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I Can't Explain

As Roger Goodell defends the NFL's stance in his annual State of the League address, NFLPA Exec Dir De Smith paints the "bleakest picture yet" of CBA talks, calling threat of lockout prior to '11 season a "14" on scale of 1 to 10. (#12)

Love, Reign O'er Me

Focus on the Family ups its controversial Super Bowl push, buying ad time in pregame. (#3)

Won't Get Fooled Again (#4), (#2)

A-B thinks better of leaving the Clydesdales on the bench for Sunday's broadcast; U.S. Census Bureau comes under fire for Super Bowl ad buy.

Who Are You (#15)

Jeffrey Vinik officially closes his purchase of Lightning that will sever ties with Barrie, Koules.

The Seeker

Tom Hicks may part ways with another team, retaining Galatioto to study sale of Stars. (#16)

See Me, Feel Me

AstroTurf partners with MLB Properties as league's exclusive synthetic turf provider. (#19)

The Kids Are Alright

U.S. Olympians turn to "little-guy sponsors" for financial backing on road to Vancouver. (#25)

**JOIN TOGETHER**

Super Bowl XLIV is almost here, and the Saints and Colts are not alone in anxiously awaiting kickoff late Sunday afternoon. CBS could see record numbers for the game, as experts project it will eclipse the 100 million viewer mark and could threaten "MASH" as the most-watched program ever (#9). The net's sales department must have taken notice of the potential ratings bonanza, as CBS could create more in-game ad inventory despite already announcing a sellout (#1). The secondary ticket market is seeing a slight increase over last year, but the presence of two small-market teams prevents costs from reaching astronomical levels (#22). Part of that may be due to many of the Saints faithful heading to the Big Easy instead of Miami (#23). Elsewhere, a win by the Saints likely will boost Drew Brees; marketability (#6), while both team owners -- Tom Benson and Jim Irsay -- are experiencing a redemption of sorts with fans (#27).

Marketing Spotlight

Reality TV star **Kim Kardashian** making her NASCAR advertising debut on the hood of Tommy Baldwin Racing's No. 38 Chevy in Las Vegas. (#8)

Quote Of The Day

"What has to be done here is we have to sit at the table and we have to get an agreement that works for everybody, and that's what people expect. They expect solutions."

-- NFL Commissioner **Roger Goodell**, on the league's ongoing labor talks with the NFLPA
(*NFL Network*, 2/5).

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**'10 SPORTS
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Sponsorships, Advertising & Marketing

1. SUPER BOWL ADS: CBS MIGHT ADD ADVERTISERS DESPITE BEING SOLD OUT

Demand is "still strong" for ad space during CBS' broadcast of Super Bowl XLIV Sunday, and "some sponsors might be added" despite the net saying that it has sold out its inventory, according to Wayne Friedman of MEDIAPOST. CBS President of Network Sales Jo Ann Ross said, "We have marketers trying to get into the game; we are trying to figure out if we could expand the walls."



Friedman notes like other nets "selling the Super Bowl, there is some flexibility when it comes to adding commercials, so-called 'floater' commercials coming around late-game timeouts and official play-call reviews." Nets typically "get around sixty-two 30-second commercials avails to sell in the game," as the NFL "does place restrictions on the amount of inventory sold." Meanwhile, Ross said that some spots "were sold north of" \$3M. Ross: "We did better in terms of pacing (than a year ago). On the average price, we did better than a year ago" (*MEDIAPOST.com, 2/4*).

CTV ALSO SEES EARLY SELL OUT: In Toronto, Chris Zelkovich notes CTV "sold out their ads early" for the Super Bowl at C\$110,000 per spot, the "highest on Canadian television." CTV Sports President Ron Brace: "We sold out more than two weeks earlier this year. Last year we were in the area where we had to do a little bit of discounting. This year there was a minimal rate increase." Brace said that CTV "encourages advertisers to air" Super Bowl commercials that run in the U.S., "since many represent the same companies that are showing million-dollar ads south of the border." But Brace added that "in the end, ... it's up to the agencies." Brace: "We're getting a few more this year, but

you're not going to see the same commercials you see in the U.S." Zelkovich notes CTV has 29 advertisers for the Super Bowl this year, "up four from 2009" (*TORONTO STAR*, 2/5). The GLOBE & MAIL's Bruce Dowbiggin notes Quebec channel Videotron is "promising the U.S. broadcast -- with commercials intact -- on its" HD feed. The Canadian Radio-television & Telecommunications Commission indicated that Canadian nets "dropping American TV Super Bowl commercials for their own ads is the largest source of complaint from viewers" (*GLOBESPORTS.com*, 2/5).

2. SUPER BOWL ADS: ADVERTISERS AIM TO DRIVE TRAFFIC TO DIGITAL CONTENT



ETrade Offering Application That Allows People To Create Talking Baby Messages

Super Bowl XLIV advertisers are giving the game "a serious run on the hype-o-meter," as the nearly 40 advertisers that "bought ad time in the CBS broadcast are serving up supersized self-promotion," according to a Money section cover story by Bruce Horowitz of USA TODAY. Advertisers are "sensing glimmers of hope for the economy," and as a result there is "almost nothing they aren't trying to get the game's massive audience to watch their Super Bowl ad -- then click on the brand's website and share the brand's message on ... social networks."

Super Bowl advertisers "no longer rely on day-after-the-game office banter for buzz," as Sunday's game will be the Super Bowl "where everyone measures everything to see if they got their money's worth." Advertisers "will count tweets" and the "number of folks who visit their Facebook pages." They also will "count visits to the brand, with some adding extra incentive to come with the lure of free stuff." ETrade, "in addition to its spokesbaby ads, will offer an application that lets folks create talking-baby messages to share." Meanwhile, Teleflora "expects gobs of folks to go to its site after the game not just to again watch the ad ... but also to send an e-card" with comedian Don Rickles' voice to a friend (*USA TODAY*, 2/5).

GETTING POLITICAL: In Atlanta, Bob Keefe reports the U.S. Census Bureau "plans to spend an estimated \$2.5[M] for a Super Bowl package that includes three pre-game spots, a 30-second third-quarter commercial and on-air mentions" by CBS' James Brown. But some U.S. congressmen disagree with the government "spending millions of taxpayer dollars on Super Bowl ads" in the current economy. U.S. Sen. Johnny Isakson (R-GA) Thursday sent a letter to U.S. Secretary of Commerce Gary Locke and U.S. Census Bureau Dir Robert Groves "asking for a strict accounting." Isakson wrote, "I am very concerned with the amount of money spent by the Census Bureau for the production and airing of these commercials." Census Bureau spokesperson Shelly Lowe said that the expense is "justified, adding that past Super Bowl spots have actually saved taxpayer money by encouraging people to mail back census forms" (*ATLANTA CONSTITUTION*, 2/5).

NEW MASCOT: In Boston, Johnny Diaz reports Monster.com in its Super Bowl ad "will feature a beaver merrily fiddling as fellow

workers build a dam and gnaw on trees along a river." Monster.com officials said that they "used the beaver as the star because it personifies 'industriousness and eagerness' at a time when people are struggling to find jobs." Monster.com has advertised in the Super Bowl "four times since 1999 including last year," and the beaver spot is the "second ad in Monster.com's 'Get a Monster Advantage' campaign aimed at helping employers and job hunters better connect" (*BOSTON GLOBE*, 2/5).



Monster.com's Super Bowl Ad Features Beaver To Signify Company's Industriousness, Eagerness

BOX OFFICE BUST: Go Daddy is pulling its "Movies" ad from the Super Bowl due to issues related to licensing arrangements with several film studios. Go Daddy was not able to reach a suitable agreement with each studio, and instead will air an ad titled "Spa" in the first quarter (*Go Daddy*).

DIAMOND AND PEARLS: Diamond Foods is airing a spot in the fourth quarter promoting both its Pop Secret and Emerald Nuts brands, and PBS' Tom Hudson asked Diamond President & CEO Michael Mendes, "You got to sell a lot of snacks, though, to come up with the almost \$3(M) that it takes for the 30-seconds of advertising, don't you?" Mendes: "We're a high-growth business and the things that we're trying to achieve with our Super Bowl program is we're building up permanent distribution with our retail partners at retailers throughout the country. By us having a Super Bowl campaign, (it) helps encourage our retailers to place those products on the shelf. In 2007 when we had a Super Bowl commercial, we saw a 68% lift in sales in that four-week period that we had the campaign." He said the company expects "a nice bump" from the ad. Mendes: "We do know that we've been able to get a lot more permanent distribution of our new products at retail and we're going to enjoy that benefit on the period going forward" (*"Nightly Business Report," PBS*, 2/4).

PAPA IS IN THE HOUSE: Papa John's is the official pizza of Super Bowl XLIV and the chain has its first Super Bowl ad airing in the second quarter of the game. Papa John's President & COO Jude Thompson said of whether the return on investment will be worth it, "We sure hope so." He noted Papa John's sells around 750,000 pizzas on Super Bowl Sunday, so "we think this will be our biggest day in our history." Thompson added, "We're going to do toppings for touchdowns. On the Monday, Tuesday, Wednesday after the Super Bowl, if there's five touchdowns you get five free toppings on a \$9 cheese pizza" (*"Squawk on the Street," CNBC*, 2/5).

BIG RISK, BIG REWARD: Digital media and branding company Big Spaceship Founder & CEO Michael Lebowitz said the "companies that really have an opportunity to benefit" by advertising during the Super Bowl "are companies in low consideration categories where they get tremendous benefit from being top of mind." Lebowitz: "It comes back down to an individual business' goals and whether it's appropriate to spend such a premium to be in front of a broad audience for a short spike of time rather than investing that money in a program that might give them a year's worth of conversation in the digital world." CNBC's Darren Rovell said the Super Bowl for larger companies is "about winning the ad meter," but for smaller companies, it "really is about building their brand" (*"Worldwide Exchange," CNBC*, 2/5).

PEPSI MISSING OUT: Association of Independent Commercial Producers

President & CEO Matt Miller noted PepsiCo is not advertising its beverages during the Super Bowl for the first time in 23 years, and the company has "left the door open for Coke to own" the Super Bowl territory. Miller: "They've been battling it out for a couple of years, both of them in the game, and now Coke's there with three spots this year and they're going to own it" ("*Today*," *NBC*, 2/5). Ries & Ries President Laura Ries said it was a "big mistake" for PepsiCo not to advertise. Ries: "Pepsi is giving its biggest competitor (Coca-Cola) a chance to get in the game. Long term, they're going to look back and say, 'Gee, we should have stayed in the game'" ("*Varney & Company*," *Fox Business*, 2/4).



**Watch The HomeAway Teaser
For Its Super Bowl Spot**

anything has to make you laugh" (*L.A. TIMES*, 2/5). MEDIA LIFE MAGAZINE's Diego Vasquez noted the finalist ads in the Doritos "Crash the Super Bowl" challenge are "available online and have been getting mixed reviews," but Vasquez believes the ads "will do very well this year." Meanwhile, HomeAway's spot "looks promising, especially because it's backed by a very smart social media campaign" (*MEDIALIFEMAGAZINE.com*, 2/4).

BRAND BOWL: In Boston, Donna Goodison reports Boston-based ad firm Mullen has partnered with Radian6 to create BrandBowl 2010, an online ad-review site that "collects and analyzes all worldwide tweets mentioning Super Bowl commercials and translates them into a near-real-time, top-10 ranking of each brand's popularity." Mullen will "publish the results in a blog on its Web site on Monday and offer the last-place brand some 'free ideas' for next year" (*BOSTON HERALD*, 2/5).

FULL OF POTENTIAL: In L.A., Diane Pucin writes, "Here's hoping the ad for HomeAway ... will make its Super Bowl debut as funny as it ought to be with Chevy Chase and Beverly D'Angelo reprising their turn as the wacky Griswolds from the 'National Lampoon's Vacation' movies." Meanwhile, a blurb for Snickers' ad featuring Betty White and Abe Vigoda indicated that the spot "will remind people that Snickers helps with food cravings." Pucin: "Betty White in

3. SUPER BOWL ADS: FOCUS ON THE FAMILY BUYS PREGAME AD INVENTORY

Focus on the Family is expected to announce Friday that it has bought time during CBS' Super Bowl pregame show to air a "second ad four times," according to Bruce Horovitz of USA TODAY. The Christian group's new spot, like its previously-announced in-game ad, features former Univ. of Florida QB Tim Tebow and his mother Pam. The new commercial was "filmed in Orlando last month at the



Helping Families Thrive™

same time as the group's controversial -- though yet unseen -- in-game ad." While Focus on the Family will not reveal details of the ads, CEO Jim Daly said that the original in-game ad "was rejected by CBS." In that spot, Pam Tebow addresses giving birth to Tim and says, "Both of our lives were at risk." But Daly said, "They felt that was too much. So we dropped the line. We didn't fight them." Horovitz notes the word "abortion" is never used in the Focus on the Family ads. Daly noted that he "coaxed CBS to ease the game's un-written ban on advocacy ads," but said that viewers should not "look for Focus on the

Family again next year." Daly: "It would lose its punch" (*USA TODAY*, 2/5).

RIGHT TO AIR: An L.A. TIMES editorial states CBS is "to be congratulated for standing up to the pressure" from several organizations urging the network to reject the Focus on the Family spot. Regardless of where one stands on the issue of abortion, the "campaign against the ad is a misguided attempt at censorship." CBS execs said that they have "reconsidered their policy and now welcome advocacy ads during the coveted Super Bowl broadcast." So as "long as the network applies this policy fairly to groups across the political spectrum, it's a sensible move," because there is nothing in FCC rules "to bar such commercials" (*L.A. TIMES*, 2/5). USA TODAY's Michael Hiestand notes abortion is "not the kind of thing viewers are used to getting" during the Super Bowl, and it "might be a teensy bit jarring amid all the ads with, say, ballplaying horses or dancing babies." However, after "relentless ads on TV football for erectile dysfunction treatments we've already passed the point where we can assume Super Bowl ads will be G-rated." At least Focus on the Family's ad "will add something refreshing to the Super Bowl mix" (*USA TODAY*, 2/5). On Long Island, Neil Best wrote, "Tim Tebow has a right to appear in a Super Bowl commercial with a pro-life/anti-abortion message and CBS has a right to air it and women's groups have a right to raise concerns about it" (*NEWSDAY*, 2/4).

TREAD CAREFULLY: Northwestern Univ.'s Kellogg School of Management marketing professor Tim Calkins believes that the Focus on the Family spot's "presence as a cultural lightning rod presents a potential problem for Super Bowl Sunday's advertising atmosphere if the Tebow ad were to become a trend." Calkins: "A key to the Super Bowl is that a lot of people tune in to watch the ads, which tend to be very entertaining. So if you end up with a lot of issue ads, you diminish the appeal" (*HOUSTON CHRONICLE*, 2/5). USA TODAY's Michael McCarthy writes there is a "time and a place for advocacy ads," and "our country's most-watched sporting event is not it." If networks are "interested in airing statements from the political right and left, why not do it on the Sunday morning talk shows?" McCarthy: "Can't they leave sports fans alone for a few hours?" (*USA TODAY*, 2/5).



CBS Not Offering Much Of An Explanation For Rejecting ManCrunch Super Bowl Spot

WITNESS PROTECTION

PROGRAM? In DC, Kevin Huffman notes CBS "didn't bother to offer a real explanation" for rejecting a Super Bowl spot from gay dating site ManCrunch.com, only saying the creative is "not within the network's broadcast standards for Super Bowl Sunday." But Huffman notes CBS when it last aired the Super Bowl in '07 "ran a Snickers commercial featuring an inadvertent heterosexual man-on-man kiss." The ManCrunch ad is a "little

juvenile, but certainly no more so than your average Super Bowl commercial fare."

Huffman: "So what is so offensive about the ManCrunch ad? I'm going to go out on a limb and say it's the gay part" (*WASHINGTON POST*, 2/5). The GLOBE & MAIL's Bruce Dowbiggin writes, "CBS doesn't want to annoy the fatted calf of the NFL, where gay still means happy and John 3:16 is not a quarterback's passer rating" (*GLOBESPORTS.com*, 2/5).

SHINE A LITTLE LIGHT: In N.Y., Stuart Elliott notes there are "several reasons for the additional interest in the spots that CBS will broadcast" on Sunday, the biggest of which is the inclusion of the Focus on the Family commercial. Several surveys have

shown that the Tebow ad is the "most-discussed of all potential Super Bowl commercials in online places like blogs and message boards." Another reason for the "growing curiosity about Super Bowl XLIV commercials is that the presence of the Focus on the Family spot is shining a brighter light on the contents of all the ads." CBS this week forced Electronic Arts to change its tagline used in a Super Bowl ad, while the network rejected ads from ManCrunch, GoDaddy.com, CareerBuilder.com and text-messaging service KGB. But despite interest in "commercials that will not appear, advertisers say they are confident the spots they intend to run will be noticed" (*N.Y. TIMES*, 2/5).

POLITICAL STATEMENT: Former NFLer Jay Riemersma, one of "four Republican congressional candidates running in Michigan's solidly conservative 2nd District, will host a rally Sunday in support" of Focus on the Family's spot. Riemersma's event is scheduled for 5:00-6:00pm ET, leading up to the kickoff of the Super Bowl (*AP*, 2/4).

4. SUPER BOWL ADS: A-B REVERSES COURSE, PLANS TO AIR CLYDESDALE SPOT

Anheuser-Busch InBev Thursday said that it has "reversed its decision to bench the Clydesdales from its 2010 Super Bowl advertising lineup -- what would have been the horses' first no-show in at least eight Super Bowls," according to Todd Frankel of the *ST. LOUIS POST-DISPATCH*. The brewer will air a "reworked, 60-second Clydesdale spot in the fourth quarter" on Sunday. A "surge of criticism followed last week's unveiling of A-B's nine Super Bowl ads." While the brewer



Watch A-B InBev's Super Bowl Spot Featuring The Clydesdales

"purchased five minutes of the pricey ad time," the attention "focused on what was missing -- the Clydesdales." A-B said that a Clydesdale ad "had fallen short in focus group tests," but "two days later, facing public outcry, A-B came up with a solution." The brewer "would show a recut Clydesdale ad," via DDB Worldwide, Chicago, and "two other Budweiser ads on its Facebook page, and ask for public input." It was "clear from the more than 3,000 comments that the Clydesdale spot was the favorite." The ad "follows a Clydesdale and a bull as they grow up on opposite sides of a pasture fence." By adding the spot, A-B was "forced to shuffle its Super Bowl lineup," and "one of five Bud Light ads ... was cut." A-B also dropped a Budweiser spot titled "Payment" (*ST. LOUIS POST-DISPATCH*, 2/5). In San Diego, Peter Rowe writes the announcement that the Clydesdales will be featured during the Super Bowl was "less shocking than predictable." Ad Age's Jeremy Mullman said it was a "little convenient." Rowe: "Convenient and a possible way for Anheuser-Busch to get more bang for its Super Bowl bucks." Companies "increasingly ... seek to send consumers online to review or critique the ads," which Mullman said "generates hundreds of thousands of impressions after the game" (*SAN DIEGO UNION-TRIBUNE*, 2/5).

ALL-OUT MARKETING BLITZ: USA TODAY's Bruce Horovitz writes Super Bowl marketing is a "multimedia shopping binge" for A-B. The brewer is the game's largest advertiser with the five minutes of air time, and A-B also bought "animated 'billboards' in each of the quarters, when quick nods will be given to an A-B brand within the game." It also has "paid for six on-air 'mentions' of brands to be made when the overhead blimp shows aerial views of Miami, where the Super Bowl is being played." The brewer has Super Bowl "ad teasers and outtakes on its Facebook pages for Bud Light and

Budweiser." Meanwhile, A-B has "temporarily taken over the Surfcomber Hotel in the South Beach area of Miami and renamed it the Bud Light Hotel" (*USA TODAY*, 2/5).

5. SUPER BOWL ADS: RUNDOWN OF IN-GAME SPOTS FOR CBS' TELECAST

CBS has sold out all 62 ad spots for Sunday's broadcast of Super Bowl XLIV. The chart below presents a quarter-by-quarter run down of the advertisers on Sunday's game. The list, compiled via research and several media reports, is tentative and likely to change by gametime.

SUPER BOWL XLIV ADVERTISERS

1ST QUARTER	TIME	AGENCY
Boost Mobile	:30	180, L.A.
Bridgestone	:30	Richards Group, Dallas
Bud Light	:30	Cannonball, St. Louis
Bud Light	:30	Cannonball, St. Louis
Bud Light	:30	Cannonball, St. Louis
Coca-Cola	:60	Wieden+Kennedy, Portland
Doritos*	:30	Goodby, Silverstein & Partners, S.F.**
Doritos*	:30	Goodby, Silverstein & Partners, S.F.**
Doritos*	:30	Goodby, Silverstein & Partners, S.F.**
ETrade	:30	Grey, N.Y.
Flo TV	:30	Magner Sanborn, Spokane
Focus On The Family	:30	In-House
Go Daddy	:30	In-House
Hyundai Sonata	:30	Innocean Worldwide Americas, Irvine
Monster.com	:30	BBDO, N.Y.
Paramount Pictures ("The Last Airbender")	:30	In-House
Skechers	:15	n/a
Snickers	:30	BBDO, N.Y.
2ND QUARTER	TIME	AGENCY
Bud Light	:30	Cannonball, St. Louis
Budweiser	:60	DDB, Chicago
Careerbuilder.com*	:30	n/a
Cars.com	:60	DDB, Chicago
Denny's	:15	Goodby, Silverstein & Partners, S.F.
Dodge (Chrysler)	:60	Wieden+Kennedy, Portland
Dr Pepper Cherry	:30	Deutsch, L.A.
Hyundai	:30	Innocean Worldwide Americas, Irvine
Levi's Dockers	:30	DraftFCB, Irvine

Papa John's	:30	Zimmerman Advertising, Ft. Lauderdale
Paramount Pictures ("Shutter Island")	:30	In-House
Teleflora	:30	Fire Station (In-House)
TruTV's "NFL Full Contact"	:30	Grey, N.Y.
Walt Disney Pictures ("Alice in Wonderland")	:30	In-House
FIRST HALF TBD	TIME	AGENCY
Flo TV	:30	Magner Sanborn, Spokane
Universal Studios Orlando: The Wizarding World of Harry Potter	:30	Rosso Media, U.K.
3RD QUARTER	TIME	AGENCY
Bridgestone	:30	Richards Group, Dallas
Budweiser Select 55	:15	Momentum, St. Louis
Coca-Cola	:60	Wieden+Kennedy, Portland
Denny's	:30	Goodby, Silverstein & Partners, S.F.
HomeAway	:30	Publicis In The West, Seattle
kgb	:30	Brooklyn Brothers, N.Y.
Kia Sorento Crossover	:30	David & Goliath, L.A.
Michelob Ultra	:30	Palm+Havas, Chicago
Motorola	:30	Anomaly, N.Y.
NFL***	:60	Grey, N.Y.
Taco Bell	:30	DraftFCB, Irvine
U.S. Census Bureau	:30	DraftFCB, Irvine
Volkswagen	:30	Deutsch, L.A.
Walt Disney Pictures ("Prince of Persia: The Sands of Time")	:30	In-House
4TH QUARTER	TIME	AGENCY
Audi A3 TDI	:60	Venables, Bell & Partners, S.F.
Budweiser	:60	DDB, Chicago
Denny's	:30	Goodby, Silverstein & Partners, S.F.
Electronic Arts ("Dante's Inferno")	:30	Wieden+Kennedy, Portland
Go Daddy	:30	In-House
Honda Accord Crosstour	:30	RPA, Santa Monica
Intel	:30	Venables, Bell & Partners, S.F.
Pop Secret/Emerald Nuts	:30	Goodby, Silverstein & Partners, S.F.
Skechers	:15	n/a
Sony Vizio	:60	Venables, Bell & Partners, S.F.
TBD	TIME	AGENCY

Dove Men+Care :30 Ogilvy & Mather, N.Y.
 Universal Pictures (TBD) TBD In-House

NOTES: * = user-generated spot. ** = advised on consumer-made spot. *** = NFL will also have two 10-second in-game spots promoting the NFL Draft's move to primetime in '10.

6. SUPER BOWL MARKETING: WHICH PLAYERS WILL SCORE ON MADISON AVE?

Baker Street Partners VP & Exec Creative Dir Bob Dorfman in his annual Super Bowl Sports Marketers' Scouting Report writes with the "economy still iffy, and the Tiger Woods scandal still fresh in marketers' minds, it's going to take an MVP-caliber performance in this Super Bowl -- along with a charismatic personality, impeccably clean image and continued success -- to score on Madison Avenue." Colts QB Peyton Manning is the sole Super Bowl participant under the "Touchdown" category, and another victory for him is "probably worth another \$3M in annual ad deals." Dorfman writes Saints QB Drew Brees has the "most marketing potential of any Super Bowl XLIV player, and a win in Miami could vault him into the upper echelon of athlete endorsers" (*THE DAILY*).

JUST DREW IT: Brees is one of three NFLers, along with Colts WR Reggie Wayne and Vikings DE Jared Allen, that EA Sports is allowing fans to vote on to be the cover athlete for "Madden NFL 11." L.A. Times columnist Bill Plaschke said, "Any big business would be out of its mind to put it up to a fan vote. This is not a fan vote. It's already rigged. There is no choice. It has to be Drew Brees. Nobody would vote for anybody else. He's perfect for the cover. He fits 'Madden' perfectly" ("*Around The Horn*," *ESPN*, 2/4).

WE MUST PROTECT THIS HOUSE: U.S. Immigrations & Customs Enforcement Assistant Secretary John Morton said that federal agents have "seized more than \$100,000 worth of counterfeit NFL goods in the past month in South Florida, where criminals are taking advantage of the excitement" leading up to Sunday's Super Bowl. NFL VP/Legal Affairs Anastasia Danias noted that "many efforts have been put in place to prevent knock-offs" of Super Bowl XLIV tickets. In Ft. Lauderdale, Rachel Hatzipanagos notes the back of the official ticket has a stamp with the words "On The Moment" in special ink, which "temporarily becomes invisible" when rubbed. In addition, the "picture of the Vince Lombardi trophy on the ticket's front is embossed" (*South Florida SUN-SENTINEL*, 2/5).

WHAT MIGHT HAVE BEEN: Atlas Embroidery VP/Sales Adam Cohen, whose company produces Super Bowl apparel for Reebok, said a Cowboys-Jets Super Bowl matchup "from the manufacturing standpoint would have been the best-case scenario." Cohen said that game would have created "maybe ten-fold the amount of merchandise" as the Saints-Colts game will (*Fox Business*, 2/4).

STARS! THEY'RE JUST LIKE US: In Ft. Lauderdale, Sarah Talalay reported the columns at baggage claim at the Miami Int'l Airport are covered by "larger than life posters featuring NFL Players sharing tidbits about their lives off the field." One poster featuring the Vikings' Allen contains the text, "The mullet isn't just a hairdo, it's a lifestyle," while another poster featuring Saints S Darren Sharper contains the text, "I'm a jokester. I like to keep people laughing." Talalay noted the posters are "part of a multi-platform campaign in collaboration with mobile marketing company, Mogreet Inc., to show the players as more than their jobs on the field." The

posters went up on January 15 and will be up through February 15 (*SUN-SENTINEL.com*, 2/4).

WHO ARE YOU? A recording of The Who's performance during the Bridgestone Super Bowl XLIV Halftime Show will be made available following the game to purchase, download and play in the music video game "Rock Band." "The Who Super Bowl S-mashup" will be available in the "Rock Band" Music Store immediately after the game on Xbox 360 and the Wii console (*MTV Games*).



Posters Feature Tidbits About NFL Players' Off-Field Lives

7. ADIDAS TO INTRODUCE NEW TS SUPERNATURAL DURING NBA ALL-STAR GAME



Several All-Stars Will Wear New TS Supernatural Shoes At Next Weekend's Game

adidas will introduce the new TS Supernatural shoe at next weekend's NBA All-Star Game in Dallas. NBA All-Stars Dwight Howard, Tim Duncan, Kevin Garnett and Derrick Rose will wear the shoe, which features the All-Star color scheme of red, white and metallic gold for the Western Conference and blue, white and silver for the Eastern Conference. adidas will also outfit all players participating in the game with uniforms inspired by the city of Dallas and the Texas state flag. The star on the front of the jersey serves to unite the teams, as it forms one star when standing next to each other. The single star is divided into five pieces joining as one, which represents the five players on each team. The print on the back of the jersey mimics the pattern of the Dallas skyline (*adidas*).

THREE STRIPES: AD AGE's Jeremy Mullman wrote every company "wants its online videos to go viral, but few companies go so far as to actually give consumers an incentive for sharing." However, adidas is "doing exactly that in a highly interactive push to promote its lightest-ever footwear and apparel lines." adidas will air a 30-second spot starring Howard that will "encourage viewers to visit its website and YouTube channel, where they can access more content" featuring Howard. adidas also has created a video of Howard "dunking that shows him jumping as high (or as low) as consumers choose via a gaming-style grid control." A third video allows viewers to watch one of Howard's dunks "from five different angles." Ad agencies 180, L.A., and Riot, Amsterdam, created the effort. A YouTube spokesperson said that adidas is the "first marketer to tie access to content to the number of views a video draws on its service" (*ADAGE.com*, 2/4).

HISTORY IN THE MAKING: In Dallas, Mark Norris reports "massive images" of

NBA players are "on three Dallas skyscrapers." The posters, "each hundreds of feet tall, are being used to promote" the All-Star Game at Cowboys Stadium. The "500-foot-plus image" of Mavericks F Dirk Nowitzki and Cavaliers F LeBron James on the Bank of America Plaza "could soon hold the Guinness World Record for largest building wrap." Norris notes "more than 125 DART buses will have All-Star ads, both inside and out," while Love Field and Dallas/Ft. Worth Int'l Airport "will have All-Star signs welcoming visitors." Fans will see the signs "everywhere," including in "nine hotels." They also will be "on lampposts in Dallas and Arlington" and "on billboards dotting freeways." It is the "largest signage effort ever by the NBA for an All-Star Game" (*DALLAS MORNING NEWS*, 2/5).

8. WHEELS & DEALS: KIM KARDASHIAN TO SPONSOR SPRINT CUP CAR

In L.A., Austin Knoblauch reported Kim Kardashian "will be making her Sprint Cup advertising debut" on the Tommy Baldwin Racing (TBR) No. 36 Chevrolet driven by Mike Bliss during the February 28 NASCAR Sprint Cup Series Shelby American at Las Vegas Motor Speedway. Kardashian "has a new perfume ... debuting Feb. 14, and her people feel the moving advertisement is the best way to push product." TBR Owner Tommy Baldwin: "She'll certainly bring a lot of star power." Kardashian also is "scheduled to serve as the race's grand marshal" (*LATIMES.com*, 2/4). Kardashian and beauty retailer Sephora "will be promoting her new personal fragrance in Las Vegas throughout the weekend" (*SCENEDAILY.com*, 2/4). ESPN's Tony Reali said, "Good-looking hood. Wonder if it has a spacious trunk?" ("*Around The Horn*," *ESPN*, 2/4).



Kardashian Pushing Her New Perfume With Sponsorship Of Sprint Cup Car

MAKING HIS MARK: ESPN.com's David Newton wrote NASCAR has not "seen an owner" like Michael Waltrip Racing Owner Michael Waltrip since Earnhardt Ganassi Racing co-Owner Felix Sabates "came into the sport in 1987." Fans "want color," and Waltrip "is color." Waltrip since May has appeared on NBC's "My Name Is Earl," Fox News' "Sean Hannity Show," Fox' "Are You Smarter Than A Fifth Grader?" and Speed's Haiti relief program. Waltrip also "swapped places for a day with the winner of a fan contest for sponsor Best Western, reached a deal to appear on Showtime's 'Inside NASCAR,' did an interview for the Wall Street Journal, drove in the 24 Hours of Dubai where he met Middle East dignitaries, and filmed commercials for sponsors." Newton also noted Waltrip "'tweets' like a maniac, sending out random thoughts to his more than 22,000 followers." MWR crew chief Pat Tryson: "Before it's all said and done he may be the new role model as an owner in this sport." Newton wrote NASCAR needs "more owners like Waltrip," as the sport needs them to "show their personalities just like we need drivers to" (*ESPN.com*, 2/2).

CAMPAIGN ON-TRACK : THE HILL's Jordan Fabian noted U.S. Rep. Kendrick Meek (D-FL) on Twitter Tuesday announced his U.S. Senate campaign will sponsor Mike Wallace's No. 01 car during the February 13 NASCAR Nationwide Series Drive For COPD 300. However, National Republican Congressional Committee Communications Dir Ken Spain on Twitter in response posted a "jab about the route race cars take on the track." Spain: "Steering hard left" (*THEHILL.com*, 2/2).

NOTES: Hunt Brothers Pizza (HBP) has reached a deal to sponsor Richard Petty Motorsports' No. 19 Sprint Cup Chevy and Kevin Harvick Inc.'s No. 2 Camping World entry, both of which will be driven by Elliott Sadler (*HBP*)...Watkins Glen Int'l (*WGI*) and Continental Tire have agreed upon initial terms for a sponsorship relationship that will run through '14. The deal includes title sponsorship of the track's Grand-Am Continental Tire Sports Car Challenge during the June 4-6 weekend (*WGI*).

Sports Media

9. HISTORIC MILESTONE? SUPER BOWL COULD SURPASS 100 MILLION VIEWERS



There is "growing chatter in broadcasting circles" that Sunday's Super Bowl XLIV on CBS "could become the most-viewed Super Bowl ever," according to Richard Deitsch of *SI.com*. No Super Bowl has drawn 100 million viewers, though NBC "came close last year" with 98.7 million viewers for Super Bowl XLIII. But Deitsch predicted Colts-Saints will top that mark, "especially with ugly weather slated for the East Coast this weekend." Deitsch: "If the game is close come the fourth quarter, it's a better than likely bet CBS Sports employees will be drinking champagne back at their ... hotel come Monday morning." CBS News and Sports President Sean McManus: "If we get a close game, I think we will get an extraordinary rating. And if we get just an OK game, I still think we get a really good rating with the storylines involved."

McManus Expects Extraordinary Rating If Super Bowl Is Close Sunday's game marks the 17th Super Bowl broadcast for CBS, and CBS VP/Production Harold Bryant said that the network has "about 500 staffers working the game." When asked about the "expectations of such a huge audience," Bryant said, "I'm nervous and our team is nervous, but it's a good nervous. We're going to be ready to go." CBS Sports Director Mike Arnold, who also directed Super Bowl XLI, said, "For me, a successful Super Bowl broadcast is this: we didn't miss anything." Deitsch noted CBS "tends to play its broadcast traditionally and shtick-free," and the features planned are "mostly rooted in football." Bryant said that "The Super Bowl Today" pregame studio show from 2:00-6:00pm ET "has more than 10 features ready for air as well as an original musical piece composed by jazzman Wynton Marsalis, and a Jay-Z mash-up of 'Run This Town' that will run in a tease prior to kickoff." CBS News' Katie Couric "has a live interview" with President Obama that is expected to air around 4:30 (*SI.com*, 2/4). CBS' Jim Nantz noted NFL ratings this season have been "across the board up for everybody minimum 10%." Nantz: "If there happened to be that same kind of bump here in the Super Bowl ratings, we will have ... the biggest audience to ever watch a television event in the history of the country" (*Imus in the Morning*, *Fox Business*, 2/5).

MAKING PREDICTIONS: ADWEEK's Steve McClellan writes some believe the "mix of this year's huge, post-season NFL ratings coupled with spreading HDTV technology and a population focused on cheaper forms of entertainment could indeed drive the game to new heights" viewership-wise. Market research company IBISWorld Senior Industry Analyst Toon van Beeck predicted that the game will "average 100 million viewers this year." Horizon Media Senior VP and Corporate Research Dir Brad

Adgate said he believes the game will earn "at least 100 million and, if it's a close game like the last two, it could even compete with ... MASH as the most-watched TV show ever." But others believe that this year's game "won't break any records, especially because the Vikings were knocked out by the Cinderella Saints." The Saints do not have the Vikings' "strong national following or its aging star quarterback, Brett Favre" (*ADWEEK*, 2/1 issue). *NEWSDAY*'s Neil Best wrote the Super Bowl "probably will surpass 100 million for the first time, given the rising population and a season of big NFL ratings." If the game is "close and exciting it could challenge the mark by 'MASH' for the largest audience for a scheduled program on American TV: 106 million" (*NEWSDAY*, 2/4). In San Diego, Jay Posner writes the Super Bowl is "likely to become just the second telecast in history to average more than 100 million viewers." A winter storm "expected to bury much of the East in snow this weekend will only help keep people in front of their TVs, as will an enticing matchup between two exciting teams with great story lines." There is "also the fact that people can't seem to get enough of the NFL these days" (*SAN DIEGO UNION-TRIBUNE*, 2/5).

SURVEY SAYS: Respondents to a Media Life Magazine poll earlier this week were offered a "choice of seven ranges of viewership" for the Super Bowl, "from 80 million or fewer at the low end to 100.1 million or more." Thirty-four percent of respondents indicated that the game will draw between 99.1 million and 100 million viewers, while 29% chose 100.1 million or more. Another 15% chose between 98.1 million and 99 million viewers (*MEDIALIFEMAGAZINE.com*, 2/4).

EYE ON THE PRIZE: In Boston, Chad Finn writes it "would not be brash for CBS to expect monstrous ratings for the Super Bowl," and "to the network's credit, it is resisting the temptation to add any soft-focus embellishment to the game's naturally compelling story lines." There are "no Transformer-style robots during this telecast, just minor amplification of the usual technology," and there will be "more cameras used, including the high-speed 'swing vision' models that provide slow, crisp replays" (*BOSTON GLOBE*, 2/5). Bryant said CBS' pregame show will have "more fan presence this time" than in '07, when the net last aired the Super Bowl. He noted that pregame was "a little sterile" (*MIAMI HERALD*, 2/5). Meanwhile, in Toronto, Chris Zerkovich reported the Vince Lombardi Trophy and several CFL Toronto Argonauts cheerleaders "posed for the main graphics that CBS will use during Sunday's Super Bowl." A Toronto warehouse was rented, and a "22-foot-high Super Bowl logo was ... built along with a 12-foot NFL on CBS logo." The graphics also "will be used on CBS for next season" (*THESTAR.com*, 2/4).



Super Bowl XLIV Audience Could Surpass MASH's Record

10. FINAL NIELSEN RATINGS FROM RECENT SPORTS TELECASTS

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

TELECAST	DATE	NET	TIME	RAT.
NBA: Lakers-Celtics	1/31	ABC	3:26-6:11pm	3.5
PGA Tour: Farmers Insurance Open: Final Round	1/31	CBS	3:07-6:48pm	2.2
"Saturday Night Live": Sports All-Stars (taped)	1/31	NBC	8:00-9:00pm	1.9

NCAA Basketball: Duke-Georgetown	1/30	CBS	1:00-3:18pm	1.6
NBA: Nuggets-Spurs	1/31	ABC	12:57-3:26pm	1.6
PGA Tour: Farmers Insurance Open: Third Round	1/30	CBS	3:18-6:00pm	1.5
Figure Skating: Silk Soymilk Skate for the Heart (taped)	1/31	NBC	4:00-6:00pm	1.4
NCAA Basketball: (regional)	1/31	CBS	1:00-3:00pm	1.3
"Truth in Motion: The U.S. Ski Team's Road to Vancouver" (taped)	1/30	NBC	8:00-9:00pm	1.2
PBR: Built Ford Tough Series: Tecate Light Invitational (taped)	1/30	NBC	4:30-6:00pm	1.1
Skiing: Nature Valley Freestyle Cup (taped)	1/30	NBC	3:00-4:30pm	0.9
NHL: Red Wings-Penguins	1/31	NBC	12:30-3:14pm	1.0
"NBA Countdown"	1/31	ABC	12:30-1:00pm	0.9
Monster Energy AMA Supercross (taped)	1/31	CBS	12:00-1:00pm	0.9
Int'l Auto Show (taped)	1/31	NBC	3:14-4:00pm	0.9
World of Adventure Sports (taped)	1/30	NBC	2:00-3:00pm	0.5

TELECAST	DATE	NET	TIME	VIEWERS		
				U.S.	CABLE	(000)
NFL Pro Bowl	1/31	ESPN	7:22-10:44pm	7.1	8.2	12,297
"Sunday NFL Countdown"	1/31	ESPN	5:30-7:22pm	2.3	2.6	3,677
NCAA Basketball: Kansas-Kansas State	1/30	ESPN	7:00-9:49pm	1.9	2.2	2,937
NCAA Basketball: Vanderbilt-Kentucky	1/30	ESPN	4:11-6:42pm	1.6	1.8	2,692
NCAA Basketball: Kentucky-South Carolina	1/26	ESPN	9:03-11:21pm	1.7	1.9	2,622
"College GameDay"	1/30	ESPN	6:32-7:00pm	1.4	1.6	2,272
NBA: Celtics-Magic	1/28	TNT	8:00-10:58pm	1.3	1.5	1,973
Winter X Games	1/30	ESPN	9:49-11:34pm	1.1	1.3	1,961
NCAA Basketball: Louisville-West Virginia	1/30	ESPN	12:00-2:23pm	1.3	1.5	1,867
Winter X Games	1/31	ESPN	12:00-5:30pm	1.1	1.3	1,816

THIS ONE GOES TO ELEVEN: Comcast SportsNet Mid-Atlantic earned a 3.2 local rating in DC for Tuesday's Capitals-Bruins game, in which the Capitals won 11 straight games for the first time in franchise history. The rating marked the "second-best rating for a regular-season game in the network's history," behind a 3.3 local rating for Capitals-Penguins on January 21 (*WASHINGTONPOST.com*, 2/3)...FS Arizona ratings for Coyotes telecasts are up 50% from last season's average. With the Coyotes currently third in points in the Western Conference, the net is also seeing a 90% increase for the "Qwest Coyotes Live" pregame show and a 60% increase for the "Qwest Coyotes Live" postgame show (*Coyotes*).

WHAT A WEEKEND: In Toronto, Chris Zelkovich wrote CBC officials "have to be pretty happy with the number of viewers they pulled in for Hockey Day In Canada" last

Saturday. The non-game segments "did pretty well," but the games "did even better, with all three topping a million" viewers. The CBC earned 2.173 million viewers for the 7:00pm ET Canucks-Maple Leafs game, 1.036 million viewers for the 10:00pm Oilers-Flames game and 1.032 million viewers for the 2:00pm Canadiens-Senators game. Meanwhile, Sunday was the "busiest day ever at TSN's website." The site "recorded more than 800,000 views" as the Maple Leafs traded for both D Dion Phaneuf and G Jean-Sebastien Giguere (*THESTAR.com*, 2/2).

HARDWOOD HEROES: Comcast SportsNet Chicago earned a 4.7 local rating for the January 29 Bulls-Hornets game, marking the net's highest-rated regular-season Bulls game ever (*CSN*)....SportSouth earned a 4.5 local rating in Atlanta for the January 29 Celtics-Hawks game, marking the net's highest-rated Hawks game since Nielsen began tracking the net's ratings during '96-97 season (*SportSouth*).

HIT THE MAT: YAHOO SPORTS' Dave Meltzer reported Showtime drew 517,000 viewers for last Saturday's Strikeforce event in Miami, which was "largely built around" the MMA debut of former NFLer Herschel Walker. The 517,000 viewers marks the "second-most viewers for an MMA event on Showtime, trailing only the 571,000 viewers" for the August 15 Strikeforce event featuring Cris "Cyborg" Santos-Gina Carano. Meanwhile, UFC Saturday "countered on Spike TV with the cable debut of a taped major event, in this case airing" UFC 107 from December 12. Spike earned a 1.6 cable rating and 2.2 million viewers, marking the "second-highest rated ... replay of a UFC PPV event in history" (*SPORTS.YAHOO.com*, 2/2).

11. MEDIA NOTES

In Chicago, Paul Sullivan noted the release of the Cubs' broadcast schedule Thursday "revealed the potential for only 60 games being shown" on WGN, "which would tie a record low." The Cubs currently have 58 games "slated to be shown on WGN," though that number "will increase, depending on six games that may be picked up by ESPN or Fox." Games not televised on those networks also "will air on WGN." Sullivan notes last year's schedule had a "record-low 60 games scheduled" on WGN, which has broadcast Cubs games since '48 (*CHICAGOBREAKINGSPORTS.com*, 2/4).

MOVING ACROSS THE BAY: MLB.com's Jane Lee reported A's radio host Marty Lurie Thursday confirmed that he is "taking his wildly popular" "Right Off The Bat" pregame show to KNBR-AM, where he will be heard on pre- and postgame MLB Giants programming. Lurie had hosted the show for 12 years, most recently on KTRB-AM, and had "bought and sold his own time slots each year." However, this year he "never quite landed on the same page as KTRB, which recently agreed to a long-term contract to broadcast A's games" through '19. Lee noted Lurie on KNBR will host a "weekend show before and after every Giants game that will fill an estimated 5-6 hours for a combined 140 hours during the season" (*MLB.com*, 2/4).

RECORD-SETTING SEASON: NHL.com on Wednesday exceeded 1 million video starts for the first time in the site's history, according to internal league metrics. The mark added to a series of new league records in recent weeks, including January 2010 being the most trafficked month in the history of the league site, and up 44% compared to a year ago (*Eric Fisher, SportsBusiness Journal*).

NEW FORM OF ROCK 'N JOCK: Fuse Sunday at 11:00am ET will premiere a one-hour special, "Fuse & NBA All-Star Double Team," which will feature players participating in the February 14 NBA All-Star Game and music videos. Players appearing during the program will include Heat G Dwyane Wade, Cavaliers F LeBron James, Nuggets F Carmelo Anthony and Knicks G Nate Robinson (*Fuse*).

GOING TO EXTRA HOLES: Golf Channel analysts Frank Nobile and Brandel

Chamblee have both agreed to multiyear contract extensions with the net that will keep them with Golf Channel through '14. Nobile and Chamblee will continue to provide in-studio and on-site analysis for the Golf Channel's live PGA Tour and Champions Tour tournament coverage, as well as during the net's "Live From" weeks (*Golf Channel*).

Leagues & Governing Bodies

12. NFLPA REITERATES STANCE LEAGUE WANTS PLAYERS TO TAKE 18% CUT

The NFLPA, in a heated rhetoric war with the NFL, laid out its financial case to the media Thursday, saying that the league has asked players to take an 18% pay cut without providing any proof of why such a measure is necessary. The NFL immediately responded with a conference call with a select group of reporters, rebutting the union's statements. "I guess the reason we're not closer together in negotiations is I haven't said yes to an 18% (rollback of players' salaries)," said NFLPA Exec Dir DeMaurice Smith in his first Super Bowl press conference. He also said that players are receiving about 52% of the NFL's \$8B of revenues --not the 60% commonly reported -- and that \$1B was taken off the top of all revenues before determining the salary cap. At one point in the press conference, Smith said that players were already giving the league a \$1B gift and that the league wanted another \$1B in cost credits on top of that in the ongoing CBA negotiation. The NFL, in an unusual move, held a conference call with Exec VP & General Counsel and chief negotiator Jeff Pash, and about a half dozen reporters, 15 minutes after the NFLPA press conference ended. Usually, the league waits until the commissioner's address 18 hours later to respond. "The notion, which I believe was said several times during (Smith's) press conference, that the clubs get a \$1B write off -- or at one point it was even called a \$1B gift -- suggested there was almost something tawdry about this," Pash said. The billions of dollars are expenses like stadium costs that are approved as deductions by the union, he said. He also again slammed the door on the union's request for the league to open its books, saying the union has all the revenue information and most of the cost data. Smith rejects that he has enough information, saying he cannot endorse a cutback of player costs when he does not know if clubs are making or losing money. Pash and the league have argued the current economic system chokes off revenue generation by diverting too much money to the players. The union has rejected that publicly. But privately, Pash told reporters, the union acknowledges the league has shrinking profit margins.

HOW LIKELY IS A LOCKOUT? If a new CBA is not reached by March 5, the '10 season will be played without a salary cap. And if no deal is reached by March '11, the owners could lock the players out. NFLPA President Kevin Mawae said the players are expecting that to happen. The question and answer session of the NFLPA press conference Thursday was kicked off by Bengals WR Chad Ochocinco, who asked how serious the threat of a lockout was in '11. Smith responded on a scale of 1 to 10, "I'd call it a 14." Smith also proposed that NFL clubs donate 2% of their profits to a legacy fund to be distributed to retired players. Pash said that the NFL was the first to propose increasing retired players benefits (*Daniel Kaplan & Liz Mullen, SportsBusiness Journal*).

DARK CLOUDS AHEAD: The AP's Tim Reynolds wrote the NFLPA Thursday "painted perhaps the bleakest picture yet regarding prospects of labor strife in the league." Smith: "I keep coming back to an economic model in America that is unparalleled. And that makes it incredibly difficult to then come to players and say, on average, each of you needs to take a \$340,000 pay cut to save the National Football

League. Tough Sell” (*AP*, 2/4). However, Pash, referring to claims players are being asked to take an 18% pay cut, said, “The change is nowhere close to 18%. It’s probably half that. But more important -- our proposal should not result, and we have never said it would result, in players having to take a reduction.” Responding to a comment by Smith that the league is a nonprofit organization under the tax code, Pash said, “It’s a nonprofit organization in the same way that De Smith’s old law firm is a nonprofit organization -- the owners or partners pay taxes on what their earnings are. The partnership doesn’t pay the taxes. He knows this” (*N.Y. TIMES*, 2/5). Meanwhile, in Pittsburgh, Ed Bouchette notes in an “unusual move, the NFLPA issued a list of prospective restricted free agents Thursday and did so assuming no new collective bargaining agreement [will be] in place, resulting in an uncapped year.” Based on that, “new rules take place, including a measure that extends from four to six years the length of time a player needs to serve before he can become an unrestricted free agent” (*PITTSBURGH POST-GAZETTE*, 2/5).

SMOOTH TALKER: In San Diego, Kevin Acee writes in “contrast to past NFLPA gatherings, which featured senior citizen leadership behind a table, this was a performance.” Once Smith took the stage Thursday, it “was clear the union had ... gotten slicker.” Smith “can talk,” and he is “almost too slick” (*SAN DIEGO UNION-TRIBUNE*, 2/5). In N.Y., Alan Schwarz writes, “More ebullient and wry than his predecessor, Gene Upshaw, Smith said ‘I dig it’ several times to imply he was on to management’s tactics” (*N.Y. TIMES*, 2/5). In St. Louis, Jim Thomas writes Thursday’s NFLPA press conference “was as much a position statement by the union as a question-and-answer session.” The union “handed out information sheets to the media that included a listing of what it called ‘the league’s’ steps to prepare for a lockout,’ as well as a look at the success of the league” (*ST. LOUIS POST-DISPATCH*, 2/5).

13. **GOODELL SAYS NFL OWNERS ARE NOT LOOKING TO LOCK OUT PLAYERS**

NFL Commissioner Roger Goodell Thursday said that owners are “not aiming to lock out the players” despite implications from NFLPA Exec Dir DeMaurice Smith that the league has been preparing for such a scenario, according to Mark Maske of the *WASHINGTON POST*. Goodell, on Sirius NFL Radio, said, “You don’t make money by shutting down your business. So the idea that the owners want to lock out and not play football is absolutely not the case. That’s just not good for anybody. But when you’re going into these negotiations ... both sides are going to be prepared for all the alternatives.” Goodell added, “What you have now is the owners’ recognition, when they’ve opted out of this deal almost two years ago, that this deal doesn’t work for them -- it’s clear -- and that an uncapped year is preferable over the current labor agreement.” Smith indicated that the owners’ “measures to prepare for a lockout include negotiating extensions of their television contracts with provisions that the league would receive payments even if games aren’t played.” Smith: “Has any one of the prior deals included \$5[B] not to play football? ... When you look at every step that has occurred since 2007, is it more of a preparation to play football or a preparation to not play football” (*WASHINGTONPOST.com*, 2/4). Goodell said, “You could have 50 meetings, but they have to be productive at some point. So it’s not about how many meetings you have, and I think that’s part of the frustration. ... The idea here is to get some productive dialogue that leads to an agreement, and that’s what we should all be focusing on” (*DETROIT NEWS*, 2/5).

PREPARING FOR A LOCKOUT: Smith, asked during the NFLPA’s annual pre-Super Bowl press conference on Thursday if he “felt the owners bought ‘strike insurance’ with under market priced TV extensions in exchange for guaranteed payments even if there are no games,” said, “It’s not strike insurance. It’s lockout insurance. You

can't interpret the new TV deals as anything but lockout insurance." Smith added that if next season is an uncapped year, he "believes, as his predecessor Gene Upshaw did, that it will be extremely difficult to convince the players to go back to that system." NFLPA President Kevin Mawae, who is a free agent this offseason, said that he is "unsure if there will be a free market, hinting the union would be watching for signs of collusion among owners to fix wages that led [MLB] into trouble" (*BOSTON HERALD*, 2/5).

WHO WILL BLINK FIRST? In Boston, Albert Breer notes, "History shows that in work stoppages in 1974, '77, '82 and '87 the league has been able to break the union as lost paychecks started to affect the players." And it is "pretty easy to think that the owners will be able to do it again." Those who "really matter are the rank and file, and there's a very good chance that's where this battle will be won or lost." The career of the average NFLer "lasts about 3½ seasons," contracts are not guaranteed, and the "median salary is \$770,000" (*BOSTON GLOBE*, 2/5). Mawae said, "We have stepped up our efforts to educate our players on the issue. We can't make 1,900 players save their money, but we can educate them that they should start saving money" (*GLOBE & MAIL*, 2/5). In N.Y., Steve Serby reports the union has been "urging players to begin saving 25[%] of their paychecks." Colts C and player rep Jeff Saturday indicated that he is "optimistic that young players will not cave should Armageddon confront them." Saturday: "We're not striking. We're not the ones pulling ourselves out. This'll be something that the owners don't let us play, I think that in itself puts us together, it keeps us unified" (*N.Y. POST*, 2/5).

BLOODY SUNDAY: YAHOO SPORTS' Dan Wetzel wrote to miss a single game "would be calamitous." NFL Sundays "are sacred, dates millions of fans plan around whether it's to attend a home game, gather with friends in front of a TV or take a pilgrimage to visit a road venue." With just 16 games, "every one is precious" (*SPORTS.YAHOO.com*, 2/4).

14. **MICHAEL WHAN FORMS ADVISORY COUNCIL OF FORMER EXECS, LPGAERS**

LPGA Commissioner Michael Whan has "enlisted a team of highly regarded teachers to guide his continuing education" and to "serve as his advisory council as he rebuilds the tour," according to Randall Mell of *THEGOLFCHANNEL.com*. World Golf HOFers Nancy Lopez and Annika Sorenstam, former LPGA Commissioner Charlie Mechem and former JCPenney CEO W.R. Howell are "lending their expertise to the commissioner's cause," and Whan is "actively engaging them with the LPGA season only two weeks away." Lopez said when Whan was hired she "called to let him know I was there for him and the LPGA." Lopez: "He's very personable and approachable, and you need that. You want corporate sponsors welcoming him, not dreading their meetings with him. He's very positive." Whan said that Lopez "may play an integral role in the wooing of a future sponsor, a deal he wouldn't detail but hopes leads to an announcement soon." Meanwhile, Whan described Mechem as a "mentor." Whan: "I told him I'm not sure you want to mentor me, but I'm not leaving you alone." Mell noted Mechem's "connections led to Howell's joining Whan's advisory council." Mechem "introduced Whan to Howell two months ago," and the relationship Whan is "forging with Howell says a lot about Whan's focus as he begins his new job." Meanwhile, Whan's "focus in his first 30 days is rebuilding the LPGA schedule and relationships with title sponsors." Mell wrote the announcement last week that Sybase is "returning and will sponsor the Match Play Championship" was good news for a tour that might not be done adding to this year's schedule" (*THEGOLFCHANNEL.com*, 2/3).

Franchises

15. JEFFREY VINIK AGREES TO PURCHASE LIGHTNING FROM OK HOCKEY

The Lightning announced Friday morning that Red Sox investor Jeffrey Vinik's Tampa Bay Sports & Entertainment has executed an agreement to purchase the NHL club from OK Hockey. The deal also includes the company that operates St. Pete Times Forum and two parcels of land adjacent to the arena. Vinik will be Chair and sole controller of the new ownership group. The transaction still is subject to approval by the NHL BOG (*Lightning*). In St. Petersburg, Damian Cristodero reports



Jeffrey Vinik Finalizes Agreement To Buy Lightning From OK Hockey

NHL approval is "expected to be done in two to four weeks" because Vinik is financing the purchase in cash. It is "believed the key to the transaction was the willingness of former owner Palace Sports & Entertainment to take less on the dollar to settle its financing of OK Hockey's purchase" (*TAMPABAY.com*, 2/5). The *GLOBE & MAIL*'s David Shoalts cites a source as saying that Vinik will pay \$170M (*GLOBESPORTS.com*, 2/5). However, *THE HOCKEY NEWS*' Ken Campbell reported it is believed Vinik "negotiated a discount on the asking price" of \$170M because "he realized he would not be able to trade" C Vincent Lecavalier and his 11-year, \$85M contract. Most of the money from the purchase price will go to PSE, "which extended \$100[M] in financing" to OK Hockey to complete its deal in '08. Galatioto Sports Partners will receive \$30M. That is "not expected to leave much" for Koules and Barrie, who purchased the team for \$200M two years ago. The "task now is for Vinik to find someone to run the team as president, preferably someone with local roots." Vinik reportedly has "concerns about being perceived as an absentee owner and is eager to get someone in place who can be the public face of the franchise" (*THEHOCKEYNEWS.com*, 2/4).

16. HICKS RETAINS GALATIOTO SPORTS PARTNERS TO STUDY SALE OF STARS

Hicks Sports Group Thursday announced that it has retained Galatioto Sports Partners to "study the sale of the Stars," according to Mike Heika of the *DALLAS MORNING NEWS*. Stars Owner Tom Hicks in a statement noted that he will "consider selling a minority stake, a majority stake or the entire team." Stars President Jeff Cogen said, "While a sale is not a certainty, it is a possibility, and Mr. Hicks has received numerous inquiries about the team." Hicks, who bought the NHL team for \$84M in '95, has been "battling financial problems and is addressing more than 40 lenders" to whom HSG defaulted on \$525M in loans last March. The ownership's financial problems this season "caused the Stars to lower their payroll" from \$56M to \$45M, and Hicks recently said that he has been "addressing cash flow issues with the team." Hicks in an e-mail said, "With the separation and pending sale of the Rangers, the Stars have seasonal cash flow needs that are being advanced from time to time by our lenders. We are working closely with the NHL and our lenders to examine all of our alternatives." Cogen Thursday sent a letter to ticket holders saying that the "discussion of a sale would not affect the Stars' performance on the ice." When asked about his interest in acquiring the team,

Mavericks Owner Mark Cuban in an e-mail said, "I've talked to some folks about playing a small role in the purchase. Won't look into buying the team" (*DALLAS MORNING NEWS, 2/5*).

LINE CHANGE: Cogen Thursday said that he "envision[s] Hicks finding additional investors or selling his stake in the club by the beginning of next season." The Hockey News cited a source as saying that the CIT group, one of HSG's lenders, is "forcing Hicks to sell the club" (*ESPNDALLAS.com, 2/4*). The GLOBE & MAIL's David Shoalts cites an NHL source as saying that there are "four parties seriously interested in buying" the Stars -- one from the Dallas area and three "thought to be Canadian businessmen." One of the interested parties is Calgary-based Avenir Capital Corporation President Bill Gallacher, who "was in contact" with NHL Commissioner Gary Bettman "months ago and expressed his interest in the Stars." Shoalts notes the Stars will "fetch a much higher price than the Lightning," who reportedly are on the verge of being sold for about \$170M to Jeffrey Vinik. The Stars "come with a half interest in an arena that makes a lot of money and they are in one of the largest markets in the United States, one that has shown it will support a decent team." A source indicated that the asking price will be greater than \$300M (*GLOBE & MAIL, 2/5*).

CHANGE WILL DO YOU GOOD? In Dallas, Tim Cowlshaw writes Hicks selling the Stars can be "only good for Stars fans." With new ownership, the team "will be able to spend to the cap again and make off-ice decisions that aren't governed by Hicks' defaulting on loans for the Liverpool club." Hicks' financial woes have made him "powerless to help a struggling team today" (*DALLAS MORNING NEWS, 2/5*). However, ESPN DALLAS' Richard Durrett wrote, "Say what you want about Hicks, but he's been a good owner overall for the Stars. He spent big bucks to get key players and the Stars won a Stanley Cup on his watch. Missing the playoffs last year and not spending money this season can cloud the big picture. Overall, I think he's been good for this franchise" (*ESPNDALLAS.com, 2/4*).

17. PACERS USING DISCOUNTED TICKET PRICES TO BOOST ATTENDANCE

The Pacers' marketing and ticketing departments have "taken a different approach in their sales tactics" this season, offering "numerous opportunities to buy tickets at a steeper discount," according to Mike Wells of the INDIANAPOLIS STAR. The team now has "'fan-friendly' prices, though that means the franchise continues to lose money." Pacers Sports & Entertainment COO Rick Fuson said, "We're trying to look at any possible thing we can, short of giving tickets away for free, to make sure people have a chance to come to games. We're responding to the economy, to the needs and desires of the people that want to come to the game." Wells noted "good teams and bad are offering discounts to survive the tough economy." Pacers deals include a "special military offer where active duty members can get balcony tickets for \$5 and club level tickets for \$10." Team officials also have been "encouraged to give free tickets to kids in the community wearing Pacers merchandise." Despite being "one of eight teams that sold more than 2,000 new full-season ticket packages," the Pacers are averaging 13,861 per game fans this season, 26th in the league and "down about 300 fans per game from last season." Wells notes just 10 NBA teams have "posted a gain this season" in attendance (*INDIANAPOLIS STAR, 2/5*).

18. FRANCHISE NOTES

ESPNCHICAGO.com's Jesse Rogers noted Blackhawks Chair Rocky Wirtz Thursday during an appearance on ESPN Radio 1000 Chicago "held court on a myriad of topics from the trade deadline to his business strategies," and his "honesty as an owner is

refreshing." Wirtz said that he "wasn't thrilled with the league scheduling regarding the recently completed eight-game, near coast-to-coast road trip." Wirtz: "You would think with computerized scheduling you could find another way to do that." He also addressed NHL participation in the Olympics and said, "From an ownership standpoint, in the middle of the season, we just as soon skip it. It doesn't add any more to our sport" (ESPNCHICAGO.com, 2/4).



Paulson Holds First Official Staff Meeting For Timbers

AND AWAY WE GO: MLS Portland Owner Merritt Paulson met with 50 PGE Park employees Thursday in the "first official staff meeting" for the Timbers, set to join MLS in '11. Paulson said, "This is bigger than the Pacific Northwest being the hub of soccer in North America. This is about soccer finally taking hold in the country." He added, "Don't get me wrong; there's a lot of work to do on and off the field. But we've hit that tipping point" (OREGONLIVE.com, 2/4).

TIME TO MOVE ON? The PITTSBURGH POST-GAZETTE editorial staff in an open letter to Pirates Owner Bob Nutting wrote, "When you took over the Pirates, you talked about your commitment to win. It hasn't happened and, even with the latest clutch of young prospects, it's unlikely that 2010 will be a winning season." Change for the franchise "could come sooner if you were open to the reported offer" by Penguins co-Owners Ron Burkle and Mario Lemieux. The editorial: "That's why you shouldn't dismiss an offer by the Penguins' co-owners out of hand. With their management smarts, superior finances and record of success, they could build this team into not only a sure winner but also one with staying power" (PITTSBURGH POST-GAZETTE, 2/4).

CAN'T YOU STAY A WHILE? NFL Network's Marshall Faulk, who played for the Rams from '99-'06, said he wishes co-Owners Chip Rosenbloom and Lucia Rodriguez would "keep the team." But Faulk added, "They understand that they're not St. Louis people. And they want to be in LA where they have their families and lives. And it requires in situations like this, especially in cities like St. Louis, the owner has to live there. You have to be there, You just can't visit. And they know that" (STLTODAY.com, 2/4).

Facilities & Venues

19. ASTROTURF SIGNS DEAL AS MLB'S OFFICIAL SYNTHETIC TURF PROVIDER

By Don Muret, Staff Writer, SportsBusiness Journal

MLB Properties and AstroTurf have signed a three-year licensing deal, positioning the 45-year-old brand as the league's official provider of synthetic turf. The agreement is tied to a free AstroTurf carpet being installed for the Blue Jays at Rogers Centre in Toronto, officials confirmed. The new field, to be ready Opening Day, is valued at \$2M, said AstroTurf

President Bryan Peeples. In addition, AstroTurf will pay MLB a royalty for each field it sells to baseball programs at the professional, college, high school and recreational level, said MLB Properties Senior VP/Licensing Howard Smith. Those fees range from \$4,000-16,000 depending on the product, said AstroTurf Dir of Sales Troy Squires. Each surface will display MLB's logo and the AstroTurf brand. The vendor's primary market is college and high school baseball facilities, and AstroTurf execs are banking on the credibility gained from its relationship with baseball's highest level to grow business, Squires said. The deal may appear insignificant for MLB, considering the Blue Jays and the Rays are the only big league teams to play home games on artificial turf now that the Twins are moving to Target Field. "It's a small category, but we did not take it lightly," Smith said. Rogers Centre is AstroTurf's first MLB ballpark install since principals in Dalton, Georgia, acquired the brand's intellectual property, patents and trademarks from General Sports Venue in June. AstroTurf also produced a half-field for Dunedin Stadium, the Jays' Spring Training home.



MLB Properties And AstroTurf Ink Three-Year Licensing Deal

STRIP SEARCH: AstroTurf's rolling strips, held together with Velcro seams, will replace a five-year-old FieldTurf pallet system in Toronto. The Jays had issues with installing and removing the 1,398 trays of turf during field conversions, said Rogers Centre VP/Building Services Kelly Keyes. The new setup also cuts the conversion time in half. "Most of the other multipurpose buildings have gone away and there are obviously not too many people [using artificial turf]," she said. "MLB came to us and said they had the perfect solution for us to get a new field. Otherwise, it wouldn't have happened so fast." The Jays do have some out-of-pocket costs. They have to buy new equipment to install the artificial surface for baseball and remove it for motorsports, ice shows, U2 and Bon Jovi concerts in July, and two other summer concerts that have not been announced, Keyes said. The club also has to buy a separate AstroTurf surface for football. There are a few common panels used for both sports, but three-quarters of the field are unique to the football setup, Keyes said. This year, Rogers Centre plays host to 10 CFL Argonauts games and two Bills games.

20. AEG INTERESTED IN BIDDING ON CONTRACT FOR NEW AMWAY CENTER

By Don Muret, Staff Writer, SportsBusiness Journal

AEG, which gained entry into the ticketing business through stipulations in the Department of Justice's approval of the Ticketmaster-Live Nation merger in late January, has already shown interest in the contract for Orlando's new arena. Amway Center officials plan to issue a ticketing proposal for the arena next week and AEG officials want to discuss it, said Magic COO Alex



Martins. AEG suddenly became a player in the ticketing market thanks to concessions contained in the approval for the merger between ticket giant Ticketmaster and leading promoter Live Nation, a deal valued at \$2.5B that could cause some realignment between sports properties and venues on one side and ticketers on the other. The agreement results in the two firms forming a new company, Live Nation Entertainment. It also includes the sale of another ticket firm, Paciolan, from Ticketmaster to Comcast-Spectacor. AEG can form its own private ticket label for up to five years using Ticketmaster's software system or develop a new partnership with a separate company, according to a statement issued by AEG President & CEO Tim Leiweke. Leiweke did not respond to e-mails for further comment.

GETTING IN THE GAME: Whether AEG decides to form a joint venture with MLBAM's Tickets.com or Cavaliers Owner Dan Gilbert's Veritix, both of whom it has reportedly talked to, AEG is contacting big league teams and facilities where it has existing relationships. "All the independent buildings now have three very viable ticketing solutions," said Rich Krezwick, President of Devils Arena Entertainment, the management firm at Prudential Center in Newark, New Jersey. "I like what Peter Luukko's doing at Comcast-Spectacor, it gives AEG an entree into ticketing immediately and Ticketmaster remains the 800-pound gorilla," Krezwick said. Comcast-Spectacor signed a letter of intent to buy ticketing firm Paciolan from Ticketmaster and has 60 days to close the deal. Comcast-Spectacor has its own ticketing agency, New Era Tickets, and the plan is to keep those 50 accounts separate from Paciolan's 200 deals, Luukko said. The firm bought a piece of Paciolan in '04 before Ticketmaster bought Paciolan in '07. There have been no talks between Comcast-Spectacor and AEG about combining forces for ticketing, a Comcast-Spectacor official said.

GROWING THEIR PRESENCE: In Orlando, AEG signed a two-year booking agreement with the city in '09 to book shows at Amway Arena, the Magic's current home and a Ticketmaster client. The city of Orlando, a partner in the building project, has an equal voice in determining who gets the contract, said Amway Arena Exec Dir Allen Johnson, who will assume the same role at the new facility. Besides Orlando, AEG operates three big league arenas and one MLS stadium, The Home Depot Center, and it has separate booking and marketing agreements at seven NBA and NHL arenas. In South Florida, AEG employs a full-time consultant to book special events at AmericanAirlines Arena, a Ticketmaster account that expires in '12. The Heat talked with AEG and Ticketmaster last week after the merger was approved, but it's still too early to get a sense of which direction AEG is headed, said Heat President of Business Operations Eric Woolworth. "I believe what is happening is that AEG bought itself five years to figure out what to do," Woolworth said.

21. FACILITY NOTES



The Vikings Thursday said that they would be "willing to consider a 40-year lease" at a new stadium. Vikings VP/Public Affairs & Stadium Development Lester Bagley: "If it's built with the confidence that it's not another Metrodome, that it's built with foresight and flexibility, then we might be willing. We want to solve this problem, and we're willing to be long-term players." Bagley said that he

"expects a solid financing plan to emerge during the current legislative session, even before a location is secured" (*ST. PAUL PIONEER PRESS*, 2/5).

NAME CHANGE: In N.Y., Epstein & Yaniv reported the Single-A New York-Penn League Brooklyn Cyclones have signed an 11-year naming-rights deal with Municipal Credit Union to rename their ballpark MCU Park. Financial terms of the deal were not disclosed. Naming rights for the ballpark in '01 were sold to KeySpan through 2020, but the company was sold to National Grid in '07 and "its name was gone with that deal" (*NYDAILYNEWS.com*, 2/4).

SLOT POSITION: In N.Y., Dicker & Campanile report Aqueduct Entertainment Group, which was "awarded the contract to install and manage 450 video slots terminals at Aqueduct Racetrack has been deemed 'not qualified' by the state." The revelation came as New York Gov. David Paterson Thursday "staunchly defended the selection of the consortium." But sources "raised questions about where" the group will find \$300M -- the "upfront licensing fee it must pay to move ahead with the project." Aqueduct Entertainment Thursday said that Deutsche Bank "will provide additional financing." The group also is "expected to roll out a full list of investors that sources say will include hip-hop mogul Jay-Z and other notables" (*N.Y. POST*, 2/5).

Events & Attractions

22. SECONDARY MARKET SEES SLIGHT JUMP IN INTEREST FOR SB TICKETS

Secondary ticket activity for Sunday's Super Bowl XLIV is showing some slight recovery compared to last year's game, played in the depths of the global economic recession, but pricing remains well behind games played in '06-08. StubHub is reporting an average ticket sale price for the game of \$2,575, 4.6% above last year at the same point prior to the game, but still behind the prior three Super Bowls that each saw average resales surpass \$3,000 per seat. Ticket metasearch engine FanSnap.com, meanwhile, showed more than 2,100 tickets available for sale as of last night, less than half the number listed at a comparable point prior to Super Bowl XLIII. "Get-in" pricing for less desirable tickets is trending around \$1,200-1,400 per seat, very similar to a year ago. And much like many other premier events over the past two years, what has been sacrificed in price by historical measures continues to be made in volume. Sunday's game is already the second-highest grossing event in StubHub history, trailing only Game 6 of the '09 Yankees-Phillies World Series. Sunday's crowd will likely be heavily in favor of New Orleans, as 27% of Super Bowl purchasing on StubHub is coming from Louisiana, more than triple the rate from Indiana. Very similarly, Super Bowl searches on FanSnap from Louisiana are outpacing those from Indiana by a 3-to-1 margin. "The trendlines are all up for this year on this event," said John Wallace, VP/GM for RazorGator Interactive Group's corporate business unit. "We particularly are seeing a ton of volume from the New Orleans area. There's obviously a ton of pent-up demand there" (*Eric Fisher, SportsBusiness Journal*).

SMALL-MARKET TEAMS NOT HELPING SALES: In Miami, Douglas Hanks reports ticket prices for Sunday's game "have been dropping this week," leaving tickets "at their most affordable levels since the Rams played the Patriots in New Orleans four months after the 2001 terrorist attacks." Brokers blame the "weak demand on the fact that two small-market teams are playing," and with the Colts "making their second trip to a South Florida Super Bowl in 36 months, brokers depend on the New Orleans Saints to drive fan ticket sales this year." However, Hanks notes the "worst seats still cost more than \$1,200." Miami-based Tickets of America President & CEO Michael Lipman said

that prices for premium seats are "rebounding." Lipman: "The lower-level market has gone through the roof today. We sold some 40-yard-line club seats this morning for \$5,200 each" (*MIAMI HERALD*, 2/5).

23. SAINTS FANS FLOCKING TO NEW ORLEANS AS SUPER BOWL APPROACHES

The Saints, playing in their first-ever Super Bowl just a week before Mardi Gras, "have ignited a mass rush" to New Orleans, according to Rick Jervis of USA TODAY. In a week that "usually finds New Orleans hotels half-empty, most hotels in the French Quarter and surrounding downtown area are nearly sold out." Rubicon Group CEO Steve Swope said that before the January 24 Saints-Vikings NFC Championship, New Orleans' "major hotels were booking rooms at a pace of 1,600 a day." He added that after the game, they were "booking 5,900 a day -- a 267% jump." Swope noted that fans "usually don't flock" to the cities of teams participating in the Super Bowl, and hotels in Indianapolis "did not register a significant increase in reservations for this weekend" (*USA TODAY*, 2/5). The *WALL STREET JOURNAL*'s Amir Efrati writes New Orleans residents are "preparing for the first Super Bowl appearance by the Saints," and "everything else, it appears, can wait." Efrati: "Pre-Mardi Gras parades have been rescheduled. Some restaurants are closing on a non-holiday for the first time. Sunday evening Mass is canceled across much of the city, with the blessing of the local archbishop." Efrati also notes many area high schools "will be closed Monday, and several court trials won't begin until at least Tuesday" (*WALL STREET JOURNAL*, 2/5). Meanwhile, in Miami, Edwin Pope notes Saints fans "aren't painting South Florida red" for the Super Bowl, they are "painting it Who Dat." Pope: "The two-word battle cry is scrawled across billboards. Crayoned onto car windows. Painted onto sidewalks. It's Who Dat pandemonium." Pope writes Saints fans are "fueling this 44th Super Bowl with fresh blood." Hotel owners are "rubbing [their] hands with glee, and the restaurants favored by tourists keep the pots boiling out Who Dat fumes" (*MIAMI HERALD*, 2/5).

BIG EASY TAKING AWAY FROM SOUTH BEACH: Denver Post columnist Woody Paige said of being in Miami for the Super Bowl, "This is the most subdued Super Bowl atmosphere that I've seen in the 35 years that I've been going to Super Bowls." Paige: "I think it's a situation where the people in New Orleans are partying in New Orleans. That's the party city, not down here" ("*Around The Horn*," *ESPN*, 2/4).

BOND LIKE NONE OTHER: In a special to *ESPN.com*, Democratic strategist James Carville wrote to say New Orleans is "now buzzing would be a gross understatement." The Saints organization for so long "has been a metaphor for all the ills of New Orleans -- always trying to get over the hump but continually falling a little bit short; a team and a city short on luck." But during the team's Super Bowl run, the Saints have "become a symbol for not only what can be but also what is." Carville: "New Orleans is moving. She's recovering. But the Saints are more than a symbol of or for New Orleans. ... What this Super Bowl run has done possibly more than anything else is forever link this luck-starved franchise with the city I am now proud to call home. They're one and the same" (*ESPN.com*, 2/4).

24. PARTY IN THE MIA: SUPER BOWL PARTIES ON TAP THIS WEEKEND

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.

READY TO GET DOWN: In Miami, Douglas Hanks writes even as "Corporate

America cuts what it spends entertaining clients and executives during Super Bowl week, the dollars continue to gush." Some industry execs said that Super Bowl XLIV "offers more hints that companies have turned a corner in their retreat from pricey getaways in vacation spots like South Florida" (*MIAMI HERALD*, 2/5). However, in Dallas, Jeff Mosier writes it "appears the scale of the Super Bowl party scene hasn't fully recovered from the recession." North Texas Super Bowl XLV Host Committee officials are "observing the party scene this week and hoping for an upturn next year." Host Committee VP/Special Events **Kit Sawers** said that it is "too early to predict the scale of the party atmosphere in North Texas." She said that "many outside events won't be scheduled until the summer." NFL Senior VP/Events **Frank Supovitz** said that there are "more events this year than in 2009 but that it could be a mistake to assume that the celebratory spending will return to its peak of two or three years ago" (*DALLAS MORNING NEWS*, 2/5). ESPN.com's Hill & Lane [rate this week's Super Bowl parties](#) (*ESPN.com*, 2/4).

FRIDAY NIGHT LIGHTS: Singer **Nelly Furtado** will perform at a free concert as part of the Pepsi Musica Super Bowl Fan Jam, while **Diddy** will host a Super Bowl Party at Karma on South Beach. NFL Network's **Warren Sapp**, Patriots WR **Randy Moss** and Bills WR **Terrell Owens** are expected to attend. Meanwhile, agent **Drew Rosenhaus** will host the "Rock 'n' Soul Party" at the Seminole Hard Rock Hotel & Casino. Owens, Bengals WR **Chad Ochocinco** and 49ers RB **Frank Gore** are set to attend (*HERALD.com*, 1/26)....Reality TV star **Kim Kardashian** will host the "Leather & Laces" party at the Art Deco Paris Theatre while reality TV star **Kendra Wilkinson**, wife of Colts WR **Hank Baskett**, will host a bash at Passion Nightclub (*WALL STREET JOURNAL*, 2/2)....Audi will host a private party for 60 guests at the W South Beach. Guests include actors **Taylor Lautner**, **Jessica Alba**, **Hillary Swank** and Dolphins QB **Chad Henne**. Meanwhile, ESPN The Magazine "expects 1,200 invited guests for a party under a translucent pink tent behind the Fontainebleau" (*MIAMI HERALD*, 2/5)....**Mike Ditka** and **Jamie Foxx** will co-host a party at the Miami Beach Ritz-Carlton (*PAGE2LIVE.com*, 1/27)....Scouts for ABC's "Dancing with the Stars" are in Miami this weekend "looking for their next NFL partner." On Friday night they will attend the Def Jam Super Bowl lounge at Shore Club's Sky Bar where **Ludacris** will perform. Ravens RB **Ray Rice**, Steelers LB **Lamarr Woodley** and Chargers LB **Shawne Merriman** are expected to be there (*N.Y. POST*, 2/5).

SATURDAY NIGHT FEVER: The Playboy Party will be held Saturday at The Sagamore Hotel in South Beach, while the 2nd Annual "Big Game Big Give" will be hosted at director **Michael Bay's** Miami Beach home. Actress **Jennifer Lopez**, producer **Jerry Bruckheimer**, Steelers QB **Ben Roethlisberger**, Jaguars RB **Maurice Jones-Drew**, Titans RB **Chris Johnson** and Broncos WR **Brandon Marshall** are expected to attend (*HERALD.com*, 1/26)....Agent **Leigh Steinberg** will host the Xenith bash at MI-VI to benefit **Wyclef Jean's** charity, Yele Haiti. Guests include **Justin Timberlake**, Kim Kardashian and Eagles QB **Donovan McNabb** (*N.Y. POST*, 2/1)....The Gridiron Celebrity Hoops XII basketball game will be held on Saturday. Owens, ESPN's **Michael Smith** and Redskins CB **DeAngelo Hall** are expected to participate (*Jam Sports*)....Jim Beam will host a party at Wish restaurant on Ocean Drive and "transform it into a 'man cave' where guests can play arcade games and loaf on recliners" (*MIAMI HERALD*, 2/5)....O.A.R., Barenaked Ladies and Robert Randolph & the Family Band will perform at the Super Bowl Saturday Night Party. Barenaked Ladies later that night will perform at the Taste of the NFL (*ESPN.com*, 2/4)....Singer **Jimmy Buffett** will perform a "small 60- to 90-minute show for an NFL owners' private party." The show, which will include Buffett's Coral Reefer Band, will take place at the Viceroy

Miami resort (*INDIANAPOLIS STAR*, 2/5).

Olympics

25. LESSER-KNOWN SPONSORS HELP OLYMPIANS DURING DOWN ECONOMY

A handful of "little-guy sponsors" came to the aid of U.S. Olympic athletes with "training help and endorsement deals when many corporate giants pulled back during the economic meltdown," according to Leanne Italie of the AP. Speedskater Katherine Reutter said, "As soon as the economy began going downhill, a lot of individual deals went down with it." New Jersey-based ophthalmologist Cary Silverman gave Reutter free Lasik eye surgery, with "travel and hotel expenses paid." Minneapolis-based Bioenergy Life Science Supplements & Sports Nutrition Sales Manager Gabe Herrick "provides her boxloads of a favorite energy powder," the company's D-Ribose. Reutter has been "wearing the company's logo on her left thigh and lapel" as part of the deal, which pays her a \$2,500 monthly stipend in addition to the free supplements. Reutter's hometown police department in Champaign, Illinois, also has been a "loyal backer," and she said that "some of the big boys came to call" as the Vancouver Games approached. Reutter: "Verizon and PowerBar have just jumped on the train within the last couple of months. Now everybody wants a piece of the action." For many athletes, it is the "long-term personal sponsors who have supported them through the long haul." For six years, the only logo cross country skier Torin Koos "displayed on racing caps is that of USA Pears, a brand of fruit grown in his home state" of Oregon (*AP*, 2/3).

HAVES VS. HAVE-NOTS: ESPN.com's Howard Bryant noted the U.S. Winter Olympic delegation has its "millionaire hockey players, its professional skiers with million-dollar endorsement deals and snowboarders with video games named after them walking alongside its debt-ridden and anonymous-yet-world-class lugers and biathletes." U.S. hockey G Ryan Miller earns \$6.5M per NHL season with the Sabres. Likewise, skiers Lindsey Vonn and Bode Miller, as well as "new Olympic sport stars, such as snowboarder Shaun White, enjoy lucrative endorsement deals." White is an "unquestioned Madison Avenue star," with his own video game from Ubisoft and endorsement deals with Burton, Red Bull, Mountain Dew, Target, Oakley and H-P. Individual-sport stars such as Vonn, White and figure skater Johnny Weir can "use the Olympics as a springboard." On the contrary, luger Ashley Bengt-Walden "works at a roadside bar" in Lake Placid, while biathlete Laura Spector "lives with her parents" when she is not training. Still, "whether it is resentment or resignation to the realities of these stars' existence, some Olympians accept the market forces at work." Luger Erin Hamlin: "It's not football and basketball, so it's hard to get noticed. Do you feel it? Yes, that you have to perform consistently at a high level in order to maintain your funding" (*ESPN.com*, 2/3).

HARD TO BREAK THROUGH: The *GLOBE & MAIL*'s Siri Agrell notes, "An Olympic medal can be worth more than its weight in gold for some athletes when they hang up their skates, skis or boards. But while the quest for Olympic glory is about being the best, a win does not guarantee precious sponsorship dollars, broadcast opportunities or a spot on the lucrative public-speaker circuit." Olympic agent Evan Morgenstein said that "turning a medal into a career is no longer a straightforward exercise in alchemy." It requires "not just athletic achievement, but the right look and story to grab public attention." Sports marketing consultant Brad Robins said that Canadian ad campaigns using athletes are "already monopolized by the likes of Wayne Gretzky, Sidney Crosby and Mark Messier, leaving little room for amateur athletes" (*GLOBE & MAIL*, 2/5).

REACHING THE SUMMIT: The N.Y. TIMES MAGAZINE's Bill Pennington notes

the expectations on Vonn "are immense." Vonn has one of the "signature American faces of the Games," with talk of her pursuit of a possible five Gold Medals in Vancouver. But no U.S. alpine skier has "ever won more than two Olympic medals in a career, let alone in a single Olympics." Vonn said, "I haven't won even one Olympic medal yet. I'd like to win the first one and let's see from there. But people are getting pretty amped up. ... They're Phelpsing me." But Pennington notes the comparison to swimmer Michael Phelps' eight Gold Medals at the Beijing Games "is unfair, of course." Vonn said, "I could do everything right in all five races and still not win a medal." But she "isn't shying away from the attention." Vonn: "The Olympics are what I've wanted for myself all my life" (*N.Y. TIMES MAGAZINE*, 2/7 issue).

26. IOC RULE BANNING OLYMPIAN ADS FROM NON-GAMES SPONSORS IN EFFECT



Ohno Able To Participate In Washington Potato Campaign The IOC's Rule 41 went into effect Thursday, forbidding athletes from "participating in any campaign run by a non-Olympic sponsor from Feb. 4 to March 3" unless granted clearance from a national Olympic commission, according to Darren Rovell of *CNBC.com*. While the goal of the rule is "obviously to prevent ambush marketing, the rule certainly hurts Olympians from signing deals with non-sponsors since those companies are longshots to be granted waivers." The USOC said that it "makes exceptions to Rule 41 when there is no conflict with an IOC or USOC sponsor, and when one of the athletes is promoting a good cause and/or there is a natural tie-in to the broadcast." For example, speedskater Apolo Anton Ohno was allowed to participate in a campaign for the Washington Potato Association that "promotes good nutrition," while hockey player Julie Chu, ice dancer Ben Agosto and speedskater Jennifer Rodriguez were permitted to be part of a U.S. Census Bureau campaign. But Rovell noted industry sources contend that the "hands off period becomes a deterrent for advertisers to sign those athletes in the first place because if the athletes can't be used in the week before the games, what's the point of having them on the roster to begin with?" (*CNBC.com*, 2/4).

MAKING A PLEDGE: VANOC Dir of Commercial Rights Management Bill Cooper noted that Canadian Olympic athletes "must sign an agreement with the Canadian Olympic Committee pledging not to breach this rule." Cooper noted that VANOC is "willing to grant exceptions for some athletes with long-standing relationships with a non-Olympic sponsors but the decisions are based on a review of whether the campaign could give viewers the wrong impression that an advertiser is linked" to the Games. As a result, Tim Hortons said that it will pull its latest ad featuring Penguins and Team Canada C Sidney Crosby "from the airways" until after the March 3 deadline. Tim Hortons Dir of Public Affairs David Morelli said that the company "has not faced any pressure from VANOC, but decided to bench Mr. Crosby during the Olympics 'out of respect for Sidney'" and VANOC (*GLOBE & MAIL*, 2/5).

SKATE GUARDS: USA TODAY's Mike Dodd notes former Norwegian speedskater Johann Olav Koss' Right To Play humanitarian organization "won't be allowed to set up in the athletes village as it has in past Games because of conflicting sponsorships" with VANOC. Koss said, "I find it's unfair and it's unfortunate because we were using that space as a place



to educate athletes about social goodness and the important role they can have in the world." Koss said RTP will "now be just outside the Olympic Village," where sponsor Mitsubishi will host the organization at one of its dealerships. RTP also will have a "pavilion near the Canada Hockey Place in downtown Vancouver" (*USA TODAY*, 2/5).

Sports Industrialists

27. **BENSON, IRSAY EXPERIENCE REDEMPTION WITH SUPER BOWL APPEARANCE**

The success of the Saints and Colts this season for Saints Owner **TOM BENSON** and Colts Owner **JIM IRSAY** "has produced something more significant than the normal degree of gratification that comes with winning football games," as for them, "success has brought redemption," according to Mark Maske of the *WASHINGTON POST*. The names Benson and Irsay "once were reviled by fans in a couple NFL cities." Many Saints fans in New Orleans "expressed their contempt for Benson when they suspected in the months after Hurricane Katrina that he wanted to move the Saints from the city." Benson: "It's different than most people thought. It was just a matter of working through the circumstances. New Orleans needed the team there." Benson said keeping the team in New Orleans was the "right decision because it certainly has been a great thing" for the city. Benson: "We know it's back. But now we're telling the whole world that it's back." Meanwhile, in Irsay's case, the "ire from fans in Baltimore was aimed at his father, not him, after the late **ROBERT IRSAY** ... relocated the franchise to Indianapolis." Former NFL Commissioner **PAUL TAGLIABUE** said Jim Irsay "certainly has taken to heart the pain and criticism heaped on his father." Tagliabue: "I think he's done a magnificent job of trying to be a solid citizen and making sure he never finds himself in the position of having to move the Colts again. ... He put (team president) **BILL POLIAN** in there. He's hired good coaches. He's engaged, but at the appropriate level" (*WASHINGTON POST*, 2/5).

MUCH RESPECT: In a sports-section cover story for *USA TODAY*, Jon Saraceno writes Irsay "has matured into a respected owner who still manages to stand out among his sometimes staid, blueblood brethren." In a world of "starched collars, the rock 'n' roll aficionado and guitar strummer remains mostly a tie-dye guy, at least at heart." Irsay, who is a member of the league's Finance Committee, is "anything but one of those intrusive owners who micromanage teams." Irsay "has transformed the once financially strapped Colts into a model franchise ... with Polian's astute personnel maneuvering," along with "shrewd investments outside football, plus two new stadiums since relocating to Indianapolis" in '84. *Forbes* valued the Colts "in excess" of \$1B, and Irsay is "one of the few owners who own 100% of the team." Colts QB **PEYTON MANNING**: "Jim is everything you want in an owner. He knows football. He's in the locker room before and after the game to say the team prayer. But he doesn't call plays; he doesn't meddle." Chiefs Chair **CLARK HUNT** said of Irsay, "When he speaks at owners meetings, everyone listens. Frequently, he has insights the rest of us don't" (*USA TODAY*, 2/5).

IMAGE REFORM: *USA TODAY*'s Saraceno notes Benson "hasn't always been the life of the Mardi Gras party in New Orleans," as "for years, players grumbled about their owner's frugality." Benson's popularity "waned when he suggested the Saints could be moved without a new stadium," and it "worsened after Hurricane Katrina in 2005 when Benson appeared ready to relocate the franchise." Saints radio analyst and former Saints QB **BOBBY HEBERT** said Benson "doesn't have the greatest PR skills." But he added of Benson's past struggles, "That's all water under the bridge. When you win, people forget a lot" (*USA TODAY*, 2/5).

Ever wonder how executives in sports business spend their weekends? THE DAILY this week continues "What's Up For The Weekend," providing readers with an inside look at people in our industry. This week, we catch up with U.S. Sports Film Festival Founder & Chair **STEVE HARTMAN**, who is also an investment banker in N.Y. Staff Writer Jessica Collins talked with Hartman, who will be in South Florida this weekend producing a film festival and attending Super Bowl XLIV festivities.



Hartman Will Be In South Florida This Weekend For Super Bowl Festivities

Q: What are your plans for this weekend?

Hartman: Besides escaping the cold, the snow and the never-ending intensity of Manhattan (two out of three of which I actually love), I am looking forward to sports people, film people and sports films! While I have screened all of the films for this weekend's South Beach Festival, it's different to "experience" them with the stars of the film. I'm excited to see festival-award-winning baseball documentary "Faded Glory," and to watch "The U" again and experience the film in the context of hearing our panel of **MICHAEL IRVIN**, **NAJEH DAVENPORT** and other Univ. of Miami alums comment and debate the social, racial and thematic issues in the film.

Q: What are you most looking forward to this weekend?

Hartman: The continuing of our Sports Making a Difference (SMAD) in Society Film Program, which offers developing Miami youths the opportunity to experience the Festival, film and sports as an extraordinary vehicle for individual empowerment and social change. With the recent focus on Haiti, the SMAD program takes on additional significance in terms of using sports as one vehicle to help rebuild communities. We have reached out and will be bringing in at-risk and underprivileged youths to our events. I'm looking forward to seeing these kids react when they feel the energy of **VINCE PAPALE** speaking to them after the screening of his film "Invincible." ... Wall Street may be what I work for but these moments are what I live for. This is what puts a smile on my face.

Q: Will you be attending Sunday's Super Bowl or any parties this weekend?

Hartman: Definitely the parties. I will probably attend some of **JAMIE FOXX'** "Eats Beats and Cleats" party or **DIDDY's** party at Nikki Beach or **LEIGH STEINBERG's** party. As for attending the Big Game, I have not decided. ... I might just attend **MICHAEL STONE's** Allied Athletes Super Bowl party on South Beach and chill. Other than that, I'll mainly attend our screenings and Powerade sponsored Sports Film Model Search all day Friday at Nikki Beach. ... The winners will receive a modeling contract and role in an upcoming sports film to yet be named. I told Sports Studio President **MARK ELLIS** that I'm considering jumping in to test and see if I'm more of an actor or, more likely, an ACL waiting to happen.

Q: What is a weekend must read?

Hartman: My primary work is on the finance side but my passion is sports and the arts, so I have to make sure I know what's going on with the Wall Street Journal, the New York Times, etc. But I also have to mix in Daily Variety and The Sporting News to see what opportunities are out there for sports and film. There is more crossover than people

imagine.

29. THIS WEEK'S NEWSMAKERS: THRASHERS TRADE AWAY ANOTHER STAR

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

WIN: CBS -- What a difference a year can make. After last year's Super Bowl saw advertisers shying away from pricey spots, CBS reaps the benefits of an improving economy, selling out its inventory almost a week before the Big Game. The demand is so high that execs claim they might create more ad space to accommodate more companies. The net also is able to hold the line on its prices, with some 30-second spots topping \$3M. Meanwhile, analysts are claiming the Saints-Colts game could become the first Super Bowl to top 100 million viewers, and could perhaps even threaten the "MASH" finale for the most-viewed program in television history.

LOSE: THRASHERS -- The NHL team exacerbates a "disturbing franchise trait" by trading away superstar **ILYA KOVALCHUK** to the Devils. The Thrashers, just three points shy of the last Eastern Conference playoff spot as of Friday, moved the All-Star during the season to protect against losing him during free agency, but will this mark the end of the line for long-suffering Atlanta hockey fans? Some suggest the trade may be the "final nail in the coffin" for the NHL at Philips Arena, and "should tell you all you need to know about the miserable state of this franchise."

DRAW: NFL -- After announcing an ill-advised attempt to claim trademark ownership of the popular "Who Dat" phrase, the NFL wisely relents and allows Saints fans to fully embrace the motto. The league concedes it only has legal rights to the phrase when it is used in conjunction with Saints and league marks after high-powered politicians weigh in on the issue, including U.S. Sen. **DAVID VITTER** stating in a letter to the league, "Please either drop your present ridiculous position or sue me." However, it is worth asking the question of why the NFL even began wandering down this road in the first place?

30. EXECUTIVE TRANSACTIONS

The NTRA named **BARKLEY PORTER** VP/Sales & Business Development (NTRA)...USA Gymnastics appointed **LEE JOHNSON** Senior Dir of Marketing, effective February 8 (*USA Gymnastics*)....Steelers Pro Scouting Coordinator **DOUG WHALEY** has been named Bills Assistant GM (*PITTSBURGH TRIBUNE-REVIEW*, 2/4)...The Eagles promoted Dir of College Scouting **RYAN GRIGSON** to Dir of Player Personnel, college scout **ANTHONY PATCH** to Assistant Dir of College Scouting and Assistant Dir of Pro Personnel **LOUIS RIDDICK** to Dir of Pro Personnel (*PHILLY.com*, 2/3)...The Red Sox promoted Coordinator of Latin American Operations **EDDIE ROMERO** to Assistant Dir of Latin American Operations, Major League Scout **GUS QUATTLEBAUM** to Assistant Dir of Amateur Scouting and Pro Scout **STEVE PECK** to Major League Scout (*Red Sox*)....ISP Sports named Drake Univ. Dir of Athletic Marketing **BRIAN GABEL** GM of the Drake ISP Sports Network, **PAUL PHIPPS** GM of the Seminole ISP Sports Network and **SANDY ROSENBERG** VP & GM of the St. John's ISP Sports Network (*ISP Sports*)....776 Original Marketing named **ANTHONY BARTKOWSKI** an Associate (776 Marketing)... Triple-A PCL Omaha Royals VP/Baseball Operations **KYLE FISHER** has resigned to become Senior VP & GM of the IFL Omaha Beef (*Omaha Royals*).

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

In Portland, Kerry Eggers wrote Seahawks and Trail Blazers Owner **PAUL ALLEN**, who was honored with a merit award at the Oregon Sports Awards last Sunday night, "hasn't been the perfect sports franchise owner, but he has been better than good." Allen in November was diagnosed with non-Hodgkins lymphoma. He is a "private man" who does not "make a lot of public appearances, even in the best of health." Allen said while accepting his award, "The support of the Blazer community has been great for me. So many people have said positive things" (*PORTLAND TRIBUNE*, 2/4).

GROUP EFFORT: The NFLPA has joined the U.S. Justice Department's year-long campaign to commemorate the 15th anniversary of President **BILL CLINTON** signing the Violence Against Women Act into law. The NFLPA joins a group of more than 100 celebs, including 16 NFLers, actors, musicians and athletes who have lent their names to raise awareness. U.S. swimmer **AMANDA BEARD**, Yankees CF **CURTIS GRANDERSON**, Dodgers manager **JOE TORRE**, U.S. gymnast **NASTIA LIUKIN** and skateboarder **TONY HAWK** also are a part of the initiative (*Justice Department*).

PAY TO PLAY? Virginia-based advocacy group U.S. Term Limits President **PHILIP BLUMEL** Thursday criticized Majestic Realty Co. Chair & CEO **ED ROSKI** for recent campaign contributions. Blumel in a statement said Roski's \$300,000 contribution in support of a term limits change in California is "payback to California lawmakers who created a special exemption so he could build" a football stadium near L.A. Blumel: "It stinks" (*SAN DIEGO UNION-TRIBUNE*, 2/5).

PIPE DOWN: Snowboarder **SHAUN WHITE** appeared on the syndicated "The Ellen DeGeneres Show" Thursday and talked about his crash on the halfpipe at the Winter X Games. White said of his run following the practice-round crash, "I'm at the top of the pipe and I have to do this trick in a little bit of time and I'm last to drop because I qualified first. I'm sitting there and they keep replaying and replaying, and I'm like, 'I hope I can do this.'" Host **ELLEN DEGENERES**: "That's not the thing you want to look at over and over when you try to visualize success." DeGeneres later presented White a helmet with a flag depicting DeGeneres' face, as well as a snowboard and jacket featuring her face and the caption, "laugh. dance. conquer." DeGeneres: "You think I'm kidding, but I'm not. I want to see this when I'm watching the Olympics" (*"The Ellen DeGeneres Show,"* 2/4).

LEGAL MATTERS: An agreement filed last week in L.A. Superior Court shows that former Dodgers CEO **JAMIE MCCOURT** can get "at least \$1.4[M] to cover her expenses until next month's hearing on spousal support" from Dodgers Owner **FRANK MCCOURT**. The \$1.4M comes from the "liquidation of an investment account in the names of Frank and Jamie McCourt." The agreement also provides Jamie with "access to additional funds ... from the couple's joint investments" (*LATIMES.com*, 2/4)...Ohio resident **GUY WALKER** has filed a civil lawsuit against 76ers G **ALLEN IVERSON** seeking \$2.5M "plus damages stemming from an alleged incident at a Detroit nightspot last spring." Walker claims he "suffered severe pain, emotional distress and mental anguish" from injuries suffered during the altercation. Walker claims that **ANTWUAN CLISEY** was "working as a member of Iverson's security detail when Clisey initiated an unprovoked attack that cleared the bar, and Iverson, who was escorted away from the scene, did nothing to stop the altercation" (*DETROIT FREE PRESS*, 2/4).



NAMES: The Gotham Group and Allentown Productions have begun developing "**31 TAILGATES**," a film "based on the true story of brothers **NATE** and **AARON THOMPSON** who, along with friend **NOLAN**

MEYERS, set out to fulfill a lifelong dream to visit all 31 NFL stadiums in one season as a tribute to their friend **JOE LUSK**, who was killed in Kuwait in 2005." The trio "will end their five-month stadium trek" at Super Bowl XLIV on Sunday at Sun Life Stadium (*DAILY VARIETY*, 2/5)...Brazil President **LULA** on Tuesday during a meeting with IRL drivers **HELIO CASTRONEVES** and **TONY KANAAN** wore a green and yellow Izod IndyCar Series helmet -- with in Portuguese "President Lula, driving Brazil" printed on the front -- and "pledged his support for the inaugural Sao Paulo Indy 300" (*INDYCAR.com*, 2/3)...Marlins President **DAVID SAMSON** will host **SCOTT STAPP**, the lead singer of rock band Creed, in the team's suite at Sun Life Stadium for Sunday's Super Bowl (*PALMBEACHPOST.com*, 2/4)...NASCAR driver **JEFF GORDON** and his wife, **INGRID VANDEBOSCH**, are "expecting their second child in August" (*PEOPLE.com*, 2/4).

The Back Of The Book

32. SNACK FOODS, BEER SEE BIG UPTICKS IN SALES AROUND SUPER BOWL

With the exception of late March '09, the two weeks leading up to the Super Bowl last year were the biggest for beer sales at grocery retailers during Q1, according to data from Nielsen Media. Nearly 17 million cases of beer were sold in that time period, generating almost \$49.2M. Meanwhile, Super Bowl viewers last year stocked at-home parties with nearly 166 million pounds of snacks during the two weeks before the Big Game. The chart below lists top snack sales and volume during the two weeks prior to last year's Super Bowl (*Nielsen Media*).

'09 SUPER BOWL SNACK SALES

SNACK	SALES	VOLUME (MILLIONS OF LBS)
Potato chips	\$173.8M	44.3
Tortilla chips	\$135.9M	39.1
Popcorn (unpopped)	\$39.3M	15.8
Pretzels	\$38.7M	13.1
Puffed cheese	\$36.8M	8.9
Corn chips	\$22.4M	6.1
Popcorn (popped)	\$8.5M	1.8
All crackers	\$185.0M	56.4
All nuts	\$108.5M	23.8

Classified Advertisements

33. CLASSIFIED ADVERTISEMENTS



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hcrawley@sportsbusinessdaily.com.

34. SBJ IN-DEPTH: FANTASY SPORTS

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.