'" (*"Late Show," CBS, 2/2*).

2. SUPER BOWL ADS: NFL FINALIZING ITS CREATIVE EFFORTS FOR THE GAME

By Terry Lefton, Editor-At-Large

While most Super Bowl advertisers spend the week leading up to the game bragging about their forthcoming creative efforts in marketing's biggest showcase, the NFL itself is finalizing ads. With nearly two minutes of ad inventory on CBS' Super Bowl telecast (one 30-, one 60- and two 10-second promos), by the most conservative of estimates the NFL has more than \$6M worth of institutional inventory in what is annually America's highest rated TV show. The league also has a 30-second spot in the last of the CBS pregame shows. The NFL will use that valuable marketing inventory to push its biggest cause and community relations programs; to tout its NFL.com and NFL Network media extensions; and for a 60-second institutional effort that will celebrate the skills of the league's top athletes and the dedication of its fans. The league's ad showcase starts with a 30-second spot in the pregame show before kickoff. That promo will spotlight the NFL's longtime support of the United Way and include footage from the recent community work around the Pro Bowl. The Play 60 youth fitness initiative will also be touted. During halftime, the league's media properties get a plug as the year-round repository for all things NFL, especially offseason events like the combine and the Draft. "The Super Bowl has many more casual fans than our other games, and we want them to know we're the place for 365, 24/7 coverage, especially during the offseason," said NFL CMO Mark Waller. Using the same super-slow 1,000-frames-a-second Phantom HD digital video camera from Vision Research that was the hallmark of this season's NFL brand campaign, the NFL Media promo will show the same kinds of images of Titans RB Chris Johnson and the two QBs who competed in the NFC Championship game -- Saints QB Drew Brees and Vikings QB Brett Favre.

SHOWCASE SHOWDOWN: A 60-second brand spot is slated for the last commercial pod of the third quarter. The idea is to wrap the season with more super-slow action featuring Saints RB Reggie Bush along with shots depicting a range of fans celebrating the NFL in their own regional styles. "We're showcasing the skill of our athletes with our fans dedication," said Waller, adding that more of a fan-centric approach is an avenue being explored for next season's campaign. "Particularly in the current (economic) environment, our fans have shown extraordinary support (watching the games in near-record numbers), especially in the Playoffs, so we're recognizing that." The two 10-second promos, the placement of which is still undecided, will push the NFL Draft, which will make its first primetime appearance on April 22. As such, expect a more slick production, including a red carpet reception area. Since it will be the 75th NFL Draft, a retro theme is also likely. Grey, N.Y. -- named last June as the NFL's creative agency -- did the creative work along with NFL Films. Waller praised their initial year of work, noting the slow-mo camera provided new insights and perspective on the game's athleticism.

3. SUPER BOWL ADS: BOOST MOBILE KEEPS SHUFFLING TOWARD SB DEBUT

Several members of the '85 Bears are reuniting for a remake of their famous "Super Bowl Shuffle" as part of a Boost Mobile ad



**Boost Mobile Bringing Back '85 Bears
For Its Debut Super Bowl Spot**

airing during Super Bowl XLIV, and the spot "is a can't-miss," according to Ed Sherman of CRAIN'S CHICAGO BUSINESS. Not everyone from the original video will be present -- Walter Payton passed away in '99 and "various ailments have hampered" William "The Refrigerator" Perry -- but Sprint Prepaid Group VP/Marketing Bob Stohrer said that other players "were eager to get back into the spotlight." The players "all wear No. 50" in the ad, as the Boost service they are promoting costs \$50 per month. The company is making its Super Bowl ad debut, and Stohrer said, "The challenge is what do you do with something like the Super Bowl? The 'Shuffle' is something we went to quickly. It's a classic. We knew people would identify with the guys." Sherman notes in addition to the 30-second in-game spot, Boost "plans to drive people to its website by airing a 4-minute version of the new shuffle." Stohrer: "One of the challenges was getting the ad down to 30 seconds. ... We hope people will go on line because there's a lot of great moments to see" (*CHICAGOBUSINESS.com*, 2/3).

TWO FOR THE PRICE OF ONE: AD AGE's Brian Steinberg reports Diamond Foods plans to use its 30-second spot during the Super Bowl to "promote two different products -- its Pop-Secret popcorn and its Emerald Nuts -- in the same instance." Diamond is "aiming for an overall concept that rides hard over its individual snack products." Diamond Foods Exec VP & CMO Andrew Burke said that the spot "will feature a dolphin trainer at a marine theme park," as well as the phrase "Awesome + Awesome = Awesomer." Burke said the ad is "all about the extravagant lengths that consumers go to for these two great snack products" (*ADAGE.com*, 2/3).

HIS NAME WAS LOLA: Go Daddy Founder & CEO Bob Parsons appeared on Fox Business last night to discuss the company's Super Bowl effort. Go Daddy submitted an ad titled "Lola" that was rejected by CBS, and Fox Business' David Asman noted some people "make the claim that sometimes you just make ads knowing that they'll be rejected for the buzz." Parsons: "That's nonsense. It's an easy thing to say but I'll tell you, particularly with our 'Lola' ad, that ad has got to be one of the most innocent, least offensive ads we have ever done." He added CBS "said that the ad has the potential to offend a certain group of viewers. They never said who that group of viewers was." After one of Go Daddy's two Super Bowl ads was aired, Asman said, "I've seen racier Go Daddy ads before. ... It seems like you're getting a little more tame." Parsons: "I am maturing" (*America's Nightly Scoreboard*, *Fox Business*, 2/2).

SNEAK PEAK: Juma Entertainment President Bob Horowitz, who has had a "peek at quite a few" of this year's Super Bowl ads, said that there is a "lot of frat house humor in this year's ad roster -- something that seems ... expected on Super Sunday." Horowitz predicted that CareerBuilder.com and GoDaddy "will be water cooler fodder in offices around the country Monday morning." He added CareerBuilder "pushes the envelope" this year (*BROADCASTINGCABLE.com*, 2/2).

LIGHTER MESSAGE: The AP's Gillian Flaccus reported Mosaic, a 3,000-member church in L.A., is "one of six finalists in the Doritos 'Crash the Super Bowl' challenge with a lighthearted spoof that plays off the resurrection of Jesus Christ." If the church's ad, "Casket," is "among the top three vote-getters in an online playoff, it will air" during the Super Bowl. Mosaic, which boasts a congregation "full of hip twentysomethings who mostly work in the film industry and make short films for a hobby," is "taking a different tack" toward its ad than Focus on the Family, whose ad during the game is rumored to include pro-life messages (*AP*, 2/2).



Watch Mosaic's "Casket" Spot

IS IT ALL FOR NAUGHT? The HUFFINGTON POST's Rob Asghar wrote, "No rational, empirical evidence suggests that the \$2[B] spent on Super Bowl advertising over the past two decades, or the \$150[B] spent annually on advertising in the United States, is an overall economic boon. On the other hand, plenty of rational evidence exists that advertising works against the interests of Joe Sixpack and the Anheuser Busch executives who woo him each year on Super Sunday" (*HUFFINGTONPOST.com*, 2/2).

LOCAL AFFILIS BOOMING: BROADCASTING & CABLE's Michael Malone reports CBS affiliates airing the Super Bowl "await a giant viewership and advertising windfall." New Orleans' WWL-CBS President & GM Bud Brown said that the station "sold out its inventory early last week, the spots commanding a 30% premium thanks to the Saints being in the big game." Meanwhile, Indianapolis' WISH-CBS President & GM Jeff White said that the station's spots are "going for about double what they would for a non-Colts Super Bowl" (*BROADCASTING & CABLE*, 2/1 issue).

4. BRIDGESTONE SEEKS RENEWAL OF NFL, HALFTIME SHOW SPONSORSHIP DEAL



Bridgestone serves as the official tire of the NFL and is the exclusive sponsor of the Super Bowl halftime show, and the company is "trying to renew its sponsorship deal ... because the event has helped increase tire sales," according to Ken Belson of the N.Y. TIMES. Bridgestone said that its market share has "grown by double digits in the first quarter in each of the last two years," and Bridgestone President of Consumer Replacement Tire Sales John Baratta said that other brands have "had their share decline in the same period." The company, whose three-year sponsorship deal with the NFL is estimated to be worth around \$10M, noted that it "cannot attribute all of its gains to the halftime sponsorship." But Baratta said, "The image of our brand has been elevated as a result of the tie-ins with these major events." The Who is playing this year's Super Bowl halftime show, and Belson notes Bridgestone and other sponsors are "not consulted about the choice of musical acts." The NFL "does not pay an appearance fee, though it does cover all of the expenses for the band and its often ample entourage of several dozen stagehands, family and friends." The Who manager Bill Curbishley "jumped at the chance to play" during halftime, as it provides a "great way to promote the band's new greatest hits album, publicize a coming tour and reach fans." Curbishley: "I don't think it will sell millions and millions of albums, but it will definitely have an impact. If you get into people's consciousness, it helps" (*N.Y.*

TIMES, 2/3).

BOOST TO BRAND: MARKETING DAILY's Karl Greenberg notes in addition to its NFL ties, Bridgestone also is the "official tire of the National Hockey League, title sponsor of the NHL Winter Classic, and sponsor of the PGA Tour, among other golf and racing programs." Bridgestone Firestone North American Tire Advertising & Internet Manager Michael Fluck said that "advertising on the Super Bowl and other big events isn't about Bridgestone and sibling Firestone's individual products or sub-brands." Fluck: "It's more about making consumers aware of the Bridgestone brand." Meanwhile, Firestone recently signed as the official tire of MLB, and the company "will have a presence in stadiums, and during game broadcasts." Fluck said the company is "going to be filming new Firestone ads in about three weeks" (MARKETING DAILY, 2/3 issue).

5. EA WILL ATTEMPT TO RUN REJECTED SB AD DURING NBA ALL-STAR GAME

Electronic Arts, which was rejected by CBS in its bid to run its "Go to Hell" tagline in a Super Bowl ad promoting the forthcoming "Dante's Inferno" videogame, will also attempt to run the ad during the NBA All-Star Game February 14 on TNT. EA submitted ads to the cable net with both the "Go to Hell" tagline and an alternate, softened version using "Hell awaits" that will run during Sunday's Super Bowl. It is not yet known whether TNT will allow the



Watch EA's "Go To Hell" Spot

"Go to Hell" version. Either way, the two prominent anchors of the February sports calendar represent key portions of a marketing campaign for the M-rated, action-adventure game that has developed over the past nine months. EA Senior Product Manager Phil Marineau said, "This is an absolutely great way to get in front of a massive audience, and do so without the threat of a DVR. The Super Bowl is a great forum for us, and we will continue to be aggressive and out there throughout February, and the All-Star Game is another key portion of that." Marineau added the high-profile marketing activities by EA, which also included a buy during the NFC title game for role-playing game "Mass Effect 2," are part of an emerging corporate strategy for the game publisher. "It's about [creating] fewer titles, but doubling down on those titles and turning them into major events," Marineau said (*Eric Fisher, SportsBusiness Journal*). MARKETING DAILY's Aaron Barr reports EA has booked time during the events with the "hopes of gaining a mass audience for franchise (or potential franchise) titles." Marineau said that the strategy is "intended to broaden EA's ability to reach the 'hit buyers' of games, who tend to only buy three or four titles a year" (MARKETING DAILY, 2/3 issue).

ALL-STAR PREP: SPORTSBUSINESS JOURNAL's Fisher reports NBA Digital this week is "reviving within NBA.com its All-Star Scene area, an ambitious All-Star Game-themed digital programming effort that debuted a year ago." NBA Digital this year on All-Star Scene will debut "12 hours of live programming on Friday, Feb. 12, including an All-Star version" of NBA Digital's interactive talk show, "The Jump." The area will "include a variety of channels dedicated to player developed content, user-generated material, and integration with real-time Facebook and Twitter feeds." Fisher notes the "social-media element will particularly manifest itself" during NBA Commissioner David Stern's February 13 state of the league address, during which he will "answer fan-submitted questions" (*SPORTSBUSINESS JOURNAL, 2/1 issue*).

MEDIAWEEK.com's Mike Shields reported the NBA has "launched the NBA.com All-star Slam Dunk Live application for both the Android Market and Apple's App Store." The

\$0.99 application "gives users access to four different cameras feeds during" the February 13 Sprite Slam Dunk Contest (MEDIaweek.com, 2/1).

6. YINGLI GREEN ENERGY BECOMES FIRST CHINA-BASED WORLD CUP SPONSOR



Yingli Green Energy Holding Co. Ltd. today announced a deal to sponsor the '10 FIFA World Cup in South Africa. Yingli becomes the first Chinese company to sign a global sponsorship deal with FIFA, as well as the first renewable energy company to back the event. FIFA selected Yingli to be one of its sponsors because of the company's track record of success and its commitment to the environment (*Yingli*). REUTERS' Nick Mulvenney reports financial details of the sponsorship were not disclosed, but Yingli will equip with solar panels "all 20 of FIFA's 'Centres for 2010,' one of the world governing body's main legacy projects in Africa." China remains an "attractive proposition for FIFA." FIFA Marketing Dir Thierry Weil said, "China is a given, China is one of the powerhouses of the world. ... FIFA cannot do without China and that is why we are extremely proud today to welcome the first Chinese company to be part of the World Cup." Mulvenney notes the company becomes the seventh event-specific sponsor for this summer's tournament in South Africa, following Budweiser, McDonald's, Castrol, Continental Tire, MTN mobile communications and India-based IT company Satyam (*REUTERS*, 2/3).

SITTING THIS ONE OUT: REUTERS reported Budweiser will "give up some of its rights at fan parks as part of a strategic decision to focus its beer presence" during the World Cup. The decision allows "other brewers to sell beer at fan parks -- venues in public areas where supporters can watch games on big screens -- during the tournament." A-B InBev Dir of Global External Communications Michael Torres said, "We have decided not to participate in the Fan Fest program, making a strategic decision to focus our beer presence in-stadium." However, the brewer pointed out that "all other beers sold at fan parks would be unbranded" (*REUTERS*, 2/1).

A TEAM SPORT: BRAND REPUBLIC's Alex Brownsell reports News Corp. is partnering with Kia Motors to "create a platform for football supporters to follow" the World Cup. News Corp. publications, including the London Times and tabloid News of the World, as part of a US\$2.4M deal "will collaborate with Sky Sports to provide multimedia content for fans." This marks the first time News Corp.'s brands have "worked together to create a sports content platform for a commercial partner." The partnership includes the Web site kiafootball.co.uk (*BRANDREPUBLIC.com*, 2/3).

7. BMW ORACLE RACING SIGNS JP MORGAN TO DEAL ON EVE OF AMERICA'S CUP

By [Jon Show](#), Staff Writer, SportsBusiness Journal

BMW Oracle Racing has signed JP Morgan as its official private bank just days ahead of the start of the 33rd America's Cup. The one-race deal was negotiated with JP Morgan's European marketing group and includes signage at the team's San Diego headquarters and logo rights. It does not include branding on the boat. An announcement is expected later this week. The U.S. team, which begins

racing on Monday in Valencia, has also signed official supplier deals for the first time with 3M and Catch the Wind, each of which are providing racing technology for the sailboat. Other official supplier deals include Inmarsat (satellite services), Slam (apparel), NetSuite (software) and ABC Tools. BMW Oracle Racing Commercial Dir Scott Hollingsworth said the deals offered a low-to-mid seven figures worth of cash and value-in-kind. The 33rd America's Cup will be contested between Swiss team Alinghi and challengers BMW Oracle Racing, which have been in various legal battles since Alinghi won the 32nd race in '07. A New York court last Friday cleared the way for the start of the best-of-three race on Monday when it said it would not hear a complaint over the construction of Alinghi's sails.



BMW Oracle Racing Inks JP Morgan As Its Official Bank Ahead Of America's Cup

8. SUPER BOWL MARKETING NOTES: NFL OFFERS "WHO DAT" REASSURANCE

In New Orleans, Ed Anderson reports the NFL assured Louisiana state officials yesterday that it "will not make future claims" on the Saints' "Who Dat" slogan and "will send letters clarifying its position to merchants selling items with the phrase and the fleur-de-lis." NFL Senior VP/Business Affairs & General Counsel Gary Gertzog in a letter to Louisiana Attorney General Buddy Caldwell said that the NFL "does not claim exclusive rights 'now or at any time in the future' over the expression, 'Who Dat,' 'Who Dat Nation,' the colors black and gold or 'any combination thereof' or the fleur-de-lis" (*New Orleans TIMES-PICAYUNE*, 2/3). ESPN's Michael Wilbon said the NFL's original claim "was sort of stupid and petty and dismissive to think they were going to control 'Who Dat?' in the first place. So it's a good thing that somebody said, 'Hey fellas, stop. We know we're the big 500-pound lion in the room. We don't have to eat everybody all the time in the jungle.' Leave New Orleans alone." ESPN's Tony Kornheiser: "I think there's a different set of rules for New Orleans. ... I think Paul Tagliabue made it clear that no matter what happened after Katrina, he wanted the Saints to go back to New Orleans. Roger Goodell has followed that. ... They are treated differently, and in this case, they made the right decision" (*PTI*, *ESPN*, 2/2).

PRODUCT PLACEMENT: In West Palm Beach, Dave George writes under the header, "Media Day Sponsorships Show Why NFL Product (Placement) Can't Be Beat." George writes, "It occurred to me Tuesday while passing through the Snickers Entry Checkpoint to attend 'Media Day Fueled By G Series' that the NFL is the kind of corporate omnivore that other industries only dream of becoming." The Super Bowl has become "America's all-inclusive profit center and purveyor of officially licensed and approved pop culture." One reporter's "primary task was to ask each player if he could please have the bottle of Gatorade sitting before them on the table." As each player "happily complied, another NFL partner's product was beautifully placed, for one invaluable instant, on media outlets from around the world" (*PALM BEACH POST*, 2/3).

COMMUNITY LEADER: In New Orleans, Ron Thibodeaux writes Colts QB Peyton Manning is "one of the most marketable NFL stars of his time," and also is a "community activist." St. Vincent Health Senior VP & Chief Strategy Officer Kevin Speer: "What Peyton does off the field eclipses anything he does on the field. And I say that recognizing that he's the greatest player to play the game." Thibodeaux notes everyone in New Orleans "seems to have a Peyton Manning story relating to his philanthropic endeavors"

(*New Orleans TIMES-PICAYUNE*, 2/3). Meanwhile, CBS' David Letterman last night discussed the Super Bowl and said he is "very excited because my Indianapolis Colts" are in the game. Letterman: "Peyton Manning is very confident. He has already planned to film three more commercials in the huddle" (*"Late Show," CBS*, 2/2).

SURVEYING THE SITUATION: Reebok said that MTV's "Jersey Shore" castmates Pauly D and Mike "The Situation" Sorrentino "will be their 'special guests' at Friday's press launch" of the new ZigTech athletic shoe in South Florida. Giants QB Eli Manning, Steelers WR Antonio Holmes, UFC fighter Chuck Liddell and boxer Shane Mosley will also attend the event. Pauly D and Sorrentino will attend Super Bowl XLIV on Sunday "decked out in Reebok gear" (*BOSTON HERALD*, 2/3).

9. MARKETPLACE ROUNDUP

The Univ. of Central Florida's shoe and apparel deal with adidas ended in December, and UCF AD Keith Tribble said of the school getting a new deal, "We are still in constant conversation with a lot of different players and different people and different companies." Tribble: "We are closer today than we were a month ago. Hopefully within the next 30 days. We wanted to get something ready by March." He added, "It is safe to say there's high interest. It's just trying to find what's right for us" (*ORLANDO SENTINEL*, 2/3).

LOSING STRIPES: In Atlantic City, Dan Good notes suspended Wizards G Gilbert Arenas is no longer an endorser of adidas, but he "remained larger-than-life in Atlantic City on Tuesday, as his image still hung over the adidas Factory Outlet main entrance." adidas spokesperson Stephanie Von Allmen "was unaware of the sign," and said that it "would be taken care of 'immediately.'" Arenas was dropped by adidas two weeks ago (*ATLANTIC CITY PRESS*, 2/3).

BARKING UP A NEW TREE: The MLS Wizards have named Barkley, K.C., as the team's agency of record. The club "previously did advertising and media planning internally." Barkley "will handle advertising and marketing strategy as well as interactive and social media planning." Financial terms of the deal were not disclosed. The Wizards "have not partnered with an agency since using VML Inc. in 1998" (*BIZJOURNALS.com*, 2/1).

TAKING FLIGHT: Ryder Cup Europe yesterday announced that Emirates will be the "official airline of the 2010 Ryder Cup" at The Celtic Manor Resort in Wales. Emirates also will be an "Official Partner of the European Team in 2012 when they travel to Medinah Country Club in Illinois" (*GULF NEWS*, 2/3).



adidas Taking Down Arenas Sign Above Outlet Store

Sports Media

10. NCAA TOURNEY EXPANSION COULD DILUTE PRODUCT, HURT TV RATINGS

The proposed expansion of the NCAA men's basketball tournament to either 68 or 96 teams "would inevitably devalue college basketball's regular season, conference tournaments and NCAA selection show," according to Michael Hiestand of USA TODAY. Expanding the tournament field to as many as 96 teams could create "lots of new games of little interest to casual fans nationally -- thus lots of low ratings." CBS' first-round time

slots for last year's tournament averaged a 4.2 rating, and "showing teams that wouldn't get invites in the present format likely would produce worse ratings." And if the NCAA "adopted the good idea of airing each nationally rather than crunching them together in regional coverage for the sake of ratings, early-round games in an expanded field might get tiny ratings" (*USA TODAY*, 2/3). Boston Globe columnist Bob Ryan said, "The only reason that we're having this discussion is television thinks that if they expand it, they could put more games on and milk more of the magic. But they will only prove the dictum that 'more is less'" (*Around The Horn*, *ESPN*, 2/2).

PROS & CONS: In Cleveland, Lesmerises & Alexander note the expansion "could ease the pressure on a major conference team ... and provide more opportunities to mid-major schools," but that would occur "at what cost?" Kent State Univ. men's basketball coach Geno Ford predicted an expanded field would include "at least seven more mid-majors." But Cleveland State Univ. men's basketball coach Gary Waters said, "I'm not agreeing with (expansion). In order to make the NCAA, you need to be worthy. It has a lot of special qualities to it the way it is." Univ. of Akron men's basketball coach Keith Dambrot "doesn't believe expansion would cheapen the tournament, though he acknowledges it probably would put less importance on conference play for major conferences" (*Cleveland PLAIN DEALER*, 2/3). The Washington Post's Dan Steinberg: "It would make it more fun. The more teams, the more fun. The first weekend is always the best weekend. This would give us basically two first weekends" (*Washington Post Live*, *Comcast SportsNet Mid-Atlantic*, 2/2). In Tacoma, John McGrath writes under the header, "64 Not Quite As Magical As You Think." Fears that an extra 32 teams will render the regular season useless are "nonsense." There are 347 Division I men's basketball teams, and a 96-team field would feature 28% of them. The NCAA "still would be as discerning about who is worthy and who isn't of its signature tournament as big-league baseball is with its playoffs" (*Tacoma NEWS TRIBUNE*, 2/3). ESPN's Michael Wilbon: "I hope that wiser people prevail. The NCAA basketball tournament is one of the few things in sports in this culture which I think is perfect the way it is. ... This is insane. They're fixing something that isn't broken, and they're going to break it" (*PTI*, *ESPN*, 2/2).

WHITHER THE NIT? In N.Y., Lenn Robbins writes if ESPN outbids CBS for the rights to the NCAA tournament, the event "will expand to 96 teams, leaving no place for the Postseason NIT." Sources indicated that the NIT Season Tip-Off tournament then "would leave" N.Y. and "become known as the First Four tournament to be played in the same venue that hosts the Final Four the following spring" (*N.Y. POST*, 2/3).

11. SUPER BOWL XLIV PROGRAM ALSO BEING LAUNCHED AS DIGITAL PRODUCT

By Terry Lefton, Editor-At-Large

The annual Super Bowl program, which the NFL issues in conjunction with publisher H.O. Zimman, perhaps the ultimate print vehicle in sports, has gone digital. At 240 or so pages, it is about the same size as last year, and the magazine has about the same number of ad pages, around 100. However, this year, in addition to the million-circulation program available in Super Bowl markets since last Wednesday, there are digital extensions: a virtual magazine and an iPhone app for \$4.99 that includes the Super Bowl and Pro Bowl programs, along with access to the stats-laden NFL Game Center. NFL.com/NFL Publishing Senior Editor Craig Ellenport said, "Just a way to add more value for

fans and our advertisers." GMC replaces Cadillac with the prime back-cover ad position. The inside covers were bought by Tommy Hilfiger and voice recognition program MacSpeech. Other advertisers include AT&T, Panasonic, Mercedes, Rums of Puerto Rico, JetBlue, Hotels.com, and Van Heusen, along with media brands CNN, Fox News, The N.Y. Times, Spike TV, TNT, Redken hair care, and Calvin Klein, for the "Eternity for Men" fragrance, said H.O. Zimman Associate Publisher Adam Scharff. Advertisers from among the roster of NFL corporate sponsors include Reebok, Motorola, DirecTV, Coors Light, Bridgestone, Samsung, Pepsi, Gatorade, and Monster.com. Another change to this year's program is a sure sign that the economy has improved -- the program's cover price has been cut. Last year, a \$5 increase upped the price on the national edition to \$20, while the hologrammed in-stadium program sold for \$25. This year, they are back to their original \$15 and \$20 price tags.



Super Bowl Program To Have Digital Extensions This Year

12. ESPN HAS CHANGED HOW HIGH SCHOOL SPORTS ARE COVERED, TELEVIEWED



Dozens Of High School Football, Basketball Games Now Being Shown On Live TV

High school athletics, "influenced by ESPN's multi-platform ability," are being "covered like never before," according to Scott Bernarde of the ATLANTA CONSTITUTION. Dozens of high school football and basketball games are being "shown on live TV," and football recruiting "has its own season," which culminates with National Signing Day today. Online recruiting services "offer up the latest news on which colleges kids will attend," and live Web casts of prep games are "popping up everywhere." While high school content "provides great story-telling opportunities, the star power of top players and programs are the top considerations" when ESPN selects games to televise. Those games often involve players who "may eventually play on ESPN as collegians and benefit the network's huge college football platform." Duluth High football coach Corey Jarvis, who coached a game on ESPNU last October while working for M.L. King High, said that the "intense exposure of the athletes can be 'a double-edge sword,' but mostly positive." Bernarde noted DeKalb County (GA) "received just \$1,000 for the ESPN game, but the experience was worth more." Jarvis: "I felt all of the kids who played will end up better for it. It's free exposure for your program and your kids. You can't beat that." ESPN Dir of Program Acquisitions Dan Margulis said that the network "stays mindful of the fact that it's dealing with teenagers." Margulis: "We're cognizant of it. It goes into our planning. We keep the numbers (of telecasts; about 40 total for football and basketball) down so that it's not overwhelming." Bernarde noted the "biggest potential growth of high school sports coverage may be the Web." Along with recruiting services, YouTube, ESPN Rise and ESPN360.com, there are "hundreds of live and archived high school games somewhere on the Internet" (*ATLANTA CONSTITUTION*, 2/2).

In Philadelphia, Ashley Fox writes Bengals WR Chad Ochocinco yesterday at the Super Bowl Media Day "struggled ... as a would-be bulldog journalist trying to get his question answered during the most densely populated media availability of the football season." Ochocinco was "inside the ropes" reporting for his Ochocinco News Network and was "closer to Peyton Manning than any other media member in the throng." But he "couldn't get Manning to hear, and therefore answer, a legitimate follow-up question" (*PHILADELPHIA INQUIRER*, 2/3). Redskins TE Chris Cooley, Cardinals DT Darnell Dockett and Ravens RB Ray Rice all served as OCNN correspondents yesterday, and L.A. Times columnist Bill Plaschke said, "Those guys don't ask any dumber questions than we ask. Those guys, in fact, probably ask more intelligent questions. They have more inside information" ("*Around The Horn*," *ESPN*, 2/2). Cooley noted the experience was "a lot of fun" ("*The Scott Van Pelt Show*," *ESPN2*, 2/2).

LAST-MINUTE SUB: In New Orleans, Dave Walker reports Fox reporter Chris Myers during the Saints-Vikings NFC Championship game "learned he would replace" Fox' Terry Bradshaw as the presenter of the George Halas Trophy "during the fourth quarter, with the outcome still far from decided." Myers said that Bradshaw, who was suffering voice problems, "had awarded the Halas Trophy to every NFC Champion since Fox bought the league broadcast rights in the mid-1990s." Myers: "He grabbed me with a hand on each shoulder, and it's almost like, 'Hey, you're going in for me.' I saw great disappointment. I felt for him" (*New Orleans TIMES-PICAYUNE*, 2/3).

TUNING IN: In Dallas, Tim Cowlshaw wrote under the header, "Interest In Pro Bowl From Viewers, Not Players." ESPN drew more than 12 million viewers for Sunday's Pro Bowl, which earned its "best ratings in 10 years since it was on network TV." Cowlshaw: "As much as you will read and hear about the NBA All-Star Game coming to [Cowboys Stadium in 11 days], and how that game is superior (barely) because the very best in the sport actually show up, the NBA would kill to get that kind of rating" (*DALLASNEWS.com*, 2/2).

RISING COSTS COMING? Bernstein analyst Craig Moffett remarked that Comcast's results in the content division were weak with EBITDA down -17% from Q4 '08 on higher-than-expected programming costs. Moffett: "With a yawning hole in their primetime line-up at NBC Network, one might reasonably fear that higher programming and development costs (on the content side of the business) are a harbinger of things to come" (*John Ourand, THE DAILY*).

BEST WISHES: In Miami, Barry Jackson reports WQAM-AM host Jim Mandich, who also serves as the Dolphins' radio analyst, is "off the air at least for this week because of an undisclosed illness." Mandich "has been off the air since Thursday" (*MIAMI HERALD*, 2/3).

Leagues & Governing Bodies

14. RANDY BERNARD OFFICIALLY INTRODUCED AS INDY RACING LEAGUE CEO

New IRL CEO Randy Bernard during his introductory press conference yesterday "laid out six initial goals for the IndyCar Series, including creating a positive environment, developing relationships and becoming profitable -- not by cutting costs, but by increasing revenue," according to John Oreovicz of ESPN.com. Bernard on March 1 will assume the role vacated by Tony George, and what he "doesn't bring is experience in or preconceived notions about auto racing." But Oreovicz wrote that "might not

necessarily be a bad thing," as the "racing insiders running the sport for the past 15 years did a pretty good job of running it into the ground." Bernard: "I'm not going to try to come here and pretend that I'm going to become an open-wheel racing expert in one or two years. But I'll market the sport the very best we can, and if we can't put more people in the seats and the (TV) ratings don't go up, then I would say I haven't done my job." IMS Corp. President & CEO Jeff Belskus said Bernard is the "right person at the right time to head the Indy Racing League." Belskus: "He brings a superb sports marketing and promotion background, proven CEO skills, energy and enthusiasm at a time when the Izod IndyCar Series is positioned for growth." Oreovicz wrote Bernard is "facing a number of key challenges, including a significant overall decrease in auto racing sponsorships and a potential struggle to maintain auto manufacturer involvement." Bernard also "acknowledged the current lack of champion-level American drivers in the series." Bernard: "What we found in this sport is that Americans want to see Americans win. There's no question about it. That's very important, but at the same time, I truly believe open-wheel racing and the Indy Racing League wants to be known for having an international presence" (*ESPN.com, 2/2*). Bernard added, "I believe that we already have stars, but I believe that it has to be our focus to make them bigger. And (that includes) the team owners." In Indianapolis, Patrick Dorsey notes IMS Corp. BOD member Josie George "first contacted Bernard after long following his career from a distance." George: "He's the hardest worker I've ever seen in my life. He never stops. He's the right guy for the job." Bernard "soon will move from his Colorado home to the Indy area" (*INDIANAPOLIS STAR, 2/3*).



Bernard Lays Out Six Initial Goals For IndyCar Series

UP IN THE AIR: SI.com's Bruce Martin reported the appointment of Bernard left IRL Commercial Division President Terry Angstadt "in limbo." Angstadt said, "We'll make it work. As long as I have a meaningful role to play, I'm not leaving, but I'm not naive. That is his call. In the last year, we have brought significant money into the IndyCar Series. We're just getting started." Angstadt was "key in striking deals with APEX/Brazil and Izod taking over as the first series sponsor in 10 years," and a source noted Bernard "comes with a strong CEO background, which complements well with the experience that Angstadt has." The source added, "The conclusion that we have come to is somebody has to be in charge. We need accountability" (*SI.com, 2/2*).

15. WPS COMMISSIONER ANTONUCCI NOT WORRIED ABOUT LEAGUE'S FUTURE

WPS Commissioner Tonya Antonucci "doesn't appear particularly bothered by perceptions that her league is following in the footsteps" of the late WUSA, which lasted just three seasons before folding, according to Scott French of ESPNLOSANGELES.com. The L.A. Sol ceased operation last week, and Antonucci said, "Contraction happens in pro sports, especially in young leagues, but we have as our foundation a model that we think can sustain for the long haul. I think the focus ought to be on what are the main business metrics to measure to see if we are still on track." An official for former Sol co-Owner Blue Star LLC said that the league "spent two months or so



Antonucci Thinks WPS' Model Can Sustain For Long Haul

hammering out a deal" to buy the Sol with a group headed by an "individual who was in charge of a family trust" in the L.A. area. Antonucci: "We had an investor who was ready to sign, and he walked away in the 11th hour. We don't have insight into his reasons. It's not a comment on the viability of the L.A. market. ... L.A. had a lot of success, and it's unfortunate that such a great sort of foundation there was subject to an isolated incident." French noted WPS "officially has suspended the Sol, not folded the franchise, with hopes that it can return in 2011 with new ownership and possibly a new name." Antonucci said that "'early-stage conversations' have started with other potential owners with the hopes that the L.A. team will return next year." However, she "would not specify how many groups the league was talking with." She said, "Some people are just reaching out hoping the Sol will be saved. It takes time to find out who has the financial wherewithal and who supports and wants to see the team saved" (*ESPNLOSANGELES.com, 2/2*).

PERCEPTION VS. REALITY: In Newark, Frank Giase wrote when the average sports fan sees the Sol disbanded, the "perception is that the demise" of WPS "can't be far behind." But WPS Sky Blue President & CEO Thomas Hofstetter said that the reality is that the league is "right where it thought it would be in Year 2 and the Sol's problems were strictly an ownership issue." Former Sol co-Owner AEG "agreed from the beginning that its involvement" in the club "would only last one year." So when the sale "fell through last week, there was no choice at this late date but to disband." Hofstetter: "From my perspective, it's not that somebody failed. We just couldn't get it lined up in time. If a team like Boston failed, that would have been a disaster, but we knew this was always a possibility" (*Newark STAR-LEDGER, 2/2*). In a special to *ESPNLOSANGELES.com*, WNBA Sparks co-Owner Kathy Goodman wrote, "Sports is a tough business, and, notwithstanding its organization around national leagues, it is most often a local business, subject to the whims and dictates of a local economy, local ownership and a local fan base." Goodman: "If I want to see the L.A. Sol back someday, I know I need to continue to support other women's sports in my hometown. So, I'll follow the WPS online and on television" (*ESPNLOSANGELES.com, 2/1*).

LEAGUE SCHEDULE: In Philadelphia, Marc Narducci reports WPS "still hasn't announced team schedules other than home openers" for the '10 season, but the league yesterday said that it "will expand the regular season to 24 games from 20." The eight teams "will play each other either three or four times" (*PHILADELPHIA INQUIRER, 2/3*).

16. ARE LENGTHY NBA HOMESTANDS A BYPRODUCT OF ECONOMIC CONDITIONS?

Long homestands are "new" to the NBA this season, and "some of it is a scheduling quirk, but much of it could be due to the economic pressure on teams this season," according to Brian Windhorst of the Cleveland *PLAIN DEALER*. The Cavaliers are in the midst of a seven-game homestand, and because of a "number of off days and the All-Star break, the Cavs will go a record 20 days between road games." That marks the Cavaliers' longest homestand in 15 years and, "in terms of days, the longest in team history." A similar stretch, "especially in the number of days, once was rare," but it "seems to be part of a unannounced league-wide trend this season." The Suns and Warriors also have seven-game homestands this season, while the Heat and Bobcats have had six-game homestands. Cleveland State Univ. professor Renjun Bao, who helps make the MLB

schedule, said "given the current economic condition, teams are putting having weekend home games first instead of worrying about road trip arrangement." Weekend games are "often in the highest demand," and because some teams are "having trouble selling tickets, maximizing the amount of weekend games affects the way schedules are made." Teams are "willing to have schedules with extended road trips as a tradeoff to get the most home games possible on Fridays, Saturdays and Sundays." As a result, teams "seem to have groups of home games arranged so they can take advantage of multiple weekends." On the Cavaliers' current homestand, three games are "prime TNT Thursday broadcasts against high-profile opponents," and the "two others are on the weekend" (*Cleveland PLAIN DEALER*, 2/2).

17. LEAGUE NOTES

FOXSPORTS.com's Jon Paul Morosi wrote under the header, "It's Time To Ban Booze In All Clubhouses." A FoxSports.com survey found that about half of all MLB teams "still make some alcohol ... available to team personnel after games." Morosi wrote he struggles to "think of a good reason why baseball clubhouses should be viewed differently than all the other workplaces where alcohol is forbidden." Morosi: "The NFL gets this. Roger Goodell has a simple, easy-to-remember policy: If you're in the locker room, bus or airplane of an NFL team, you can't drink. Period. It's time for Major League Baseball to do the same thing, rather than continue leaving the decision to individual teams. ... I'm astonished that more teams haven't made the obvious liability and public relations connection here" (*FOXSPORTS.com*, 2/1).

NO SPENDING BOON: FORBES.com's Michael Ozanian wrote not to look "for the players to benefit" from the ruling that the NFL must continue its supplemental revenue-sharing program in '10. Most owners that will "receive this welfare," including the 49ers' John and Denise DeBartolo York, the Jaguars' Wayne Weaver, the Raiders' Al Davis and the Rams' Chip Rosenbloom and Lucia Rodriguez, "will pocket the dough" without a salary floor next season, and "their football and non-football businesses have been stung by the recession." Ozanian: "If you want to know what these teams are going to do think Pittsburgh Pirates" (*FORBES.com*, 2/2).

KEEPING THEM SEPARATED: In Las Vegas, Arnold Knightly reports Abu Dhabi-based Flash Entertainment's purchase of a 10% stake in UFC parent company Zuffa last month "set off speculation that the investment could somehow benefit" Station Casinos, a bankrupt business that is "partially owned and operated" by UFC Chair & CEO Lorenzo Fertitta and co-Owner Frank Fertitta. But Lorenzo Fertitta said it "should be very simple for people to get" that Zuffa and Station Casinos are "totally separate companies." Fertitta: "There's no connection other than the fact that me and Frank own an interest in both companies." Meanwhile, the UFC's "expansion into the Middle East and Asia" combined with events held in the U.K., Germany and Canada, has analysts "wondering whether fewer events will be held in Las Vegas." But Fertitta said UFC is "still going to do five or six big events" in Vegas every year (*LAS VEGAS REVIEW-JOURNAL*, 2/3).

Franchises

18. VINIK REPORTEDLY NEGOTIATING LOWER SALE PRICE FOR LIGHTNING

Red Sox investor Jeffrey Vinik's efforts to buy the Lightning have "hit a snag in recent days, but it won't be enough to keep Vinik from buying the franchise," according to Ken Campbell of THE HOCKEY NEWS. Vinik is still expected to buy the NHL club from OK Hockey, but "there has been a twist." The prospective owner originally

wanted Lightning C Vincent Lecavalier to "waive his no-trade clause" in order to rid the team of his 11-year, \$85M contract. But Vinik apparently has "come to realize there would be considerable backlash in the local market to that move, so he is negotiating to bring the purchase price" down from \$170M to \$140M. That presumably would make it "more palatable to keep Lecavalier." Sources indicated that Vinik thought the \$170M sale price was "too much, but was willing to pay it, but only if it meant Lecavalier could be moved." Campbell noted it has been "speculated the sale price could very well have already been agreed upon, but the two sides are haggling over what will be the announced price." It is believed that NHL Commissioner Gary Bettman would "make keeping Lecavalier for at least three years a requirement of the sale at a reduced price, but going down that much in price would certainly be a hit to Bettman's attempts to keep franchise values high." Lightning co-Owners Oren Koules and Len Barrie bought the franchise in '08 for \$200M, and Bettman "apparently wanted to get that much" in this sale to Vinik, which also includes the team's lease at St. Pete Times Forum and land adjacent to the arena. A source indicated that once this transaction is completed, the league "will then have to deal with the probable sale" of the Stars (*THEHOCKEYNEWS.com, 2/2*).

ON THE DOORSTEP: In St. Petersburg, Damian Cristodero reports a "marathon meeting in the NHL's New York offices that went into early Tuesday morning apparently moved" Vinik a "big step closer to his expected purchase of the Lightning." It is unclear how much work remains, but Koules was at the meeting, as were reps for Palace Sports & Entertainment, Vinik and Barrie. It is unknown to "what degree Koules or Barrie will be involved, if at all, if a deal is completed, though the scuttlebutt is Vinik is not bringing in outside investors" (*ST. PETERSBURG TIMES, 2/3*).

TIME FOR A CLOSER LOOK: THE HOCKEY NEWS' Campbell wrote Bettman's "integrity is on the line" with the Lightning sale because it is his "regime that is, in large part, responsible for this mess in the first place." Bettman and the NHL "failed to do their jobs in vetting another potential owner when it allowed Len Barrie to enter the club." The issue with the Lightning "wasn't the ownership," it was "half the ownership and that half was represented by Barrie." Campbell: "We can only hope Bettman and his office vet Vinik a little better than they have owners in the past" (*THEHOCKEYNEWS.com, 2/1*).

19. HICKS, GILLETT MUST SECURE \$160M FOR LIVERPOOL CREDITORS

EPL club Liverpool co-Owners Tom Hicks and George Gillett "have less than six months to secure" the \$160M (all figures US) investment "demanded by their creditors or they run the risk of being forced to put the club up for sale," according to Tony Barrett of the LONDON TIMES. RBS "has made it a prerequisite of another refinancing deal being secured that Liverpool cut their debts" by \$160M. If they fail to do so, Hicks and Gillett "would be faced with two options: find another financial institution willing to enter into an arrangement with them or put the club on the market." Liverpool Managing Dir Christian Purslow "refused to guarantee that such investment would be secured in the specified time frame, although he did inform the supporters' group that he hopes it can be done." Hicks and Gillett are "not expecting their creditors to prop up their ailing regime for a further year unless the requirements ... are met," and Purslow's admission that "there is no Plan B should talks with a number of potential investors come to nothing raised the possibility of the Americans being forced to sell in the summer." Purslow said one of the club's "key priorities is to reduce the debt" by \$160M. Purslow: "This is a requirement from our bankers and will allow us to look at a more flexible and longer-term refinancing when this investment is brought in." Purslow noted the new investment, which could include "around five or six potential investors," would mean a "dilution of the current ownership" (*LONDON TIMES, 2/3*).

EASIER SAID THAN DONE? In London, Herbert & Harris write the "pursuit of the investment seems to be proving more difficult than Purslow had originally foreseen, with initial hopes that a number of investors could be sought to secure" the \$160M in return for a 25% share "now giving way to the acceptance that no new investor will be prepared to lay out millions simply to take a minority stake in Liverpool." A 34% stake "seems to be the minimum a buyer will accept, with Hicks and Gillett owning" 33% each (*London INDEPENDENT, 2/3*). The INDEPENDENT's Ian Herbert writes Liverpool needs the \$160M "in a hurry and if they don't get it soon that will be the start of the endgame" for Hicks and Gillett. Purslow has assurances that if the debt figure "can be brought down by [\$160M], the debt payments can be rescheduled over three to four years and that, critically, the club's main banker, RBS, would also provide backing to unlock the new stadium which is so crucial to Liverpool's financial destiny" (*London INDEPENDENT, 2/3*).

SLOW START: In London, Ben Smith reports Manchester United's first bond issue, "launched barely a fortnight ago, is in danger of falling flat after analysts confirmed it has become one of the market's worst performers this year." ManU officials last week confirmed that they had raised the \$800M investment they "sought to get the club's spiralling debts under control." However, the price of United's \$400M "sterling denominated bonds has tumbled" to just 93% of their original face value, while the value of the \$425M of "dollar-denominated bonds has fallen" to 94.5% of their face value. More than 50 low-risk investors "stumped up the cash at a fixed annual interest rate" of 9%, but if an investor had bought a \$160,000 bond, "he would have made a loss" of \$8,000. ManU "could issue more debt by increasing the size of the bond, but are reportedly not keen to return to the market at the moment" (*LONDON TIMES, 2/3*).

20. ISLANDERS HEADING TO CHINA THIS FALL FOR PORTION OF TRAINING CAMP

Islanders Owner Charles Wang Monday confirmed that the NHL club will "spend nine days in China next September as part of their training camp," according to Jeff Klein of the N.Y. TIMES. Wang said that the team will be in China from September 14-23, with "most of that time spent in Beijing." The Islanders also will visit "Harbin and Qiqihar in Heilongjiang Province in the northeast, the most popular area for winter sports in China," before ending the trip in Wang's native Shanghai. Wang noted that the Islanders would "combine training sessions during the tour with games in four cities," with some set to involve the Chinese national team. He said, "It'll be a wonderful event to have the China national team play alongside and with us." The Islanders "will be the first NHL team to tour China." The team already maintains an office in Harbin, "affiliated with Wang's Project Hope foundation, through which the Islanders run exchange programs that have sent youth hockey teams between Long Island and Heilongjiang Province" since '06. Wang said, "We want to bring ice hockey to China. How do you get kids there to play it?" He joked, "The facilities there are much newer and much better than the Coliseum" (*N.Y. TIMES, 2/3*).

21. NBA FRANCHISE NOTES: POSTOLOS MAKES NEW OFFER TO BUY BOBCATS

ESPN.com's Ric Bucher cited sources as saying that The Postolos Group Owner George Postolos "has made a new offer" to purchase the Bobcats from Owner Bob Johnson, and Bobcats Managing Member of Basketball Operations Michael Jordan "has until the end of February" to match the offer. A team source said that Jordan "negotiated a right of first refusal after Johnson made it clear he intended to sell the team," but it was "not immediately known whether the group of investors Jordan has assembled has the wherewithal or inclination to match Postolos' offer." One source said that Postolos "does not plan to retain Jordan or his staff if he is successful with his bid." Bucher noted

Postolos' first attempt to buy the team "fell apart last summer" ([ESPN.com, 2/2](#)).

COLOR GUARD: In Cleveland, Bill Livingston notes the Cavaliers "have unleashed a geyser of new jerseys in the last two seasons ... in search of new revenue streams." The franchise's rebirth with F LeBron James begat a new expression of the "wine and gold" jersey, which was "actually the third expression of the colors." The "second expression of wine and gold featured wine-colored horizontal bars on a screaming yellow zonkers background," and debuted in the '80s. They "briefly returned in the 1990s and again last season." But the "worst design in franchise history, other than the 'where's the Visine?' 1990s get-ups, was the bright blue and yellow combination that the team hawked last season." Livingston: "Instead of being on the cutting edge, the Cavs sometimes are cutting the, uh, cheesiness" ([Cleveland PLAIN DEALER, 2/2](#)).

BASKETBALL IN THE 'BURGH? In Pittsburgh, John Harris wrote Consol Energy Center, which is set to open this fall, "would appear to make Pittsburgh a potential destination for an NBA franchise looking to relocate." There are "no fewer than six NBA franchises that could be available for sale," but while cities like K.C. and Las Vegas "may be attractive destinations for NBA relocation, Pittsburgh apparently isn't." Harris: "Ironically, the very thing that would seem to make Pittsburgh attractive to the NBA -- a new arena -- could just as likely prevent a pro basketball team from coming here." Consol Energy Center was "built for a hockey team as its main tenant," and consequently, SportsCorp President Marc Ganis said that it "wouldn't be as attractive financially to a second tenant from another sports league" ([Pittsburgh TRIBUNE-REVIEW, 1/30](#)).

TAKING HIS MEDICINE: In DC, Alexa Steele noted Wizards G Javaris Crittenton "has decided not to appeal his suspension without pay for the remainder of the NBA season." NBPA Exec Dir Billy Hunter said in a statement, "Javaris has said that he believes far more good will be done by moving forward and focusing on the future. We respect his decision and accordingly no grievance will be filed on his behalf" ([WASHINGTONPOST.com, 2/2](#)).

22. FRANCHISE NOTES

On Long Island, Neil Best reports the Jets have reduced prices for PSLs and game tickets "for about 6,400 seats in their new stadium, covering an area in the lower bowl around the goal line." Jets Exec VP/Business Operations Matt Higgins said while sales are "going great" after the team's playoff run, the reduced sections were "one area of weakness." Prices for PSLs in the sections dropped from \$10,000 to \$6,000-7,500, while game tickets fell from \$140 to \$125 ([NEWSDAY, 2/2](#)).



Jets Have Reduced Prices For PSLs And Game Tickets For About 6,400 Seats In New Stadium

STICKING TO THE ROUTINE: Cowboys Exec VP & COO Stephen Jones said that an uncapped '10 NFL season will not "affect the Cowboys much." The team will be "limited because they finished in the league's final eight," allowing the Cowboys to sign just one unrestricted free agent for \$5.5M or more in '10, "or as many players as they want for less" than \$3.7M. Jones said, "I don't know what the other 31 teams will do. We're just going to take care of our business" ([DALLAS MORNING NEWS, 2/2](#)).

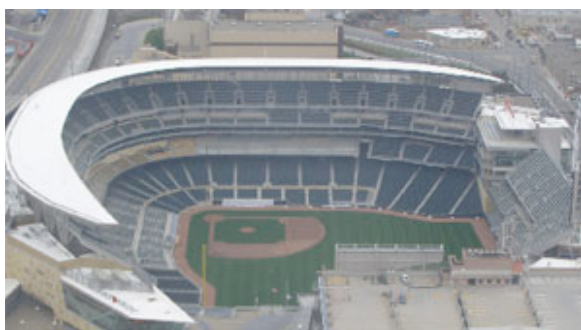
KATZ SCRATCH FEVER: THE HOCKEY NEWS' Ken Campbell writes when it comes to NHL hockey, Edmonton has become the "City of Really Bad Decisions. Or The City of Overpaid Underachievers. The City of Excuses. The City of Whiners." The Oilers "couldn't win when they couldn't compete financially, but how does that explain how bad

they are now with a billionaire owner and 41 sellouts a year?" The main reason the team has "foundered over the past two decades is the same reason almost every other franchise in every other sport does -- because their drafting and developing of young players has been abysmal" (*THE HOCKEY NEWS*, 2/1 issue).

NOT PASSING THE BUCS: In Pittsburgh, Chuck Finder wrote the Pirates and owner Bob Nutting "by all outward appearances do feel increased pressure" after news that he rejected an offer from Penguins co-Owners Ron Burkle and Mario Lemieux became public. But the talk about "being forced to place a For Sale sign in his ballyard has simply caused Nutting to dig in his heels and redouble his resolve to give this current plan a few years to take seed" (*POST-GAZETTE.com*, 2/2).

Facilities & Venues

23. TWINS PREPARED FOR WEATHER CONDITIONS AT TARGET FIELD



Twins Appear Ready To Deal With Target Field's Lack Of A Retractable Roof

While there have been "many questions surrounding the decision to go without a retractable roof" at Target Field, the Twins and their fans "appear ready to deal with whatever comes with that -- including rain delays and postponements," according to Kelly Thesier of *MLB.com*. Twins President Dave St. Peter: "We've accepted that reality, and I think most fans have, as well. On Winter Caravan this year, the amount of questions about the roof was amazingly few. In the past, it had been

a dominant part of discussion." St. Peter added, "We all believe that we ended up with a much more character-filled ballpark, perhaps a ballpark with better sight lines. And it certainly has much more charm than some of the retractable-roof facilities you find in baseball." Thesier noted the Twins have "prepped the facility, which will seat around 39,800, for the weather." The ballpark's canopy is the "largest in the Major Leagues and will provide some protection from the cold as well as the hot sun on summer days." Radiant heaters "have been installed on the main concourse level, stretching from one foul pole to the other, and there are enclosed concession stands with standing room built on the upper deck of the ballpark." Target Field's "signature element, however, may be the celebration sign in center field that features the original Twins logo" from '61. The team's "storied history has been integrated throughout the park." Each gate will be "marked with a number that's been retired," there are atriums on the club level dedicated to Kirby Puckett and Rod Carew, and an "entire 573 bar in honor of Harmon Killebrew's career home run total" (*MLB.com*, 2/2).

24. OPTIONIT REACHES AGREEMENT WITH ADIDAS GRAND PRIX TRACK MEET

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

Ticket futures start-up OptionIt Inc. has struck a partnership with the adidas Grand Prix outdoor track event this June in N.Y., adding to its developing suite of NFL, NBA and NHL clients. Much like its prior deals, the OptionIt options for the Grand Prix will seek to forge a niche between the primary and secondary ticket markets in



which the options traded are good for the purchase of a face-value ticket to that game. The options are also available immediately, nearly two weeks before the general on-sale date of February 15, and OptionIt is also working on embedding experiential elements to the options, such as meet-and-greet events with competing athletes. The Grand Prix event is scheduled to feature Gold Medal-winning sprinter Usain Bolt. OptionIt CEO Mark Mastalir: "I believe this is a great example of where the options model really excels. If you primarily want to watch Usain Bolt run and he pulls out of the meet a few weeks in advance, you don't have to exercise your option. In this case, an option protects you in ways that buying a ticket up front does not."

25. FACILITY NOTES

Hunt Construction has been awarded the contract to build the \$800M Barclays Center in Brooklyn, Nets officials confirmed. The 675,000-square-foot arena will contain 18,000 seats, 104 suites, two public concourses and a premium restaurant. Construction has already started, with a temporary railyard completed and upgrades to sewer and water infrastructure underway. Hunt recently ordered \$50M worth of steel to build the arena. The facility is scheduled to open in '12. Hunt has built more than 100 sports and entertainment facilities in the U.S., and the firm's current projects include Amway Center and Consol Energy Center. The firm also built Citi Field for the Mets (*Don Muret, SportsBusiness Journal*).

EXPENSIVE PALACE: SI.com's Frank Hughes cited sources as indicating that the "ultimate undoing" of the NBA Kings' land swap arena proposal that includes private investors may be that the Kings will be "required to pay" \$300M as part of a 30-year lease. Hughes: "Ten million dollars a year in rent. That's about a quarter million dollars a game just to open the building." An NBA official said that amount would be "on the very high end of what other teams around the league are paying." The official: "I don't see how they would make that work" (*SI.com, 2/1*).

DELAY OF GAME: In Seattle, Bud Withers reports Washington State Univ. (WSU) "remains well short of its goal of committed new seats for its proposed Martin Stadium remodeling, with the likely result that the project won't be completed until at least 2012." WSU AD Jim Sterk, in an advisory to donors on the WSU renovation Web site, said he is "still optimistic we can begin construction of Phase 3 this year." Phase 3 would "add 2,200 seats to the stadium in the form of 18 luxury seats." But Sterk added that WSU needs to have 80% of premium seats "committed before seeking additional bank or bond funding and they are now at slightly more than" 50% (*SEATTLE TIMES, 2/3*).



WSU's Proposed Remodeling Of Martin Stadium Likely Won't Be Completed Until At Least 2012

OPEN CHECKBOOK: In San Jose, Howard Mintz reports the 49ers have "already pumped more than \$350,000 in cash and manpower into the campaign to build a new stadium in Santa Clara, primarily just to put together the pieces to place the issue on the ballot in June." Campaign finance documents filed this week indicated that the 49ers and the team's affiliated stadium corporation "contributed \$100,000 in cash to the political campaign in November and December, and the rest in staff work on the proposed measure" during '09. 49ers VP/Communications Lisa Lang said that the team "would continue to donate to the campaign 'as necessary,' with mailers and phone calls to voters

among the campaign plans" ([SAN JOSE MERCURY NEWS, 2/3](#)).

Events & Attractions

26. PARTY IN THE MIA: CELEBS, ATHLETES KICK OFF SUPER BOWL FESTIVITIES

South Beach is heating up as celebrities and athletes alike make the rounds to parties ahead of Sunday's Super Bowl XLIV. THE DAILY offers you the inside scoop for upcoming events and previews the slate of celebrity bashes on tap this weekend.

IN THE SPOTLIGHT: The South Florida SUN-SENTINEL's John Tanasychuk noted Ft. Lauderdale, not nearby Miami, will be in the "limelight" of Super Bowl festivities this week. Local tourism officials are "hopeful that Super Bowl XLIV will be given a 'South Florida' dateline, not 'Miami.'" Greater Ft. Lauderdale Convention & Visitors Bureau President & CEO Nicki

Grossman said, "For the first time in all of these 10 South Florida Super Bowls, the NFL headquarters is in Fort Lauderdale and the media headquarters is in Fort Lauderdale. The NFL sponsors party is in Fort Lauderdale. The Taste of the NFL is in Fort Lauderdale." For Super Bowl XLI in '07, Palm Beach County "hosted just one event," but this year the county is "now host to more than a dozen events, including the All-American Tailgate Block Party and the family-friendly Pinball Palooza that drew NFL players to Delray Beach" last week. Ft. Lauderdale has "prohibited drinking alcohol on city streets since" the '80s, but "in order to accommodate football fans the city has suspended the law from Jan. 4 to Feb. 15 on State Road A1A between Holiday Drive and Sunrise Boulevard" (*South Florida SUN-SENTINEL, 1/31*).

GET THE PARTY STARTED: Bengals WR **Chad Ochocinco** and Bills WR **Terrell Owens** today will host the "Paparazzi Pool Party" from 1:00-7:00pm at Fontainebleau in Miami Beach. Meanwhile, singer **Jordin Sparks** will host the "Sparkstown Teddy Bear Picnic" at Eden Roc in Miami Beach. Sparks and singer **David Archuleta** will perform. Later, Sparks will host an "Intimate Evening with Jordin & Friends" (*HERALD.com, 1/27*)....A fishing tournament will be held today to honor late NFLer **Marquis Cooper**, who died alongside two friends last year when their boat capsized off of Florida. All proceeds from the event will go to charities designated by the victims' families (*PALMBEACHPOST.com, 1/26*)....Dolphins RB **Ricky Williams** tonight is hosting a "Tribute to Freedom" at Passion Night Club at the Hard Rock Seminole Hotel & Casino. The event benefits Helping Hands for Freedom, a non-profit organization that supports military families facing injury and loss (*Helping Hands for Freedom*).

IN THE ZONE: The NFL Fan Zone on Ocean Drive in Miami Beach opens today and is free to the public through Saturday. The Pepsi Super Bowl Fan Jam and Pepsi Musica Super Bowl Fan Jam concert series will headline the four days of activities. The Fan Zone will be home to sponsor areas including the Coors Light Beer Garden, GMC vehicle displays, Bridgestone football tire toss and the Canon interactive photo exhibit. The Fan Zone also will host the fourth annual Tazon Latino Flag Football Game today from 2:00-5:00pm. The game, featuring former NFLers and Latino celebs, will be taped and then nationally televised on Telemundo (*NFL*).



Ft. Lauderdale CVB Hoping Super Bowl Gives Attention To South Florida, Not Just Miami

Olympics

27. BAIRD WORKING TO KEEP USOC RELEVANT DURING NON-OLYMPIC YEARS



Baird Has Worked To Keep Olympics Relevant At All Times

USOC CMO Lisa Baird in just over a year with the organization has "developed several initiatives as part of a strategy to help keep the Olympics top-of-mind, even in off years," according to Rich Thomaselli of AD AGE. Her efforts include a "partnership group within the sales and marketing department to help service existing sponsors and help them activate more" in the U.S., and the creation of "America Supports Team USA," a PR and marketing platform to "raise awareness of the Olympics between late May and early July -- taking advantage of the uniquely American patriotic holidays of Memorial Day, Flag Day and Independence Day." When asked how to keep the Olympics relevant while the Games are not in session, Baird said, "We'll never be a 365-day-a-year property. But there are times when people feel patriotic, such as that Memorial Day to July 4 period, and that time period makes a lot of sense for us." Both The Home Depot and GM ended their sponsorship deals with the USOC, and Baird said, "What they did for us was tremendous. Some of my favorite programs and campaigns came from those two sponsors." But she added, "We're also excited when we have a new sponsor, such as P&G. With the breadth of their products, it's exciting to see new innovation. I don't sit there and say, 'OK, Home Depot; I have to replace them in the same category.' I look at the market and say, 'Where does it make sense for the USOC to engage with a new partner?'" (*AD AGE*, 2/1 issue).

STOP SPEED RACER: VANOC has told MTS Allstream to "blank out" all ads related to Canada speedskater Cindy Klassen for the duration of the Games because MTS is not an official sponsor. The company signed Klassen to a sponsorship contract worth more than C\$1M -- reportedly the "most lucrative corporate relationship ever signed by an amateur athlete in Canada -- following the 2006 Turin Games" (*EDMONTONJOURNAL.com*, 2/3).



VANOC Has Told MTS To Blank Out All Ads Related To Klassen For Duration Of Games

FASHION FAUX PAS? In Vancouver, Chantal Eustace notes "chunky knit sweaters, chic coats and ethereal scarves are highlights of the outfits designed for volunteers in the Olympic Victory Ceremonies." The line, created by Vancouver-based designer Yumi Eto, were unveiled yesterday. Eto said, "The most important element was, we wanted (the clothing) to be special but we didn't want it to feel like a costume. ... We didn't want them to go onstage feeling uncomfortable" (*VANCOUVER SUN*, 2/3). Also in Vancouver, Damian Inwood writes the outfits are "frumpy, drab, Victorian and downright scary." VANOC CEO John Furlong said, "We wanted them to be fashionable and look beautiful and think, 'I would love to be wearing one of those.'" But one fan said, "They're a little mundane. They aren't very colourful or

vibrant. I don't see much of a celebration in those outfits" (*Vancouver PROVINCE*, 2/3).

SPEAKING OF FASHION: Polo Ralph Lauren yesterday unveiled its new Olympic collection, but L.A. Times columnist Bill Plaschke said the outfits are "not really very American because the average snowboarder or skier ... can't afford Ralph Lauren anymore." Plaschke: "This just shows winter sports as an elite sport, which really hurts the Winter Olympics. They need to be showing up in jeans and big old sweaters and single colored knit hats. Nothing fancy because fancy turns people off" ("*Around The Horn*," *ESPN*, 2/2).

Sports Industrialists

28. EXECUTIVE TRANSACTIONS

The Dolphins have officially introduced **DAWN APONTE** as Senior VP/Football Operations. Aponte joins the team after spending a year as Browns VP/Football Administration. She fills the void left when **MATT THOMAS** left the Dolphins to join the Browns. Aponte will report directly to Exec VP/Football Operations **BILL PARCELLS** and GM **JEFF IRELAND** and will oversee the team's salary cap, player contracts and budgets (*Dolphins*). The Browns Monday officially introduced Thomas as VP/Football Operations after he spent the previous 12 years with the Dolphins (*Lorain MORNING JOURNAL*, 2/2).

ON A NEW TRACK: BRIAN MARKS, a veteran marketing exec at Procter & Gamble and Mars, is starting his own motorsports-focused agency called TopSpeed Management. He will be based in Cincinnati and work with teams and individual drivers. Marks is already working to find sponsorship opportunities for **KYLE BUSCH's** team in the Camping World Truck Series and IndyCar Series driver **ARIE LUYENDYK JR.** Marks spent 15 years at P&G working on the Tide Racing program. At Mars for the last five years, Marks helped activate the M&M's racing sponsorship at retail (*Michael Smith, SportsBusiness Journal*)

EXECS: NFL line judge **CARL JOHNSON** will replace the retiring **MIKE PEREIRA** as the league's VP/Officiating in April. Pereira has held the post since '01 (*AP*, 2/2)...Cablevision has promoted **CHARLES SCHUELER** to Exec VP/Communications & Community Relations (*HOLLYWOODREPORTER.com*, 2/2)...College Hockey Inc. has hired NHLPA Dir of Corporate Sponsorship **KEVIN LOVITT** as Senior Dir of Business Affairs (*College Hockey Inc.*)...Houston Baptist Univ. Monday removed the interim tag from AD **STEVE MONIACI's** title (*HOUSTON CHRONICLE*, 2/2)...Southeast Missouri State hired Indiana Univ. Assistant AD **FRANK CUERVO** as Associate AD for External Affairs (*SMS*)...The Padres have hired former Arizona State Univ. head coach **PAT MURPHY** as Special Assistant to Baseball Operations (*Padres*)...Learfield Sports has appointed **CURTIS MCKENNA** and **JORDAN LONG** Account Execs for its Fresno State property (*Learfield Sports*)...The Wisconsin State Golf Association has promoted **DAVID COHN** to Dir of Member Services and hired **GEOFF PIRKL** as Assistant Dir of Rules & Competitions (*WSGA*)...Miami Marketing Group (MMG) has hired **CHRISTOPHER HANDY** as Partner & Managing Dir. Handy most recently worked with Agassi Enterprises (*MMG*).

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

29. NAMES IN THE NEWS

In Indianapolis, Mike Chappell profiled Colts Owner **JIM IRSAY**, who "brought so much of what had been lacking" in the organization when he took over control of the NFL

team in '97 and turned the Colts into "one of the league's gold standards." The 50-year-old owner is "all business when the situation warrants," yet there is an "idiosyncratic side to him" as well. Irsay in conversation likes to "sprinkle in lyrics from songs composed by **BOB DYLAN, JOHN LENNON** or **STING**" (*INDIANAPOLIS STAR*, 1/31). CBSSPORTS.com's Clark Judge wrote under the header, "Irsay's Indy Super Move: Nabbing Architect Polian." Irsay hired **BILL POLIAN** from the Panthers in '98 to serve as team President and charged him with "rebuilding the Colts" (*CBSSPORTS.com*, 2/1).

HOW FAR WE'VE COME: HBO aired the latest episode of "24/7 Jimmie Johnson: Race to Daytona," where NASCAR driver **JIMMIE JOHNSON** reflected on winning his fourth straight Sprint Cup Championship last year. Johnson: "I'm kind of in a state of disbelief. Yes, I'm trying to set my marks high and my goals high and dream big and all those things you hear. But I've blown through every high mark I've set." The broadcast showed the effort involved in building each car Johnson uses and how the paint scheme is put on the No. 48 Lowe's Chevy. Johnson's crew chief, **CHAD KNAUS**, said of the finished painted car, "Having a car that looks nice is important to everybody" ("24/7 Jimmie Johnson: Race to Daytona," *HBO*, 2/2).

REMEMBER YOUR ROOTS: MLB VP/Baseball Operations **JIMMIE LEE SOLOMON** spoke to his alma mater Lamar Consolidated High School outside Houston yesterday as part of its Career Day. Solomon noted how he enrolled in Harvard Law School after failing to catch on with NFL team, and spent 10 years at a law firm before leaving for MLB. Solomon yesterday said of his career in law, "I hated every second." He added, "There is no right or wrong path. You'll change in five years. Be passionate about what you do" (*MLB.com*, 2/2).

CHARITY STRIPE: Dodgers 3B **CASEY BLAKE** and his wife **ABBIE** Monday donated \$1M to the Indianola Community School District in Iowa. The donation was given to "stimulate a dollar-for-dollar matching gift program designed to generate funds from the community." The goal is to reach at least \$2M for additional athletic facilities (*INDIANOLA RECORD-HERALD*, 2/2)...World Cup Alpine skiers have "raised more than \$90,000 for Haitian earthquake relief with an online auction of autographed race bibs from the most storied races on the World Cup circuit" (*NYTIMES.com*, 2/2).

NAMES: Outgoing IMG Canada Senior VP & Managing Dir **BRAD PELLETIER**, who announced earlier this month he was resigning after 12 years to move to B.C., has been "flattered by the offers that have emerged." But he said, "I really feel good about my decision. ... You never know what you're worth until you become a free agent. I have not decided what I'm going to do, but I am committed to shifting my focus" (*Vancouver PROVINCE*, 2/3)...Steelers Chair Emeritus **DAN ROONEY** will attend Super Bowl XLIV on Sunday (*PITTSBURGH POST-GAZETTE*, 2/3)...Patriots TE **BENJAMIN WATSON** has signed agent **DREW ROSENHAUS** for representation. Watson was previously repped by **PAT DYE JR.** (*ESPNBOSTON.com*, 2/2)...Former Dodgers CEO **JAMIE MCCOURT** next month is scheduled to give the keynote address at an Orange County luncheon celebrating Jewish philanthropy (*LATIMES.com*, 2/2)...Dodgers manager **JOE TORRE** will play himself in next Monday's "Castle" on ABC and on the March 11 episode of CBS' "Gary Unmarried" (*LATIMES.com*, 2/2)...PGA Tour Exec VP/Communications & Int'l Affairs **TY VOTAW** and golfer **SOPHIE GUSTAFSON** have divorced after less than four years of marriage (*AP*, 2/2).

The Back Of The Book

30. SUPER BOWL NIELSEN RATINGS, VIEWERSHIP TREND SINCE '67

The U.S. audience for the Super Bowl has been coming closer to 100 million viewers

in recent years, and could pass that mark with a solid rating this year. Last year's game saw 98.7 million viewers, despite the rating being down from the prior year. The Super Bowl has not topped a 45.0 Nielsen rating since the Cowboys' last appearance in '96. The Cowboys hit above that mark for all three of their Super Bowl victories in the '90s. Below is a Nielsen ratings and viewership trend for the Super Bowl since the first telecast in '67 (*THE DAILY*).

SUPER BOWL RATINGS/VIEWERSHIP TREND

YR	SB	NET	RATING	VIEWERS (ooo)	MATCHUP
'09	XLIII	NBC	42.0	98,732	Steelers-Cardinals
'08	XLII	Fox	43.1	97,448	Giants-Patriots
'07	XLI	CBS	42.6	93,184	Colts-Bears
'06	XL	ABC	41.6	90,745	Steelers-Seahawks
'05	XXXIX	Fox	41.1	86,072	Patriots-Eagles
'04	XXXVIII	CBS	41.4	89,795	Patriots-Panthers
'03	XXXVII	ABC	40.7	88,637	Buccaneers-Raiders
'02	XXXVI	Fox	40.4	86,801	Patriots-Rams
'01	XXXV	CBS	40.4	84,335	Ravens-Giants
00	XXXIV	ABC	43.3	88,465	Rams-Titans
'99	XXXIII	Fox	40.2	83,720	Broncos-Falcons
'98	XXXII	NBC	44.5	90,000	Broncos-Packers
'97	XXXI	Fox	43.3	87,870	Packers-Patriots
'96	XXX	NBC	46.0	94,080	Cowboys-Steelers
'95	XXIX	ABC	41.3	83,420	49ers-Chargers
'94	XXVIII	NBC	45.5	90,000	Cowboys-Bills
'93	XXVII	NBC	45.1	90,990	Cowboys-Bills
'92	XXVI	CBS	40.3	79,590	Redskins-Bills
'91	XXV	ABC	41.9	79,510	Giants-Bills
'90	XXIV	CBS	39.0	73,852	49ers-Broncos
'89	XXIII	NBC	43.5	81,590	49ers-Bengals
'88	XXII	ABC	41.9	80,140	Redskins-Broncos
'87	XXI	CBS	45.8	87,190	Giants-Broncos
'86	XX	NBC	48.3	92,570	Bears-Patriots
'85	XIX	ABC	46.4	85,530	49ers-Dolphins
'84	XVIII	CBS	46.4	77,620	Raiders-Redskins
'83	XVII	NBC	48.6	81,770	Redskins-Dolphins
'82	XVI	CBS	49.1	85,240	49ers-Bengals
'81	XV	NBC	44.4	68,290	Raiders-Eagles
'80	XIV	CBS	46.3	76,240	Steelers-Rams
'79	XIII	NBC	47.1	74,740	Steelers-Cowboys
'78	XII	CBS	47.2	78,940	Cowboys-Broncos

'77	XI	NBC	44.4	62,050	Raiders-Vikings
'76	X	CBS	42.3	57,710	Steelers-Cowboys
'75	IX	NBC	42.4	56,050	Steelers-Vikings
'74	VIII	CBS	41.6	51,700	Dolphins-Vikings
'73	VII	NBC	42.7	53,320	Dolphins-Redskins
'72	VI	CBS	44.2	56,640	Cowboys-Dolphins
'71	V	NBC	39.9	46,040	Colts-Cowboys
'70	IV	CBS	39.4	44,270	Chiefs-Vikings
'69	III	NBC	36.0	41,660	Jets-Colts
'68	II	CBS	36.8	39,120	Packers-Raiders
'67	I	CBS	22.6	26,750	Packers-Chiefs
'67	I	NBC	18.5	24,430	Packers-Chiefs

NOTE: Super Bowl I was simulcast by CBS and NBC.

Classified Advertisements

31. CLASSIFIED ADVERTISEMENTS



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The Oklahoma City Thunder is seeking a seasoned sales executive to lead the sales team for the Business Development department. An extensive background in client activation and the business of professional sports is preferred.

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