

# STREET & SMITH'S SportsBusiness sportsbusinessdaily.com DAILY

Wednesday, February 10, 2010

Vol. XVI -- No. 103

## Jump Ball Situation

Stern says owners, players are "in the process of eliminating any argument about numbers" in CBA talks, which resume this weekend in Dallas. (#13)

## Back In Demand (#1)

Michelle Wie signs first major new deal since turning pro as Kia takes valuable golf bag space.

## The Last Samurai

Doritos' Super Bowl spot earns distinction as the most-viewed ad in TV history. (#3)

## Great Scott! (#31)

Pac-10 Commissioner says time is right for league to explore possible expansion, TV net.

## Coming Up On Your Local News

ABC affils upset over loss of more top sports telecasts; ESPN360.com to be rebranded as ESPN3.com in April. (#7), (#6)

## Feeling The Sting

Rays sell stake in UFL Tuskers, who abandon dual-city model to play full time in Orlando. (#17)

## London Calling

Sounders hire the BBC's Arlo White as new announcer, replacing Kevin Calabro. (#10)

## Summer Can't Get Here Soon Enough (#8)

As SI ramps up Swimsuit Issue marketing, the annual cash cow sees 15% jump in ad revenue.



## The Sports World Turns To Vancouver Friday

While the buzz in the U.S. may still feel a bit muted 48 hours before the Opening Ceremony, the early word from Vancouver is that the city is ready to host the world. IOC President Jacques Rogge says he believes the Vancouver Games will leave a "blueprint" for future games, praising organizers "for their policies on the environment and long-term use of facilities," and VANOC's "ability in coping with the economic downturn." (#25) Raves also were directed toward the Athletes' Village, as it "offers a gorgeous backdrop of water, city and mountains." U.S. speedskater Chad Hedrick: "It's like a five-star hotel. This is going to set the standard for future Olympics." (#26) Meanwhile, the IOC today begins three days of meetings in Vancouver, and new USOC CEO Scott Blackmun says he will be active in working the room (#27). Also, NBC shows that it will leverage every advantage possible from Vancouver, as it exclusively features Lindsey Vonn speaking about her shin injury to lead the "Today" show this morning.

## Also In Today's Issue

Sports execs feel NASCAR would benefit by racing in bigger markets, featuring more of drivers' personalities. (#37)

## Quote Of The Day

**"For one thing, they're ready. The paint's not drying on the walls, as it was in Torino."**

-- Sweden speedskating coach **Andreas Larsson**, on why the Athletes' Village in Vancouver is "superior" to any other he has seen  
(*GLOBE & MAIL*, 2/10). (#26)

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# '10

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## Sponsorships, Advertising & Marketing

### 1. KIA ANNOUNCES BAG DEAL WITH WIE, TITLE DEAL FOR LPGA S.D. EVENT

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

Kia Motors America has signed a pair of new sponsorships in women's pro golf as it continues to grow its sports marketing portfolio. The Korean car manufacturer has a new deal with 20-year-old Korean-American Michelle Wie to serve as a brand spokesperson. The company's logo will appear on her golf bag, replacing the spot previously occupied by Sony, which opted not to renew its three-year-old deal at the end of last year. This is the first new endorsement deal that Wie has signed since turning professional, when she signed with Nike, Sony and Omega watches near the end of '05. It is also the first deal signed for her by IMG, which she joined last March after more than three years at William Morris Agency. The endorsements with Nike and Omega are still intact. Meanwhile, the carmaker also has signed a new deal to title sponsor the inaugural LPGA event near San Diego. The Kia Classic Presented by J Golf will be held March 22-28 at La Costa Resort & Spa Golf Course. Terms were not available on either deal, but industry observers estimated the combined spending in the low-to-mid seven figures. The announcements comes three days after the growing car company ran its first Super Bowl ad. Kia became the official car of the NBA in '08.



**Kia's Logo Will Appear On Wie's  
Bag Under New Endorsement Deal**



**NASCAR Hopes Earnhardt Returning To Victory Lane Will Help TV Ratings, Attendance**

After four consecutive seasons of "sagging TV ratings and flat or declining attendance at nearly every track, many are pointing to a breakout year" from Dale Earnhardt Jr. "as a panacea" for NASCAR, according to a sports-section cover story by Nate Ryan of USA TODAY. The sport's "most popular driver seven years running in the Sprint Cup Series hasn't won a race or pole position in nearly two years." NASCAR Chair & CEO Brian France recently said Earnhardt is "like the

Lakers or Celtics. He is the major franchise, and if he returns ... to that high level, it'll help." But beyond NASCAR's reputation, there "might be even more at stake for the image of Earnhardt." A shakeup of the crew for his Hendrick Motorsports No. 88 Chevy is "targeted at improving results, but it also might buoy Earnhardt's marketability, which seemingly is showing erosion." He ranked behind Tony Stewart and Mark Martin in November "among NASCAR drivers in the Davie Brown Index, which measures an athlete's relevance to consumer behavior." Millsport VP/Motorsports Mike Mooney, whose Charlotte-based marketing agency compiles the DBI, said, "That surprised us, because the previous two studies, there was Junior and then everybody else." Mooney said there is "no question NASCAR feels the impact of the Junior tide, up or down." SMI Chair & CEO Bruton Smith agreed, saying, "If he started winning, it would be awesome. His souvenir sales would double." Earnhardt Ganassi Racing co-Owner Felix Sabates said Earnhardt's "lack of winning the last two years have hurt the sport because everyone expected him to be the leader." Sabates: "He has not been the leader. If he wants to be his father, he has to act like his father. If he doesn't, he needs to be a rock star and go pick a guitar somewhere and quit driving" (*USA TODAY, 2/10*).

**LESS IS MORE?** The AP's Chris Jenkins noted Earnhardt's JR Motorsports team currently has "sponsorship contracts in hand for only 12 of 35" Nationwide Series races for its main No. 88 car. JRM co-Owner & GM Kelley Earnhardt said, "When you are knee-deep in it and talking to your sponsors, I am not surprised, if you listen to them talk about what they are up against. They want the return (on investment). We as a sport, I think we've had some checks and balances of what they are paying for -- how much it is to sponsor one of our cars versus the return they get." But Jenkins noted in "sharp contrast to the go-go mid-2000s, when top teams regularly reeled in eight-figure sponsorship deals, companies now are demanding more for less." Kelley Earnhardt: "It used to be you could talk about (traditional media) impressions and TV ratings, but now they want actual physical people they can touch. Now we sit in meetings with potential sponsors and talk about Facebook and Twitter. They ask, 'How many Facebook friends do you have?' They want actual bodies to touch." NASCAR CMO Steve Phelps believes that there "could be an upside to lower sponsorship prices." Companies paying reduced rates to teams potentially "could have more to spend on NASCAR-themed television commercials, in-store promotions and at-track hospitality." Phelps: "A little bit of a market correction, it's probably not, candidly, the worst thing that can happen" (*AP, 2/9*).

**3. DORITOS' "SNACK ATTACK SAMURAI" SB AD THE MOST-VIEWED TV AD EVER**

A Doritos spot during Sunday's Super Bowl XLIV telecast was seen by an estimated 116.2 million viewers, making it the all-time most-viewed airing of a TV commercial. The

spot, which features two men being attacked in a gym for stealing someone else's Doritos, ran in the fourth quarter at 9:30pm ET. According to data from Nielsen, which only included paid advertisers, Focus on the Family's spot featuring Tim Tebow tied for the least-viewed ad of the game (*Nielsen*).

#### MOST-VIEWED ADS DURING SUPER BOWL XLIV

RANK	SPOT	TIME OF AIR (ET)	VIEWERS
1	Doritos (Gym)	9:30pm	116,231,920
2	Audi (Green Police)	9:26pm	115,647,840
3	Electronic Arts ("Dante's Inferno")	9:15pm	115,063,760
4	Honda (Squirrel)	9:20pm	114,771,720
5	Taco Bell	9:27pm	114,771,720
6	Bud Light (Book Party)	9:32pm	114,771,720
7	Hyundai (Built by Hand)	9:32pm	114,771,720
8	Budweiser (Clydesdales)	9:15pm	113,603,560
9	U.S. Census Bureau	8:49pm	113,019,480
10	ETrade (Five babies)	9:33pm	112,727,440

**BARELY MAKING THE CUT:** In St. Paul, Amy Carlson Gustafson reports Ben Krueger and Cole Koehler, the creators of the aforementioned Doritos ad, were "under the assumption only three" Doritos ads would air during the game. But "at the last minute," Doritos officials "informed them there would be a fourth commercial" and that it would be their ad, titled "Snack Attack Samurai." Mike Rylander, who appears in the ad, said, "We're a part of television history. I'm a huge Beatles fan, and I think about when the Beatles played the 'Ed Sullivan Show' -- we had a bigger rating than that. That's just weird" (*ST. PAUL PIONEER PRESS*, 2/10).

**A SEVEN NATION ARMY COULDN'T HOLD THEM BACK:** In N.Y., Dave Itzkoff reported the Air Force Reserve yesterday said that the music used in its ad that ran regionally during the Super Bowl was "created by an outside company, and was not meant to sound like a song by the White Stripes." The Air Force Reserve in a statement said it hired Salt Lake City-based Fast Forward Music "through its advertising agency ... to score original music for the commercial." There was "never any intention to utilize any existing music or to sound like any music by the band White Stripes or any other musical performer." The White Stripes earlier yesterday had said that the music in the commercial was "an unauthorized version of their song 'Fell in Love With a Girl.'" Itzkoff noted the commercial was "shown in about 10 local markets" and was "scheduled to be pulled after the game" (*NYTIMES.com*, 2/9).

**HITTING THE JACKPOT:** MGM Mirage VP/Public Affairs Gordon Absher said that his company had "no product-placement agreement with Kia" for the Monte Carlo Hotel-Casino to appear in the carmaker's Super Bowl ad. Kia "had to get permission to tape at the Monte Carlo's entrance," but Absher said that there was "no backdoor plan to get a resort in the Super Bowl ad." The NFL's policy



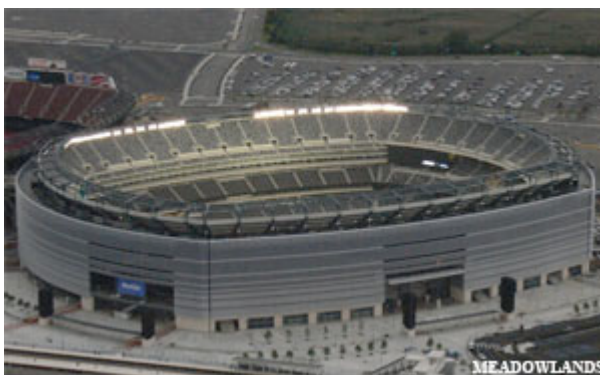
prohibits "showing gambling-industry imagery in ads during its games."

#### **Kia Had To Get Permission To Tape At The Monte Carlo Hotel-Casino's Entrance For Ad**

But Las Vegas Mayor Oscar Goodman said he thought the ad was "better than some of the ads we put out." Goodman: "It was a great statement about Las Vegas with the cool little monsters running around on the Strip" (*LAS VEGAS SUN, 2/10*).

**LOW-BROW HUMOR:** The WALL STREET JOURNAL's Joe Queenan writes while people "who don't like sports tend to dismiss professional football players as crass, sexist and stupid," it appears the "'creatives' on Madison Avenue have our professional athletes beat in all three departments." The ads during the Super Bowl, "with a few exceptions ... seemed to have been designed by morons," and "not especially gifted morons." The ads "fell into three basic categories: Some were aimed at drunks, some were aimed at slobs, and the rest were aimed at men unsure of their own sexuality," and there was "quite a bit of overlap." Meanwhile, Queenan writes the men "dominating the ads were mostly charter members of Ninny Nation," as there were "lots of men without pants, men in stupid gym clothes, men with geeky haircuts, men with dorky eyeglasses" (*WALL STREET JOURNAL, 2/10*).

#### **4. PANELISTS AGREE RETURN ON OBJECTIVE IS KEY IN SPORTS SPONSORSHIPS**



#### **MetLife Says Stadium Sponsorship Allows Them To Do Things Traditional TV, Print Ads Cannot**

Panelists at an Advertising Club event yesterday participated in a wide-ranging discussion in which they "all agreed that, in spite of huge potential viewer numbers, it might be more valuable to think of sports marketing partnerships in terms of return on objective rather [than] traditional ROI," according to Karl Greenberg of *MARKETING DAILY*. MetLife CMO Beth Hirschhorn said, "We prefer to have straight ROI, but in businesses with a long sales cycle, it gets difficult. We do have specific

objectives that are measurable: from how many times we reach a person to whether we drove them to the web site, or did they like us better because we ran the sponsorship?" She added that "engagement is the key." Hirschhorn: "It enables us to do things traditional TV or print ads can't." Greenberg notes MetLife was the "first company to sign on as one of four 'cornerstone' sponsors of the new Giants/Jets stadium." Hirschhorn said, "With Giants Stadium we have an overarching mission, which is for fans to actually miss our presence if we weren't there. So we are trying to create something special for both sports and concert events, from different angles: from regular ticket holders to on-site and virtual promotions, and hospitality." Earnhardt Ganassi Racing President Steve Lauletta: "Every company that does a sponsorship is doing it for a different reason; there's no golden ticket. That's why the return on objective should be the starting place." Lauletta added, "Three years ago a major company was evaluating whether to stay in NASCAR. I sat in a room with five of their marketing executives and asked the simple question: why are you in NASCAR? They had no answers. The rest of the meeting was about how NASCAR wasn't working for them. But it comes down to what you are trying to do, and it starts with that simple question, with a benchmark" (*MARKETING DAILY, 2/10 issue*).

FanHouse.com's Jon Weinbach said Saints QB and Super Bowl XLIV MVP Drew Brees "clearly has a very bright future" as an endorser. Weinbach: "The idea going forward is not just to sort of blanket the TV screen with Drew Brees endorsement deals. They've got something in the works with Dove For Men. Drew is also one of the three finalists for EA Sports' 'Madden' game. But they're really focused on choosing a few traditional, national, big category partners and then also some non-traditional people" ("*Outside The Lines*," *ESPN*, 2/9). Meanwhile, Brees, Thunder F Kevin Durant and skateboarder Tony Hawk are among those appearing in PSAs for First Lady Michelle Obama's "Let's Move" campaign designed to address childhood obesity (*THE DAILY*).

**PUPPET MASTERS:** In Cleveland, Brian Windhorst reports Nike is unveiling a "new round of its popular puppet commercials and it has a new character," Cavaliers C Zydrunas Ilgauskas. Nike this week will begin airing the spot, which features the puppets for Ilgauskas and Cavs F LeBron James "in a barber shop practicing the Cavs' popular pre-game handshake routines." Other puppets in the barber shop "poke fun at the ritual" (*Cleveland PLAIN DEALER*, 2/10).

**TURNING THE TIDE:** Tennis player Venus Williams has partnered with Tide plus Febreze Freshness Sport, and she will appear in TV, print and in-store ads for the brand. Williams also will be featured prominently online at [www.tide.com/Venus](http://www.tide.com/Venus) for a promo that challenges consumers to design a tennis outfit for her. Williams will wear the winning design at a tournament this season (*Tide*).

**NOTES:** Hockey HOFer Wayne Gretzky has become a North America spokesperson for Bigelow Tea Company (*Bigelow*)....Foxwoods Resort Casino has tapped poker player Bernard Lee as its "official poker spokesman." Lee will wear Foxwoods logos "on hats and shirts whenever he plays in tournaments, and will blast the Foxwoods name on his radio show" on Boston's WWZN-AM (*BOSTON HERALD*, 2/10)....EPL club Manchester United and England D Rio Ferdinand is "fronting a new campaign for the National Portrait Gallery" in the U.K. (*London TELEGRAPH*, 2/10)....Saucony Monday signed U.S. sprinter Wallace Spearmon Jr. to a multi-year endorsement deal (*Saucony*).

## Sports Media

### 6. ESPN360 TO BE REBRANDED AS ESPN3 IN APRIL, SUPPORTED BY MARKETING

ESPN's broadband network, ESPN360.com, will be rebranded as ESPN3.com on April 4 to coincide with the start of the MLB season. The new site will feature the same live sports coverage as the existing site. Viewers will continue to be able to toggle between as many as 20 events in the



main viewing window (*ESPN*). The WALL STREET JOURNAL's Sam Schechner reports ESPN is "planning a new marketing campaign and new interactive features" for the new site. The marketing push for the new ESPN3 name "will include advertising both on and off the company's cable networks." ESPN360 currently is available in about 50 million homes, and ESPN VP/Sales & Marketing Sean Bratches said increasing ESPN360's popularity is "critical to our future." Schechner notes ESPN has been "in talks with television distributors and Internet providers to make it available to more customers ... in an effort to broaden the site's audience." A source said that ESPN has had "preliminary conversations with technology companies about making the service available on devices

such as Web-enabled TVs or gaming consoles." Schechner writes ESPN has taken an "unusual approach in trying to expand ESPN360," as it "has been willing to pull back one of its traditional cable channels." In talks with distributors, ESPN "has proposed reducing the number of homes receiving ESPN Classic, a smaller cable channel, in return for carrying some combination" of ESPN360, ESPNNU and ESPN Deportes (WALL STREET JOURNAL, 2/10).

## 7. ABC AFFILIS UPSET OVER MARQUEE SPORTING EVENTS MOVING TO ESPN



### ESPN Moving NASCAR Races Off ABC Could Hurt Affiliates' Ad Revenue

ABC affiliates are upset that ESPN "is being handed live sports events they were initially supposed to carry," according to John Consoli of MEDIAWEEK. The "most recent move came in January when ESPN announced it planned to take eight NASCAR races this fall off ABC." That followed announcements that the British Open would move to ESPN this year and the Rose Bowl would move beginning with the '11 game. ABC affils "argued that losing live sports events will not only cost them significant ad revenue and take away a negotiating chip with media buyers, but will also hamper their ability to promote other programming to male audiences." ABC Affiliate Board Secretary & Treasurer Bill Hoffman said that "losing sports will cost affiliates 'significant' ad revenue and hard-to-reach male viewers." Hoffman: "Not only have we lost these sporting events, but now we also have to compete against those telecasts on ESPN." Consoli noted Hoffman, who works at Atlanta's WSB-TV, was the only affiliate exec to speak on the record, "although several echoed his position on condition of anonymity." However, ESPN Senior VP/Programming & Acquisitions Len DeLuca disputed Hoffman's rationale, "saying the NASCAR move is purely about ratings." DeLuca: "What we did was take eight NASCAR races on ABC on Sunday afternoons that were not getting maximum audiences nationwide (last season) because they were competing with the NFL." DeLuca added that he is "sympathetic to ABC affiliates," but noted that they will "still air more than 300 hours of 'good sports programming this year'" (MEDIAWEEK.com, 2/7).

## 8. SI CRANKS UP MARKETING EFFORTS IN SUPPORT OF ANNUAL SWIMSUIT ISSUE

Sports Illustrated released its annual Swimsuit Issue earlier this week, and ad revenue for the issue is "up 15% and the ad pages are flat with last year," according to Jon Friedman of MARKETWATCH. The issue "tends to attract major advertisers," and SI Group President Mark Ford noted Miller Lite and Dodge are back after missing at least '09. Other advertisers include M&Ms, the Las Vegas Convention & Visitors Authority, SoBe Lifewater and Air Tran. Friedman noted the issue typically "generates about 7% of SI's annual



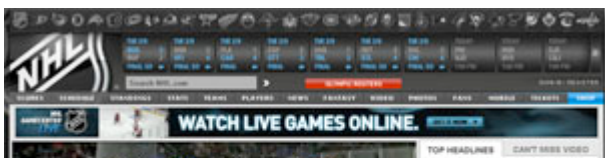
advertising revenue" (*MARKETWATCH.com*, 2/8). Ford said the issue is the "single best-selling issue that we have." Ford: "You have 64 million people that see the swimsuit, so it's huge." CNBC's Darren Rovell reported for a single magazine issue to "make more than \$7M at the newsstand alone is news itself." Former SI Senior Swimsuit Editor Jule Campbell said she was against the swimsuit issue becoming a standalone issue. But she added, "Business is business. Today, business is tough. Advertising is tough so whatever works go for it." Meanwhile, SI Group Editor Terry McDonnell said advertisers "target this issue with specific creative that they spend a lot of time and money getting exactly the way they want it." SoBe Lifewater earlier this year came out with a campaign utilizing SI swimsuit models, and PepsiCo CMO Jill Beraud said, "We don't want to just have our consumers look at our ads. We want them involved." Rovell noted SI "gives subscribers who don't want the issue a chance to opt out of getting it in exchange for extending their subscription," but "less than 1% take the offer" ("*Business Model: Inside the Sports Illustrated Swimsuit Issue*," *CNBC*, 2/9).

**STILL A HOT SELLER:** THE WRAP's Dylan Stableford wrote under the header, "Why The Swimsuit Issue Matters." The magazine at the newsstand "usually sells well over a million single copies, or about 10-15 times how many regular issues of SI are sold." But print "is now just one component of SI's multiplatform bikini onslaught." To get "a sense of just how influential the swimsuit issue has become, you don't have to look too far," as ESPN The Magazine launched its first annual "Body Issue" in '09, Maxim "has one" and even Deadspin "is planning its own" (*THE WRAP*, 2/9).

**SHOWING VERSATILITY:** U.S. Olympic skier Lindsey Vonn appears in this year's Swimsuit Issue, and SI.com's Tim Layden noted she is "most definitely the first athlete to appear on the cover of SI and in the Swimsuit Issue in the same one-week span." Vonn said of appearing in the Swimsuit Issue, "I was honored that they asked me. I immediately thought of some of the other athletes who have posed in the magazine, like Maria Sharapova. The pictures were always classy, they always looked really awesome. It made me feel a lot more comfortable about the whole thing, knowing they had shot other athletes." Layden noted the photo shoot took place "early last July, three months before the start of the World Cup season and seven months before the Olympic Games." Vonn: "I honestly didn't know when the Swimsuit Issue was going to come out, and back then I had no idea I was going to be on the cover of the regular SI. ... I had no idea that both would be within a week of the Olympics starting. It's definitely a little bit of extra pressure. But it's also really cool" (*SI.com*, 2/9). Vonn: "I've done fashion photo shoots before, but never anything like this. It's so hard, and you work so many hours. It's pretty brutal. But I have to say, I think my working conditions were tougher -- I was in the snow and they're on the beach" (*SI Swimsuit Issue*, 2/ '10).

**OLYMPIC FEVER:** Vonn is one of four U.S. Olympians featured in the issue, as she is joined by snowboarders Hannah Teter and Clair Bidez and aerial skier Lacy Schnoor. Bidez said, "It's so great that they're involving athletes, and I think it's great for other women to see strong, athletic women are sexy." Teter noted people "might be surprised" about her photos "because I'm known as the more modest, chill, hippie girl" ("*Access Hollywood*," 2/9). Meanwhile, tennis player Ana Ivanovic is also featured in a photo spread both in the magazine and on SI.com (*SPORTS.YAHOO.com*, 2/9).

## 9. NHL PUSHING DIGITAL SYNDICATION BY SHARING ONLINE VIDEO CONTENT



The NHL in January launched "Hockey Marketplace," the latest move in the league's "aggressive online video strategy" under which

online video content and technology are made available to "several partner sites that attract hockey fans," according to Sean Callahan of BtoB magazine. Among the partner sites are SB Nation, "a network of 238 sports blogs, and Ticketmaster, which makes NHL video available to users who order hockey tickets." On its NHL home page, SB Nation "embeds game highlights, plays of the week and 'The Hockey Show,' a new program produced by the NHL." Callahan notes under the agreements, the NHL and its partner sites "both sell video advertising, then split the revenue." NHL Senior VP/Direct & Digital Marketing & Fan Analytics Perry Cooper: "We're trying to reach as many fans as possible using as many digital platforms as possible. That's where we're moving right now in digital distribution. We have about a dozen partners right now; that could easily double next year." Meanwhile, NHL Senior VP/Media Sales Larry Gelfand said that NHL.com's ad revenue is growing, with revenue generated from non-league sponsors "on track to increase 392%" in FY '10 from the previous year. Cooper added that the Web site's unique visitors are "on track to increase more than 30% this fiscal year" (*BtoB, 2/8 issue*). SPORTSBUSINESS JOURNAL's Fisher & Mickle report the NHL has signed "more than 20 new deals in the last three months," and the "battery of new league partners includes news sites and portals such as The Hockey News, ESPN.com and Yahoo." Traffic to NHL.com is up 135% in the last six months, which league execs "credit in part to the early fruits of the syndication strategy" (*SPORTSBUSINESS JOURNAL, 2/8 issue*).

**STRIKING WHILE THE IRON'S HOT:** In DC, Gene Wang wrote the Capitals in recent years have "moved more aggressively than any other NHL team toward embracing social media." With the team currently on a franchise-record winning streak, Owner Ted Leonsis is "hoping the social media strategy will pay off in expanding the club's popularity and engagement with fans." Leonsis: "The co-mingling of this understanding of social media and technology and the team doing great, and the city wanting a winner, has really made this a very magical time for the franchise." Wang noted the Capitals have "more than 95,000 fans on Facebook and more than 11,000 followers on Twitter." But the team "still has a distance to go, at least on Facebook, to match the fervent devotion of Redskins fans in the new media realm," as the NFL team has 214,000 fans on Facebook (*WASHINGTON POST, 2/9*).

**SLANTED ICE:** In DC, Dan Steinberg wrote there were "a lot of very fair comments and even-handed observations" during NBC's coverage of Sunday's Penguins-Capitals game. But Capitals fans "would still have been convinced that the broadcast favored the Penguins," because there were "enough puzzling moments to allow Caps fans to keep their anger simmering." Some comments about Penguins C Sidney Crosby "seemed absurd." NBC analyst Pierre McGuire referred to a college basketball game at Verizon Center on Saturday and said, "I can tell you right now Sidney Crosby could have played in that game. ... He's jumping through the gym, he's playing with a purpose here this afternoon." While NBC "wasn't shy about praising" Capitals LW Alex Ovechkin, the commentary "occasionally seemed more sinister than the kind words for Crosby" (*WASHINGTONPOST.com, 2/8*).

#### 10. WHAT'S THAT SOUND? ARLO WHITE TO BECOME SOUNDERS ANNOUNCER

The MLS Sounders today will introduce BBC announcer Arlo White as the team's "new play-by-play man," according Jose Miguel Romero of the SEATTLE TIMES. White has "called the past five Super Bowls for the BBC" and has "handled studio and match duties for English Premier League soccer matches on TV and radio for the past nine years." White will "call all Sounders FC matches on simulcast (radio and TV at the same time) and will work alone," as the team is "not bringing back color commentator Greg Vanney." The hiring of White was made to bring "stability in the broadcast booth after

shuffling through fill-in announcers for matches" when announcer Kevin Calabro "was away from the team for other commitments." The Sounders approached Calabro "to talk about coming back after his one-year contract ended," but the discussion "led to the conclusion that the team wanted to have someone in place who could call every match" (*SEATTLE TIMES, 2/10*). Sounders VP/Communications & Broadcasting Dave Pearson said the team "felt like the brand needed a full-time commitment in the second year." Calabro said he was not retained because "the product was not good" and he "had a passion for something else and wanted to leave time open for something else." Calabro: "I was not going to be available 24/7 to do the soccer. And while I like the sport, I certainly don't have the same passion for that sport that I do for NBA and college basketball" (*Tacoma NEWS TRIBUNE, 2/10*).

## 11. SOCIAL STUDIES: NLL INCORPORATING TWITTER, FACEBOOK INTO WEBCASTS

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

The National Lacrosse League has begun to incorporate live Twitter and Facebook feeds into their live online video broadcasts of their games.

While similar to many larger properties pursuing similar social media integration efforts, the NLL has also encouraged its broadcasters to incorporate the feeds into their announcing calls, and have begun to answer questions and liberally reference the social media content

during those webcasts. The NLL, operating without a U.S. TV deal, is distributing its games online for free with the aid of digital video outfit Livestream. The NLL generated about 12 million minutes of online content consumption on its site, NLL.com, in all of '09, but in part through the new social media effort, recorded 5 million minutes in January of this year alone, and more than 250,000 unique visitors during the month. NLL Commissioner George Daniel said, "We feel this is an important instrument in our growth. Our [Web] numbers aren't as big as an ESPN or an NFL, but for us, they're up significantly, and a tool like this allows us to get our fans at home that much closer to the game."



### NLL Incorporating Live Twitter, Facebook Feeds Into Their Online Video Broadcasts Of Games

## 12. MEDIA NOTES

DAILY VARIETY's Rick Kissell reports a "record-breaking Super Bowl lifted CBS to a dominant weekly victory and has all but clinched another season crown for the Eye in key rating categories." CBS appears to have "locked up the season win in both adults 25-54 and total viewers," though Fox "still leads in adults 18-49 and figures to cruise to victory down the stretch" with "American Idol." CBS for Sunday's Super Bowl averaged a 38.6 rating in adults 18-49, and last week was the best week in that demo for the network since '04 and its "largest overall audience since the days of the Nancy Kerrigan-Tonya Harding scandal" at the '94 Lillehammer Olympics (*DAILY VARIETY, 2/10*).



**X MARKS THE SPOT:** The WALL STREET JOURNAL's Nat Worden notes Comcast on Friday is rebranding "all its products" as Xfinity in 11 U.S.

markets "where the company has either launched its fastest broadband Internet service or its all-digital cable TV offering." Comcast in those markets "will be launching advertisements across a variety of media that are tied" to the Vancouver Olympics. Comcast VP/Corporate Communications Jenn Khoury declined to comment on "how much the company plans to invest in marketing the new brand," but said that it "will be rolled out over the course of the year, and the company will change the branding on its trucks and the uniforms of its technicians" (*WALL STREET JOURNAL, 2/10*).

**TAKE WHAT YOU CAN GET:** With both the NFL Network and DirecTV said to be pursuing ESPN's Chris Berman, the PHILADELPHIA INQUIRER's Bob Ford writes Berman is a "recognizable commodity and, in sports parlance, might be looking to get that last, big contract before retirement." ESPN "rolls on regardless of whom it loses and -- you know what -- if people see Berman on another network, it still will trigger an association with ESPN." Ford: "Now that's brilliant" (*PHILADELPHIA INQUIRER, 2/10*).

**RUN FOR THE ROSES:** Churchill Downs Inc. has launched KentuckyDerby.com, the official site for the 136th running of the Kentucky Derby. The site features a condensed, easy-to-navigate homepage with quick links to user-friendly sections, as well as areas devoted to breaking news and visitor information. There also are e-commerce tabs for Kentucky Derby and Oaks tickets, official Derby photographs and merchandise, and online wagering through TwinSpires.com (*CDI*).

## Leagues & Governing Bodies

### 13. DAVID STERN DISCUSSES CBA NEGOTIATIONS AHEAD OF FRIDAY MEETING

NBA Commissioner David Stern said the "expenses we've taken" under the current CBA are "simply too high to allow the majority of our teams to be profitable," according to Eddie Sefko of the DALLAS MORNING NEWS. Stern said, "There is an imbalance that has occurred -- and it's not simply because of the economy; the economy exacerbated it, but it's not the cause." He noted the NBA and NBPA have a meeting scheduled for Friday in Dallas ahead of this weekend's All-Star Game at Cowboys Stadium, and league officials agreed to "submit a proposal before that," Stern said the NBA is "going to have the whole owners' group" at the meeting, while NBPA Exec Dir Billy Hunter is "going to have his whole negotiating committee." Stern: "It's not the best timing, but it's the place where we get our players together and that Billy Hunter can gather his executive committee and both sides consider it important enough to get together." More Stern: "We don't want to get in arguments about, well, your numbers aren't accurate. And we say, here they are. ... Or you don't give us enough information. Here it is. We're in the process of eliminating any argument about numbers." Meanwhile, Stern also addressed the financial health of the NBA, estimating league attendance "will only be down" about 2% this season. Stern said teams have been "working extra hard" to fill seats, adding, "I think the NFL and Major League Baseball are down a little more than that." But he noted, "Our Detroit team is taking a huge hit. Phoenix, too. Detroit because of the auto industry and Phoenix and I'd say Denver because of the real estate. Our teams are the ones dealing with it and they're sharing practices frenetically with each other to see where the opportunities are" (*DALLAS MORNING NEWS, 2/10*).

**ALL OPTIONS CONSIDERED ON ARENAS ISSUE:** Stern appeared on ESPN Radio's "Mike & Mike in the Morning" yesterday and discussed, among other matters, the season-long suspension of Wizards G Gilbert Arenas. Stern said, "It may be legal to own a handgun that is properly registered in accordance with whatever jurisdiction you're in,

but it can't be carried or possessed on league business. We're going to act as strongly as necessary to assure that everyone understands that and complies with that rule." He noted "every option was considered" regarding a suspension. Stern: "At the end of the day, my job is to sort of close the door, pull up my socks and make a decision. This one seemed right. It seemed on the one hand to be a very strong message and on the other hand leave open the opportunity for both thoughtfulness and redemption" (*ESPN2*, 2/9).

#### 14. NHL ANNOUNCES SIX TEAMS TO KICK OFF '10-11 SEASON IN EUROPE

The NHL yesterday formally announced the six teams that will open the '10-11 regular season by playing in Europe as part of the 2010 Compuware NHL Premiere and NHL Face-Off. The Hurricanes and Wild will play two games at Hartwall Arena in Helsinki, Finland; the Blue Jackets and Sharks will play two games at Ericsson Globe Arena in Stockholm, Sweden; and the Bruins and Coyotes will play two games at O2 Arena in Prague, Czech Republic. This is the fourth straight year the NHL will begin the season overseas (*NHL*). In Minneapolis, Brian Stensaas notes news of the Wild playing in Finland "had been a poorly kept secret for weeks," and reaction yesterday from the team's three Finnish players -- Mikko Koivu, Antti Miettinen and Niklas Backstrom -- was "overwhelmingly positive." The Wild while overseas also plan to play an exhibition game against TPS Turku, a team part-owned by Koivu. The team still will "hold its training camp and play exhibition games stateside." Details of when the Wild will leave for Finland and "for how long are still being finalized." Wild RW Martin Havlat, a native of the Czech Republic, joked, "I'd rather go to Prague. But we have a lot of Finns and ... it will be a little too much flying, but I think it's great for the European fans" (*Minneapolis STAR TRIBUNE*, 2/10).

**CZECH MATES:** In Boston, Fluto Shinzawa notes the Prague games will mark the Bruins' first appearance in Europe in "more than 50 years." The Bruins and Rangers following the '58-59 NHL season "participated in a 23-game European tour that saw them play in 10 cities." The team is planning to spend "10 days overseas," and during the trip "will most likely participate in several exhibition games" (*BOSTON GLOBE*, 2/10). Bruins C Vladimir Sobotka, who grew up in Czech Republic, yesterday said, "Prague is a nice city with lots of nice restaurants and I think we can enjoy it. The NHL is very popular in the Czech Republic. Everybody watches the NHL games, so I think there'll be a lot of people there" (*BOSTON HERALD*, 2/10).

**BUZZING WITH EXCITEMENT:** Blue Jackets President Mike Priest yesterday said, "From the moment the idea was floated, it's something we were very excited about." He added, "These are the kind of opportunities that help put your franchise and your community on the map. From my perspective, to be invited to take part in something like this shows respect from the league for the Blue Jackets and the city of Columbus" (*COLUMBUS DISPATCH*, 2/10).

#### 15. NFL UNSURE ABOUT APPEALING SUPPLEMENTAL REVENUE SHARING RULING

The NFL is unsure whether it will appeal a special master's ruling that it cannot suspend supplemental revenue sharing without the union's agreement. When news broke last Monday the NFL had lost the case before Special Master Stephen Burbank, NFL Senior VP/PR Greg Aiello said the league hoped Judge David Doty would have a different opinion. Doty's federal courtroom in Minnesota hears appeals of NFL-NFLPA special master decisions under terms of the '93 federal settlement that resulted in the current NFL CBA. The special master is the first forum for disagreements between players and management before moving to Doty. Aiello wrote in an e-mail, "We indicated we would (appeal) but a final decision had not been made at that point and certainly no appeal had

been filed at that point and still hasn't. Bottom line: No decision has been made yet." Last year, the league sought to remove Doty, as well as federal oversight of its labor relations, but lost a federal appeals court ruling. Doty's oversight would end with the CBA, which expires in early '11 when a lockout could occur. The NFL has 21 days from the date of the special master decision to decide. The league said it had the right to suspend supplemental revenue sharing, which amounts to more than \$200M a year, once the salary cap disappears. The league's argument is that supplemental revenue sharing is designed to help needy teams afford the cap, so without a cap it is unnecessary. Unless a new CBA is struck before March, the cap will expire. The union disagreed with the league's contention, and Burbank agreed with the NFLPA (*Daniel Kaplan, SportsBusiness Journal*).

**THE COUNTDOWN IS ON:** CBS' Charley Casserly said the NFLPA will "one more shot ... before March 1st" to get the owners to agree to a new CBA before an uncapped '10 season would go into effect, but "the odds are they are not going to get it done." Casserly: "You have a situation here where you have unknowns. DeMaurice Smith has never been in this position. Roger Goodell has never been in this position. How is that going to translate into a deal when a time has to come? Both sides have a lot to lose if there is a lockout." He noted the situation could come down to whether the players can "find a way to put the pressure on the owners through court action to make the owners give in." Casserly: "If they can't, then the players are the ones who are going to have to give in" (*"Washington Post Live," Comcast SportsNet Mid-Atlantic, 2/9*).

**TOO STRONG TO FAIL?** ESPN's Jim Rome said on the heels of the NFL's record-setting season, the league "might just be the nation's strongest brand." Rome: "It's never been bigger, better and stronger, and that's why the noise that the NFLPA is making about a possible lockout is the biggest buzzkill ever" (*"Jim Rome Is Burning," ESPN, 2/9*).

## Franchises

### 16. KARMANOS ADDRESSES NHL PREMIERE SERIES, POSSIBLE AFFILIATE MOVE



Hurricanes Owner Peter Karmanos yesterday addressed a wide range of issues with the media, including NHL teams opening the '10 season in Europe, the rumored move of the AHL River Rats to Charlotte and the possibility of hosting the '11 All-Star Game at RBC Center, according to Chip Alexander of the Raleigh NEWS & OBSERVER. The NHL yesterday announced that the Hurricanes are

"one of six teams" who will drop the puck on the '10 season in Europe, as the club will play the Wild on October 7 and October 8 in Helsinki. Karmanos noted that the team's trip also will include a "preseason game in Finland or Russia." Karmanos: "It should be an interesting start to the season. Some of the teams last year were complaining about having a slow start because they started in Europe, and I figured we couldn't do much worse than we did this year." Meanwhile, an announcement is expected today in Charlotte that the River Rats, the Hurricanes' AHL affiliate, have been "bought and will be relocated to Charlotte, and that the Charlotte Checkers will be the Hurricanes' AHL

affiliate next season." Karmanos said of the expected move, "Hopefully we will have an affiliate team that's a lot closer to us and in the Carolinas to help solidify the fan base that we have. ... When we first came here this was not 'hockey country.' I think we have built a tremendous fan base in North Carolina since then, and adding an American Hockey League affiliate in the Carolinas will even further solidify that fan base to the very tip of the state in the South to where we are." Meanwhile, the NHL soon will announce the host of the '11 All-Star Game, which "could be played at the RBC Center." Karmanos: "We could use that All-Star Game to leverage some season-ticket sales. We need to sell more season tickets and we would certainly use the All-Star Game to do that." Karmanos noted that the season-ticket base currently is "about 10,000 -- counting full season-ticket holders and season-ticket equivalents -- and said it needed to be raised to about 14,000 to be on firmer financial ground as a franchise" (*Raleigh NEWS & OBSERVER*, 2/10).

#### 17. RAYS SELL OWNERSHIP INTEREST IN UFL TUSKERS BACK TO LEAGUE

The Rays "have sold their minority ownership interest" in the UFL Florida Tuskers, who "will now be based fulltime in Orlando after playing one game last year at Tropicana Field," according to Marc Topkin of the ST. PETERSBURG TIMES. The Rays, "whose initial investment was reported to be less than \$2[M], sold their share back to the league." Rays Senior VP/Development & Business Affairs Michael Kalt: "The Tuskers had a very successful season, but introducing and establishing a team in two cities at the same time is challenging" (*TAMPABAY.com*, 2/9). UFL Commissioner Michael Huyghue said that a "search is currently ongoing to locate a new Orlando ownership partner." In Orlando, Chris Hays reports the UFL is "seeking a 50[%] venture from an Orlando-based group." Orlando Mayor Buddy Dyer said, "From the city's perspective we want to continue to support the Tuskers. I'm actually excited that it's going to be an Orlando-only team, so I view that as a positive aspect." The UFL "owns half of all its teams, the number of which will grow to six in the league's second season." Meanwhile, changes anticipated for the UFL's second season, which kicks off in September, include a "new marketing strategy, an earlier ticket-sales campaign, an 11-week season with a bye week and then championship game, an earlier start to the season and even local cheerleaders" (*ORLANDO SENTINEL*, 2/10).



**Tuskers Now Will Be Based In Orlando Full Time**

#### 18. FRANCHISE NOTES

The GLOBE & MAIL's Robert MacLeod reports the CFL Toronto Argonauts yesterday announced that co-Owners David Cynamon and Howard Sokolowski have "reached an agreement to sell their club" to B.C. Lions Owner David Braley. Argonauts President & CEO Bob Nicholson said there currently is "no deal signed or no approval" by the CFL BOG for Braley to buy the team, but added, "We're still anticipating a fairly quick resolution" (*GLOBE & MAIL*, 2/10). In Toronto, Damien Cox writes the CFL has "convinced itself" the Argonauts and Lions "can be run as two completely separate football operations, but the negative, minor-league perception in the country's biggest market will be overwhelming." Cox: "It's a terrible day for the league, short-term thinking at its worst" (*TORONTO STAR*, 2/10).

**STAY ON TARGET:** In St. Paul, Charley Walters reports the T'Wolves through 26 home games at Target Center are averaging 14,502 fans, which ranks 25th in the NBA.

However, the team's attendance, "in great part because of discounted tickets," was up from a year ago through December. Wolves President of Basketball Operations David Kahn said of the team's attendance, "I think we're starting to make some inroads there, but this place used to be one of the hardest tickets in the league, and all of us are determined to make it that way again in the near future" (*ST. PAUL PIONEER PRESS*, 2/10).

**BOB AND LEAVE?** In Charlotte, business columnist Rod Stodghill writes on Bob Johnson's ownership of the Bobcats under the header, "Mr. Bobcat May Have Dropped The Ball Again." Stodghill: "Charlotte has largely turned its back on Johnson because his commitment to the Bobcats -- and to the city for that matter-- has never felt like anything beyond business. The thing about sports is that while everybody knows it's a business, it's the game people love. Too bad for the Bobcats that the man who inspired the team's name doesn't seem very enthusiastic about what they do for a living. .... Ultimately, leaders are judged by whether they deliver on their vision. Bob Johnson hasn't, and so he likely will move on" (*CHARLOTTE OBSERVER*, 2/10).

**FENWAY'S FINEST:** In Boston, Peter Abraham ranked the "20 most important members of the Red Sox organization." Abraham ranked Red Sox Owner John Henry No. 1, as he has "rebuilt the organization into a consistent winner while at the same time renovating Fenway Park." Henry's "strength as an owner has been the ability to hire smart people and give them the resources to do their jobs," and "as long as Henry is owner, Red Sox fans know their team will contend." Red Sox President & CEO Larry Lucchino, "Henry's point man," was ranked at No. 8. The Red Sox "have become more popular (and profitable) than ever under his stewardship," and "no team president in the game is more influential" (*BOSTON.com*, 2/9).

## Finance

### 19. DISNEY REPORTS DROP IN PROFITS, BUT TV GROUP POSTS 11% INCREASE

Walt Disney Co. yesterday reported a "modest drop in its fiscal first-quarter profit," but the company's Media Networks group that includes ESPN and ABC "posted an 11% rise in operating income" to \$724M from \$655M a year earlier, according to Dawn Chmielewski of the *L.A. TIMES*. Analysts had been expecting "modest first-quarter results" for the TV group. But the growth of Disney Channel and "higher affiliate and advertising fees at ESPN helped drive a 5% gain in operating income for the cable networks," which rose to \$544M for Q1, up from \$517M a year earlier (*L.A. TIMES*, 2/10). Disney's "better-than-expected quarterly financial results" can be credited "mostly to television, a unit that CEO Bob Iger would like to wring more cash out of by way of ABC retransmission fees." Iger yesterday said, "It clearly would not be our preference to see that our signal was taken down and we'll do whatever we possibly can through negotiation to avoid that" (*HOLLYWOOD REPORTER*, 2/10). Iger said that ESPN's investments in programming such as the NFL and college football, as well as "innovative



**Disney Reports Modest Drop In Profits, But Group Including ESPN Posts 11% Income Rise**

tech including 3D are paying off in the form of record '09 viewership and single-digit" ad revenue growth last quarter, "compared to a range of flat" to down 3% in the previous quarter. With ad revenue currently up 5% and ESPN "offering 'significant' local ad sales opportunities to ops -- more than any other net -- he intimated that affil fee hikes are likely going forward" (*CABLEFAX DAILY*, 2/10). At presstime, shares of Walt Disney Co. were trading at \$29.47, down 1.24% from yesterday's close of \$29.84 (*THE DAILY*).

**RETRANS REDUX:** Iger, in an interview with CNBC, said, "We're resolute in our desire to get retransmission consent fees. ... And it is our full intention to get paid for them. It would be our hope that we not face the need or the imminent threat of having a signal taken off the air, but we're also engaged in negotiations. ...We're resolute in our desire to get paid an appropriate amount of money for the stations that we provide to these multichannel operators." Iger said ESPN will seek a license fee increase above the \$4 per sub per month it already gets, saying, "We believe we should be able to derive more revenue from subscriptions." Iger also said the ad market is rebounding at Disney's networks, including ESPN, but that the company is "still discounting to get the volume that we'd like in that business" (*CNBC*, 2/10).

**REMUX TO TRANSMISSION:** Media Valuations Partners Founder & Principal Larry Gerbrandt in a special to the HOLLYWOOD REPORTER writes under the header, "Retransmission Has The TV Biz Abuzz." The amount each network owner "will get will depend on the number of cable and satellite subs in their owned-and-operated markets, but the deals could result in cash inflows ranging" from \$150-200M in the early years to \$300-400M per network "over time" (*HOLLYWOOD REPORTER*, 2/10).

## Facilities & Venues

### 20. RAYS DELAY VOTE ON SPRING TRAINING BALLPARK NAMING-RIGHTS DEAL

Charlotte County (FL) commissioners yesterday were "supposed to approve" a deal for Mosaic to title sponsor the Rays' Spring Training facility, but the team has "asked to delay the vote," according to Craig Pittman of the ST. PETERSBURG TIMES. Rays VP/PR Rick Vaughn said the team wanted "adequate time to gauge community sentiment." The Rays' ballpark in Port Charlotte under the deal would become "Mosaic Field at Charlotte Sports Park" for 15 years. However, "for the past decade, Charlotte county commissioners have spent \$12[M] battling" Mosaic in court. The Rays' proposal to "put the mining giant's name on the county's crown jewel public facility drew" a negative reaction, and one county commissioner called it "an outrageous slap in the face." Commissioners said that they have "received more than 100 e-mails objecting to the deal, and despite the postponement, a dozen people took the microphone to vent about the Rays' agreement" with Mosaic yesterday at a hearing on the subject. Several speakers "vowed they would boycott Rays spring training games if the deal went through." Pittman notes the commissioners "will likely get another crack at the deal in two weeks." Vaughn said that the team "wants a vote at the next commission



**Rays Want Time To Gauge Community Sentiment About Naming-Rights Deal**

meeting Feb. 26 so the issue is settled before the start of spring training March 4." The Rays relocated their spring training from St. Pete to Port Charlotte last year, after the facility underwent a \$27M renovation. The contract they signed with the county "allows the team to sell the naming rights to the stadium, though the county can veto the deal, as long as the veto is not 'unreasonable.'" The naming-rights contract states that the county "would get \$75,000 a year for 15 years, with a 3[%] increase per year." Commissioner Adam Cummings said that the total of about \$1.4M "would be far less than what the county has spent opposing Mosaic" (*ST. PETERSBURG TIMES, 2/10*).

## 21. NFL CARDINALS GET OK ON DEAL TO RUN CONCESSIONS AT STADIUM



### Concessions Deal Expected To Bring In New Revenue For Struggling AZSTA

The Arizona Sports & Tourism Authority (AZSTA) yesterday "unanimously approved" awarding the concessions contract for Univ. of Phoenix Stadium to Rojo Hospitality, a new business set up by the NFL Cardinals, according to Watters & Harris of the ARIZONA REPUBLIC. The concessions deal is "expected to bring in new revenue for the cash-strapped" AZSTA, but the contract has "generated controversy, and state lawmakers want more insight into how the sports authority conducts business." Shortly before the deal was approved yesterday, "bills were put on the fast track in the House and Senate to have the Arizona auditor general conduct a sweeping audit of the sports authority." Sponsors of each bill said that they are "concerned about the concessions contract, though neither alleged any wrongdoing." Former stadium concessionaire Centerplate in letters to the AZSTA said that the "bid process was unfair, in part because the Cardinals had an advantage to use the team-owned Sportsman's Park to host more events and generate revenue for the sports authority." Watters & Harris note Rojo's contract proposal "offered the same percentage of commissions as Centerplate, but the team guaranteed it would generate an additional \$750,000 a year through additional events and cost reductions" to the sports authority. AZSTA Chair Brad Wright asserted that the "decision-making process has been public and included an industry consultant." But the stadium's other main tenant, the Fiesta Bowl, also has "from the start decried giving the concessions contract to the Cardinals," contending that it "creates an inherent conflict of interest" (*ARIZONA REPUBLIC, 2/10*).

## 22. FACILITY NOTES

In San Jose, Howard Mintz reports the Santa Clara City Council was "wrestling late Tuesday with choosing just the right words" for the June ballot measure for the proposed \$937M 49ers stadium. Santa Clara Vice Mayor Jamie Matthews "drafted a question for voters that would stress that the stadium would carry 'no new taxes for residents'" and that would "emphasize



that the city's exposure will be limited and no general funds used for the stadium." The ballot also would note that the 49ers "would pay any construction overruns." Regardless of the final language, the council "was poised to formalize the ballot measure procedure and ensure the 49ers stadium project would be put before the voters in June" (*SAN JOSE MERCURY NEWS, 2/10*).

**NOT IN THE BUDGET:** Minnesota Gov. Tim Pawlenty yesterday said that funding for a new Vikings stadium "will not be part of a supplemental state budget he is expected to release within days." In St. Paul, Jason Hoppin notes a stadium bill was "not expected to be included." Pawlenty instead "tossed the ball back" to the state Legislature, "suggesting they propose their own ideas for funding a new home for the team" (*ST. PAUL PIONEER PRESS, 2/10*).

**CARE FOR A SLURPEE?** SPORTSBUSINESS JOURNAL's Don Muret reports a new 7-Eleven is "set to open in March" at American Airlines Center. Center Operating Co. VP/Business Development Joe Skenderian, whose company operates the arena, said that the initial deal is for three years, "tied to one two-year option and five one-year options." The 1,400-square-foot space "replaces an unbranded area that provided a private entrance for premium-seat holders." That area is being "relocated to a space next door." The 7-Eleven will be "accessible from inside and outside the arena but will be open only during events." Levy Restaurants, the arena's concessionaire, "will operate the four points-of-sale in the store, which is half the size of a typical 7-Eleven" (*SPORTSBUSINESS JOURNAL, 2/8 issue*).

**OBSTACLES TO OVERCOME:** In Sacramento, Marcos Breton writes Sacramento Mayor Kevin Johnson's "play to build a new Kings arena in the downtown railyard could be doomed before it starts," as the city is "divided politically and disconnected regionally." Neighboring counties have "never rallied around the concept of becoming partners in a Kings arena," so it falls to Johnson to "take the lead on the arena." Breton: "This poses a problem, because Johnson is proving to be the Lone Wolf mayor. ... If it's not clear who's in charge -- if there's no unified face -- this is just another of Johnson's dead-ends" (*SACRAMENTO BEE, 2/10*).

## Events & Attractions

### 23. MALOOF MONEY CUP SKATEBOARDING COMPETITION TO MAKE N.Y. STOP



NBA Kings co-Owners Joe and Gavin Maloof yesterday announced that the Maloof Money Cup "will also take place in New York" this year, according to Randy Kim of FANHOUSE.com. The skateboarding competition will take place in Flushing Meadows Park on June 5-6, with the winner earning \$100,000, followed by a "West Coast leg at the Orange County Fairgrounds" from August 4-8. The Maloofs "plan to donate" the \$1.8M course to the city of N.Y. "once the contest is over." Kim noted the Maloof Money Cup, due to its "extremely large purse and street cred," usually brings out "surprise appearances by popular pros who

don't normally compete in contests." Meanwhile, the Maloofs also "plan to extend the competition to South Africa in 2011" (*FANHOUSE.com, 2/9*). Joe Maloof: "We'll always stay in Orange County and the L.A. area. That will always be No. 1. However, we needed to get an East Coast presence. It's a privilege to get into New York." The N.Y. competition

"will include a wild-card contest to give local skaters the opportunity to compete against the top pros in the industry" (*AP, 2/9*).

#### 24. NOT EVERYTHING'S BIGGER: STUBHUB SEES MODERATE PRICES FOR ASG TIX By Eric Fisher, Staff Writer, SportsBusiness Journal

StubHub is reporting an average selling price of \$186 to date on the site for Sunday's NBA All-Star Game, by far the most affordable such NBA All-Star Game since StubHub began tracking average prices in '06. The \$186 average price is 76% below last year's average in Phoenix, and is fueled significantly by the expected record crowd of more than 92,000 at Cowboys Stadium. That is more than four times the typical capacity for an NBA All-Star Game. The average selling price of \$588 for the All-Star Saturday night events at American Airlines Center, conversely, is midway between prices seen in previous years. Super Bowl XLIV sales trends, meanwhile, on StubHub concluded with a final sales average of \$2,386 per ticket, slightly behind last year's \$2,402. The event had been tracking slightly ahead of '09, buoyed somewhat by an improving economy. But a flurry of last-minute distress sales, driven in part by the heavy East Coast snowstorms late last week that crippled air travel, drove down the average in the final 48 hours prior to the game.



**StubHub Reporting Average Selling Price Of \$186 For Sunday's NBA All-Star Game**

## Olympics

#### 25. ROGGE SAYS VANOC'S PREPARATIONS A "BLUEPRINT" FOR FUTURE GAMES

IOC President Jacques Rogge yesterday said that he "believes the Vancouver Olympics will leave a legacy as a 'blueprint' for future games," according to Stephen Wilson of the AP. Rogge "praised Vancouver organizers for their policies on the environment and long-term use of facilities," and he singled out VANOC for its "ability in coping with the economic downturn." Rogge: "VANOC and its partners rose to the challenge without compromising the original vision for these games. That vision has established new standards for environmental sustainability and legacy planning. ... The lessons learned here are a blueprint for future games." Rogge spoke at the opening of the 122nd IOC session, a three-day assembly that will "examine the preparations for the Vancouver Games as well as planning" for the '12 London, '14 Sochi and '16 Rio de Janeiro Games (*AP, 2/9*).

**LET IT SNOW:** In N.Y., Austen & Branch report Cypress Mountain, which will host snowboarding and freestyle skiing events, yesterday "looked as if it were under military siege, not an Olympic site days from competition." There are "concerns about a lack of snow and unseasonably warm weather endangering the competitions." However, VANOC VP/Mountain Operations Dick Vollet said, "We are quite happy with where we are given that we are fighting Mother Nature, and sometimes she can be very unforgiving." Austen & Branch note the freestyle skiing site "appears to be Games ready," but the snowboard halfpipe "presents a more complicated issue for organizers because of its 22-foot vertical

walls." The halfpipe is "expected to be ready for practice on Sunday, at least two days behind schedule," and the halfpipe competition "will be held next Wednesday and Thursday." Snow is being called for today, "followed by several days with rain" (*N.Y. TIMES, 2/10*).

**EXPECTED LOSSES:** The CP's Steve Mertl noted a CP Harris-Decima poll conducted last month indicated that 84% of Canadians "believe the Vancouver Olympic and Paralympic Games will finish in the red." Three percent of respondents "felt the Games would come in under budget," while 6% said that the Olympics "would break even." However, VANOC officials "believe the Games themselves will break even if a special [C\$22M] cash injection" from the IOC is included. Mertl noted the telephone survey of 1,000 Canadians was conducted January 21-24 (*CP, 2/7*).

**HISTORICAL PRECEDENT?** In Seattle, Kristi Heim reports "thousands of protesters are planning to crash" the Vancouver Olympics, and they are "looking to events in Seattle a decade ago -- the World Trade Organization protests -- for inspiration and recruits." Protesters from "more than 50 groups are in Vancouver as part of an Olympic Resistance Network," and some of the organizers are "veterans of the Battle in Seattle." No2010 spokesperson Chris Shaw: "It's hard to imagine that this will not be a serious protest, perhaps of the nature of Seattle" (*SEATTLE TIMES, 2/10*).

## 26. VANCOUVER GAMES' OLYMPIC VILLAGE LAUDED, ATHLETES IMPRESSED

The Olympic Village in Vancouver is a "tidy spread of contemporary high-rise apartment units constructed of steel, stone and glass ringing a central plaza overlooking the False Creek area south of downtown," according to John Crumpacker of the S.F. *CHRONICLE*. The Village "offers a gorgeous backdrop of water, city and mountains." U.S. speedskater Chad Hedrick said, "To come in here -- I'm overlooking the water, I have a view of the city. I have two bedrooms, two baths. It's like a five-star hotel. This is going to set the standard for future Olympics." U.S. women's hockey RW Natalie Darwitz: "I'm really impressed with the Village so far, the cleanliness and the rooms are awesome. There's stuff to do. Everything looks great." Crumpacker notes there is a "tech-oriented Living Room lounge off the main plaza," and Village Plaza manager Jordan Kallman said the lounge features a "digital graffiti art wall." Athletes can "grab LED spray cans and leave their marks on a digital wall." The dining hall is "open 24 hours a day," and a "beverage bar in the lounge serves coffee, tea, hot chocolate and a variety of juices and sports drinks" (*S.F. CHRONICLE, 2/10*). The *GLOBE & MAIL*'s Rod Mickleburgh reports the media yesterday was allowed to "wander freely and talk to athletes at the normally tightly-sealed Olympic Village," which is "by far the most expensive of all Winter Games' venues." Sweden speedskating coach Andreas Larsson said that the Village is "superior to any he previously experienced." He said, "For one thing, they're ready. The paint's not drying on the walls, as it was in Torino" (*GLOBE & MAIL, 2/10*).

**RAVE REVIEWS:** In Vancouver, Lori Culbert notes it "seems most Olympians are giving top marks to Vancouver's new athletes' village." Canada women's hockey D Meaghan Mikkelson wrote on her Twitter feed, "Checked in at the AMAZING Olympic Village! Loving every minute of it." U.S. curler Nicole Joraanstad on her Twitter page wrote, "I am still in awe of the Olympic Village. Someone pinch me!" Culbert notes the "only public protest within the village so far was from Australians who were ordered last week to remove their beloved boxing kangaroo flag from the outside of the building," because the IOC had "corporate marketing concerns about it." But the IOC "eventually relented, and the kangaroo is still flying" (*VANCOUVER SUN, 2/10*). IOC President Jacques Rogge said that he has been told the Olympic Villages in both Vancouver and Whistler are the "best people have ever seen." He said the Vancouver site is "wonderful."

Rogge: "Everything that I have seen is really outstanding. It's a prime location, a good-quality building, a lot of comfort for the athletes" (*CTVOLYMPICS.ca*, 2/9).

## 27. USOC'S BLACKMUN PLANS TO BE PROACTIVE AS IOC MEETINGS COMMENCE

The IOC today begins three days of meetings in Vancouver ahead of the Winter Olympics, and new USOC CEO Scott Blackmun is "sure to be working the hallways," according to Vicki Michaelis of *USA TODAY*. Blackmun plans to "at least broach the primary sticking point, which centers on the USOC's allotment of IOC revenue." The USOC currently receives 20% of IOC sponsorship money and 12.75% of broadcast rights fees "while the other 204 national Olympic committees share the rest." Blackmun: "Our objective in this is to make the pie bigger and begin to work in a more collaborative fashion." He added, "There probably is no higher priority for us." But Blackmun "doesn't want the issue to become so urgent right now that it distracts from the Olympics." Likewise, IOC President Jacques Rogge said, "I do not expect the discussions to be over in an hour time. They will take some time. But we are in agreement to discuss quietly and conservatively together" (*USA TODAY*, 2/10).



**Blackmun Plans To Broach Issue Of USOC's Allotment Of IOC Revenue**

**TAKE YOUR TIME:** Blackmun said that he "does not want the USA to bid to host an Olympic Games until he knows" whether IOC members "would be supportive." *USA TODAY*'s Michaelis notes with deadlines for "declaring intent to bid for the 2018 Winter Olympics having passed, the next opportunity would be the 2020 Summer Games." However, the '20 vote is scheduled for '13, which "likely wouldn't give the USOC enough time to choose a U.S. candidate." Meanwhile, Denver and Reno-Tahoe "have expressed interest" in hosting the '22 Winter Games. Blackmun: "One of the things we have to analyze is: Are we much more likely to be able to secure a Winter Games than a Summer Games? I don't know the answer to that question." But he did say of the U.S. hosting an Olympics in the not-too-distant future, "Clearly it's a priority for the organization because we do a lot better when the Games are held in the United States" (*USA TODAY*, 2/10).

## 28. MOST U.S. OLYMPIANS STRUGGLING TO STAY AFLOAT FINANCIALLY



**Roark (l) Sells Her Own Perfume For Additional Income**

Freestyle skier Michelle Roark "sells perfume she creates," while teammate Shannon

The "creativity and desperation" of some U.S. Olympians looking to find sponsorship are "symptomatic of the impact the economic downturn has had on the Olympic movement as companies large and small withdraw financial support," according to Frank Fitzpatrick of the *PHILADELPHIA INQUIRER*. High-profile athletes like skier Lindsey Vonn and speedskater Apolo Anton Ohno, have "few money worries," but most of the 216 members of Team USA "need considerable help."

Bahrke "produces her own boutique coffee." Cross-country skier Torin Koos landed sponsorship with USA Pears, and the U.S. Bobsled athletes "get money from a Canadian manufacturer of therapeutic tape." Other members of the American team have "had to cut grass, bus tables, or rely on Mom and Dad for the financial support it takes to win an Olympic medal." Speedskater Allison Baver: "With this economy, it's been very, very difficult for a lot of athletes." Fitzpatrick notes the IOC since the '08 Beijing Games has "lost a handful of longtime corporate partners," and even the "smaller companies that tend to back individual athletes have been retrenching." Bahrke said, "When the economy is bad like this, these companies have to cut expenses. We're usually the first things to go" (*PHILADELPHIA INQUIRER*, 2/10).

**LONG-TERM FINANCING UP IN THE AIR:** In N.Y., Karen Crouse wrote under the header, "Speedskating's Olympic Rewards Fail To Pay The Bills." The U.S. speedskating team has won a combined 75 medals, making it the country's "most successful sport at the Winter Games," yet "fame and fortune remain as ephemeral for long-track skaters as their breath in the winter air." The team is "grateful for the spotlight" Stephen Colbert's sponsorship has brought to the sport, but team officials "wonder where they will find the money to pay for training and travel" ahead of the '14 Sochi Games. U.S. Speedskating Exec Dir Bob Crowley: "We're trying to find now sponsorships for the next four years. That's certainly a concern" (*N.Y. TIMES*, 2/9).

**NO SHIRTS, NO SHOES? NO PROBLEM:** In Toronto, Dave Perkins notes the Canada women's biathlon team, which is without a sponsor, posed for a calendar full of "racy pictures" and raised C\$100,000 that allowed the athletes "to attend training camps last year." Biathlete Zina Kocher said, "We're an under-funded sport. With no corporate sponsor, we had to do something. We know biathlon isn't well-known in Canada. We were trying to promote it, but also the image of natural, healthy bodies, not the Hollywood synthetically enhanced bodies" (*TORONTO STAR*, 2/10). In Edmonton, Terry Jones notes in an effort to promote the calendar, team members "roller skated through downtown Calgary one fairly frigid morning wearing nothing more than shorts and race bibs with their rifles strapped on their backs" (*EDMONTON SUN*, 2/10).

**ON THE FAST TRACK:** The *GLOBE & MAIL*'s Jeff Blair reports Alberta-based financial investment company Fast Track Capital, the title sponsor for the Canada luge team, yesterday told the team that it was offering C\$1M for a Gold Medal, to be split between the athletes and the Canadian Luge Association. The company also offered C\$50,000 for a silver or bronze, and C\$5,000 for the top Canadian finisher in men's, women's and doubles. Canadian Luge Association Exec Dir Tim Farstad: "The Fast Track agreement we signed last spring put us in a position where we can budget now, because everything else is up in the air. The fact they came to us and started doing bonuses for the athletes and the organization? Whether we get this or not, it shows how they're committed to team and enjoy being involved to us" (*GLOBE & MAIL*, 2/10).

## 29. OLYMPIC MARKETING NOTES: HOCKEY HOUSE TO BE BIG ATTRACTION



In Vancouver, John Mackie writes, "Everything about Molson Canadian Hockey House is big, beginning with the cost." The \$15M (all figures Canadian) facility "will only be open" for the 17 days of the Vancouver Games, so it "will have to average almost \$900,000 profit a day to break even." But it "might turn the trick: \$99

tickets to the 'Fan Zone' part of the bar have already sold out for 14 of the 17 days." There are "still plenty of 'VIP' passes left -- at \$450 to \$725." The four-story-high structure "covers 62,000 square feet, which organizers claim is the biggest tent ever erected in North America." Capacity "will be 3,000 people, including staff," while "just under 2,000 of them will be in the main public bar, the remainder in a series of private clubs in the back" for Hockey Canada, the NHLPA and IIHF (*VANCOUVER SUN*, 2/10).

**MAKING BANK:** The *GLOBE & MAIL*'s Andrew Willis notes with "more than 50 Olympic participants" currently on the payroll, RBC's marketing team "went into the biggest project they've ever undertaken with a brand that was already linked" to winter sports. However, the "move that set RBC apart in a crowded, competitive Olympic sponsorship landscape" was the decision to sponsor the Torch Relay. The association with the relay has "translated into a gold-medal performance" for RBC. The bank, with its "vast branch network, wanted a feel-good Olympic vibe that included customer contact in every community." RBC had "consistently ranked a distant fourth when it came to recognition among Olympic backers," but by the first week of February, as the torch "neared the end of trail, Nielsen found that RBC had vaulted into No. 1 spot among" Vancouver Games sponsors (*GLOBE & MAIL*, 2/9).

**CELEBRITY FIT CLUB:** USOC sponsor 24 Hour Fitness Friday will launch its Olympic-themed integrated marketing campaign titled "We Are All Athletes," featuring U.S. speedskaters J.R. Celski and Tucker Fredricks, snowboarder Gretchen Bleiler, skier Julia Mancuso, figure skater Rockne Brubaker and paralympic skier Chris Devlin-Young. A 30-second spot titled "J.R." features Celski as he reflects upon an accident during the U.S. Olympic Trials last September. Mancuso in her spot, titled "Julia," uses her '06 Gold Medal-winning performance women's giant slalom as an example that anything is possible (*24 Hour Fitness*). *MARKETING DAILY*'s Karl Greenberg notes the message of the campaign is that "Olympic-level athletes are an inspiration for the rest of us to get in touch with our own inner athletes, even if it means taking a half hour to hit the treadmill." The sponsored Olympians are "making promotional appearances at local clubs and developing signature workouts available in-club and online at [www.24hourfitness.com](http://www.24hourfitness.com) and on the company's YouTube channel" (*MARKETING DAILY*, 2/10 issue).

**SLOPE PATROL:** In Boston, Thomas Grillo reported Global Rescue LLC has been the official medical evacuation provider for the U.S. Ski & Snowboard team for "more than three years and will be ready for duty this week" at the Vancouver Games. The "just-in-case-of-emergency service, set up for high-profile athletes going for gold medals in a globally televised sporting event, stands in sharp contrast to Global Rescue's most recent mission: saving clients from the chaos in earthquake-ravaged Haiti." For this month's Games, Global Rescue "will have at least two medics on the slopes if there's an S.O.S. -- Save Our Skier -- call" (*BOSTON HERALD*, 2/8).

### 30. OLYMPIC NOTES: SHOULD GRETZKY LIGHT THE OLYMPIC CAULDRON?

In Toronto, Rosie DiManno writes Hockey HOFer Wayne Gretzky should light the Olympic cauldron "at the culmination of its long and winding 106-day journey to Vancouver." Any other choice "would be a misreckoning, wrong-headed however well-intentioned." But a "rumour making the rounds this week in Vancouver" is that Betty Fox -- mother of late Canadian Terry Fox, who attempted to run across the country on a prosthetic leg -- "would light the cauldron as a hologram of her son flickered to light." DiManno: "That strikes me as just a bit eerie, even unintentionally macabre; not the right emotional note to strike in launching these Games." DiManno notes only three VANOC officials "know the truth" about who will light the cauldron, and VANOC CEO

John Furlong has said that they are "quite prepared to pull a last-minute switcheroo should that individual's identity leak out" (*TORONTO STAR*, 2/10).

**SNEAK PEAK AT THE OPENING CEREMONY:** The *GLOBE & MAIL*'s Marsha Lederman reports people attending the "first open dress rehearsal" for the Opening Ceremony "loved the spectacle, if not the logistics of getting in and out of BC Place." The attendees "for the most part had good things to say," but they also "grumbled about the long wait (and walk!) to get into the stadium, and the confusion over how to reach public transit afterward." Before the rehearsal was over, "details had been revealed on Twitter" despite a "plea before the rehearsal from the show's executive producer David Atkins, who implored those attending to keep what they saw confidential." VANOC Dir of City Operations for Venue Management & Event Services Jann Damnavits: "Hopefully they're not revealing too much on Twitter, but it is a medium that we have out there and we can't control all mediums, right?" (*GLOBE & MAIL*, 2/10).

**FLYING OFF THE SHELVES:** In Philadelphia, Marcus Hayes reports The Bay location in downtown Vancouver "has done more than 30[%] more business than it expected to do" with the Opening Ceremony still two days away. Customers are "gobbling up \$10 red mittens and the \$50 hooded sweatshirts faster than anything else, but everything is selling." A 20,000-square-foot section of the store has been designated as the official Olympic SuperStore. The Bay is a retail outlet of Hudson's Bay Company, which is the "official outfitter for the Canadian team" (*PHILADELPHIA DAILY NEWS*, 2/10).

**MOVING ON UP:** In London, Paul Kelso reported the cost of the '12 London Games is "expected to rise significantly when the Government reveals how it will fund maintenance and security at new venues in the gap between their completion and the start of the Games." It is "understood that the Government may again call on contingency funds to cover the previously undeclared costs, which have been estimated at" US\$235-360M (*London TELEGRAPH*, 2/9).

## Collegiate Sports

### 31. PAC-10 COMMISSIONER DISCUSSES POSSIBILITY FOR EXPANSION, TV NET



**Scott Says Expansion Makes Sense Since New TV Deal Looms**

He said that the "primary factor in the decision will be finding schools that fit into the

Pac-10 Commissioner Larry Scott yesterday said that the "window for expansion by the conference is open for the next year as the conference begins negotiations for a new television deal," according to Josh Dubow of the AP. Scott: "It is really over the next six to 12 months that we'll start having serious analysis and serious evaluations." Dubow noted with a "new commissioner and television deals that expire following the 2011-12 academic year, the time is ripe for a fresh look at the issue." Scott: "If you're going to consider a reconstruction of the conference, there's a value proposition associated with that. Given that we're about to have negotiations regarding our media rights, it makes sense that if you're going to do it, to do it when you can monetize it and get value from it commercially." Scott said there have been "no serious discussions" with any schools regarding expansion.

conference culturally and academically." The Pac-10 is also "looking at the possibility of starting its own" TV network, and Scott said that the "priority in the new television deal will be to increase exposure and revenues." He said that the conference "will undergo a rigorous evaluation of whether to launch a network in the upcoming months." Incoming Pac-10 Deputy Commissioner & COO Kevin Weiberg, who helped launch the Big Ten Network, "will play a big role in that process" (*AP*, 2/9). Scott said that he "spent the first six months of his tenure listening to administrators throughout the conference," and now he is "turning his focus toward action" (*ESPN.com*, 2/9).

**DOLLARS & SENSE:** Scott contends that a Pac-10 network "could help dissipate the revenue gap between the Pac-10 and other Bowl Championship Series conferences" such as the Big Ten and SEC (*L.A. TIMES*, 2/10). Scott said that the Big Ten's "interest in expansion rekindled the attention of Pac-10 presidents and chancellors" (*Tacoma NEWS TRIBUNE*, 2/10). Univ. of California men's basketball coach Mike Montgomery: "I think that in hiring Larry Scott, the primary thought process was we need to expand our television revenue, take more advantage of some of the things out there that others have taken advantage of that we've been kind of in the dark ages about as far as revenues. In order to do that, if adding teams allows us to do that, adds markets, adds the opportunity to sell packages, then I think the presidents have to look at that" (*OAKLAND TRIBUNE*, 2/10).

**GUESS WHO:** In S.F., Ray Ratto writes the Pac-10 has been on the topic of expansion "for a while and they've targeted potential candidates, but haven't gotten down to the flowers and candy stage." The conference "will, of course, because membership is the most important factor in the TV negotiations that will begin next year." The Pac-10 "hasn't changed membership since 1978, 32 years ago, when it pulled Arizona and Arizona State" from the WAC. Ratto writes Utah and BYU "meet all the conference's stated criteria." They are "money generators, and on this side of the Rockies, they make the most sense" (*S.F. CHRONICLE*, 2/10). In Sacramento, Bill Bradley writes the "bet here is it will be Utah and BYU." The Pac-10 "likes big markets and geographically desirable rivalries and is high on academics." Those schools "fit that bill" (*SACRAMENTO BEE*, 2/10). In Seattle, Bud Withers writes the "two obvious choices are Colorado and Utah." Withers: "Forget adding California state schools or Boise State. If the Pac-10 presidents stay consistent, they don't believe those are an academic match. Brigham Young? Historically, the presidents haven't wanted the religious linkage" (*SEATTLE TIMES*, 2/10). Univ. of Colorado AD Mike Bohn said, "We are a proud member of the Big 12 Conference and we're focused on doing everything we can to be competitive in the Big 12" (*DENVER POST*, 2/10).

### **32. MANY COACHES FAVOR NCAA TOURNEY EXPANSION, BUT OTHERS ARE WARY**

Many men's college basketball coaches are "in favor of expanding the NCAA Tournament field, a move that is being discussed within the NCAA," according to Stu Durando of the ST. LOUIS POST-DISPATCH. The NCAA has acknowledged that the "topic is being discussed," but what form the tournament would take under expansion is unclear. Most speculation "has involved a 96-team field, which could be accomplished by gobbling the postseason" NIT. Villanova coach Jay Wright: "I just think the time has come. There are so many good teams that don't go to the tournament. I'm sure what's best for TV is probably what's going to happen, and we all have to understand that." Illinois coach Bruce Weber said, "The number of teams continues to increase and we haven't kept up proportionately. For the coaches' sake, it determines our job security." But Durando noted "diluting the field is a concern to some who don't favor a change." Northern Iowa coach Ben Jacobson: "My job is to get my team to the NCAA Tournament.

That's what our job is judged on. But I really like it where it's at. I'd hate to see some of the luster taken off because you expand to a point where it doesn't have the same excitement" (*ST. LOUIS POST-DISPATCH, 2/9*). In Virginia, Bob Molinaro wrote an expanded NCAA tournament field makes the regular season "even more meaningless." The "problem for dissenters, though, is that these are precisely the same arguments that were used when the tournament expanded from 48 teams to 64 in 1985." The tournament's configuration "would require some adjustments by fans" if the NCAA opts to expand, but people "would be left with more hoops -- and perhaps more lovable overachievers." Molinaro: "Would that really be a turn off?" In addition, eliminating the NIT "isn't the worst idea" (*Norfolk VIRGINIAN-PILOT, 2/9*).

## Sports Industrialists

### 33. NATIONALS BLOGGER RAISES FUNDS TO ATTEND SPRING TRAINING

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

DC-based baseball writer **MARK ZUCKERMAN**, recently laid off as part of the shutdown of the Washington Times sports section, raised more than \$5,300 in less than two days earlier this week to cover his expenses for a reporting trip to Nationals Spring Training in Viera, Florida. Zuckerman, operating his own Nats blog, offered readers additional multimedia content and the chance to submit questions to team players and coaches in return for the donations. "I've been absolutely blown away and humbled by the support I've received," Zuckerman said. "I never imagined it would come together so quickly like this." The funds, however, will only cover Zuckerman's traveling expenses and not salary, and he is continuing to search for a new full-time position. Zuckerman obtained the idea for the fund drive from **C. TRENT ROSECRANS**, a former Reds beat writer for the now-defunct Cincinnati Post who operates his own blog and did the same thing to raise funds to attend Reds camp in Arizona. Zuckerman received mentions from ESPN.com writer **KEITH LAW** and FanGraphs.com, among others, boosting awareness for his cause.

### 34. CATCHING UP WITH NASCAR EXEC AND AUTHOR ANDREW GIANGOLA

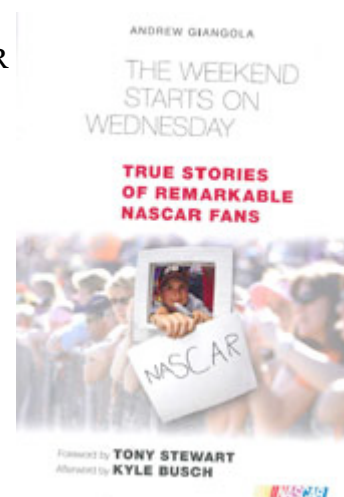
NASCAR Dir of Business Communications **ANDREW GIANGOLA** this week debuts his new fan-friendly NASCAR book, "The Weekend Starts On Wednesday." The 300-page book, with a foreword from **TONY STEWART** and an afterword from **KYLE BUSCH**, includes stories about the sport's fans and a plethora of photos. Giangola took time recently to chat with Staff Writer Jessica Collins about his first published book and how his encounters with fans have blossomed into lifelong friendships.

**Favorite NASCAR track:** It doesn't get any better than Talladega and Bristol.

**Car you drive:** Toyota Highlander Hybrid.

**Last time you got a traffic ticket:** I was going zero miles an hour while "blocking the box" in a traffic jam getting into the Holland Tunnel (in N.Y.) this past summer.

**Favorite NASCAR book (besides your own):** **LIZ**



**CLARKE's "One Helluva Ride;" JEFF MACGREGOR's "Sunday Money;" DAVID POOLE's "Tim Richmond: The Fast Life and Remarkable Times of NASCAR's Top Gun." Gadgets you couldn't live without: BlackBerry.**

**Q:** Where did the idea for the book come from?

**Giangola:** I joined NASCAR in 2003 and fan loyalty is obviously such a big thing in the sport -- it's what we sell the sponsors on, it is really the glue that keeps the sport going. In my PR job I've always been talking about NASCAR fans ... and as the years passed by I got frustrated with "Who are these fans? Why are they so devoted?" I was thinking about them in platitudes, and I wanted to go explore their fandom and loyalty. I was also hearing great stories, spectacular stories. ... So I went to (NASCAR VP/Corporate Communications) **JIM HUNTER** and said, "Why don't we do a book, and I'm happy to write it." Jim immediately embraced the concept, so I kept collecting stories.

**Q:** What was the biggest challenge in writing the book?

**Giangola:** Time. I'm one of those authors who doesn't have the luxury of retiring to the beach house and be able to tap it out with the surf crashing in the background. ... While I was working races and once the media center closed down for the day I would go out to the campgrounds and the infield and I had a camera and I would take pictures. I got some really good stories that way. ... It took about two years (to write the book). I would try to do as many stories as they came in or I got the idea. I would go to my hotel room and write at night and I actually wrote a few of the chapters on my BlackBerry.

**Q:** If someone could only read one chapter of the book, which one would you want them to read?

**Giangola:** "A Purple Heart and a Titanium Leg" because, for one, the military never gets enough attention and acknowledgment and exposure. The second reason is John's story is so amazing and his attitude is so amazing. If you read that chapter, he's literally imploded and his body was shattered from his heels to his shoulder blades. The fact that he survived and then **RICK HENDRICK** -- who didn't publicize what he did at all -- comes in and reads his story in the newspaper and gives John the homecoming he never had and gets him home for Christmas. ... These stories (in the book) are of sorrow and heartbreak but also of redemption and jubilation, so I think what's unique about the book is that through NASCAR and fans you do see a slice of America. Hopefully we can illuminate some truths about the sport and its place in America and a cross section of NASCAR nation.



**Q:** Was there anything you wanted to add to the book that you thought twice about because of your role with NASCAR?

**Giangola:** I certainly needed to be careful. The infield is a place that gets very crazy at night and sure you could write a caricature of what the infield is like, but I tried not to get very tabloid-ish there. I wanted to tell it like it was and NASCAR didn't put any restrictions on me. I think one thing that I did, and they approved it, is that

**Giangola (l), With Miss USA Kristen Dalton (r),** we tackled some sensitive issues like **Who Is Featured In His New Book** how fans felt about moving races to different parts of the country. ... This is not a 300-page press release. It is not a book that reads like corporate speak or like it came from some PR guy, and I am so grateful to NASCAR for letting me do that -- for letting me use my sense of humor and unique way of looking at things.

**Q:** Do you want to write another book?

**Giangola:** Absolutely. The question will be how will I find the time? I have a few ideas for books in motorsports and if NASCAR supports the topics I definitely would love to write another.

**Q:** What advice do you have for anyone looking to write a book?

**Giangola:** To find and use your voice on a topic that you are passionate about. Readers can just smell anyone going through the motions, but passion for the topic can jump off the page. Putting your words on paper can make some people feel very vulnerable and exposed, but you got to take a chance.

### 35. EXECUTIVE TRANSACTIONS

The Topps Co. has hired outgoing TV Guide Network and TVGuide.com CEO **RYAN O'HARA** as President & CEO, effective March 1. O'Hara's resume also includes stints at BSkyB and Nestle USA. Departing Topps CEO **SCOTT SILVERSTEIN** will remain on the company's BOD (*Topps*).

**ARE YOU READY FOR SOME FOOTBALL?** The National Football Foundation (NFF) and College HOF named Fox NFL analyst **TROY AIKMAN**, Collegiate Licensing Co. Founder **BILL BATTLE**, Apple Computer COO **TIM COOK**, Community Bank of Florida President & CEO **ROBERT EPLING**, CBS' **JIM NANTZ** and BP Capital Founder & Chair **T. BOONE PICKENS** to its BOD (*NFF*).

**MEDIA:** ESPN Deportes Marketing Dir **MARIBEL VITERI**, who "developed and executed campaigns for all of the network's brands," has left the position and "returned to her native Ecuador" (*HISPANICMARKETWEEKLY.com, 2/8*)....Comcast SportsNet Mid-Atlantic named AOL Advertising Account Dir **LEE FELDMANN** Digital Sales Manager (*CSN Mid-Atlantic*)

**EXECS:** The Palm Beach County Sports Commission (PBCSC) promoted Event Manager **GEORGE LINLEY** to Exec Dir. Linley, who replaces **GERRY BARON**, has worked for the commission for seven years (*THE DAILY*)....Golf lifestyle and travel publicity media relations firm Buffalo Communications promoted Dir of PR **SHANE SHARP** to VP, PR Manager **ANDREA LATTA** to Senior PR Manager, and **STEPHEN REYNOLDS** to PR Manager (*Buffalo Communications*)....The Eastern College Athletic Conference promoted **KAREN ROBERTS** to Assistant Commissioner for Finance (*ECAC*)....J.D. Power & Associates named **MICHAEL DRAGO** Dir of the company's sports and entertainment practice (*J.D. Power & Associates*)....Maryland-based Aquarius Sports & Entertainment (ASE) named **JEFF GOLDSCHER** Exec VP/Marketing & Creative (*ASE*)....The Mets named **GUY CONTI** Senior Advisor in the team's MiLB department (*Mets*)....The N.Y. Metro Chapter of Women in Sports & Events (WISE) named VanAdams Sports Group Founder & President **VAN ADAMS** President of the BOD (*WISE*).

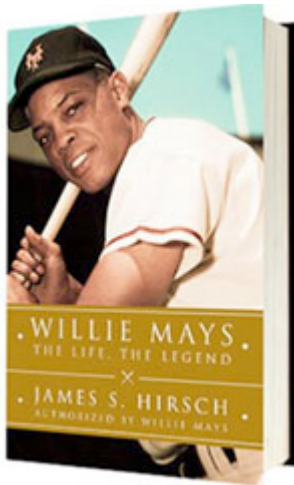
### 36. NAMES IN THE NEWS

SI's **PETER KING** said he has supported former NFL Commissioner **PAUL**

**TAGLIABUE** in the past for the Pro Football HOF, but he did not support Tagliabue this year "because I knew it was a total waste of time." NFL Network's **RICH EISEN** said, "When he retired, he was lionized. We put him on the Mount Rushmore of sports commissioners." King: "I am not waving the white flag ... but the opposition is very clearly (against him) because of the current labor situation" ("*The Dan Patrick Show*," 2/9).

**GETTING THEIR JUST REWARDS:** ESPN's "PTI" yesterday included a discussion on the lawsuit filed by former UCLA F **ED O'BANNON** against the NCAA for the organization using images of former student-athletes for commercial purposes without compensating them. ESPN's Michael Wilbon said the NCAA hopefully will be "forced by the court to share some of the revenues with the people whose sweat and work made those revenues possible." Wilbon: "The NCAA has gotten away forever with not having to share those revenues." ESPN's Tony Kornheiser added, "I think there would be lawlessness without the NCAA ... After graduation, you should get something" ("*PTI*," *ESPN*, 2/9).

**POTTED PLANT:** Braves Exec VP/Business Operations **MIKE PLANT**, a USOC BOD member, is in Vancouver for this month's Olympics as the Chef de Mission for the U.S. team, where he will "serve as the face of the team and its chief troubleshooter." Plant, a former Olympic speedskater, in a contribution to the *ATLANTA CONSTITUTION* wrote, "In Vancouver, my plan is to be in that operational and leadership role and to be one of the head cheerleaders for our team. I plan to meet every one of the coaches and athletes, so they understand I'm there to help them if needed." He added, "I hope I get to at least one event a day" (*ATLANTA CONSTITUTION*, 2/7).



**BIG WILLIE STYLE:** In N.Y., Dwight Garner writes author **JAMES HIRSCH**'s new book, "**WILLIE MAYS: THE LIFE, THE LEGEND**," is the first biography about the Baseball HOFer written with his participation, and the "result is an authoritative if sometimes listless book." It is "less 'Say Hey' than so-so," but it "gets the job done" (*N.Y. TIMES*, 2/10).

**NAMES:** Canada snowboarder **ROB FAGAN** has pledged to donate half of his podium winnings from the Vancouver Games to KidSport Canada (*Vancouver PROVINCE*, 2/9)...Columbia Sportswear has arranged for the shipment of shoes, clothing and other accessories worth more than \$3M to be distributed in Haiti, in addition to more than \$120,000 in cash (*Columbia Sportswear*)....The Salt Lake City Council yesterday voted to rename a local softball complex after late Jazz Owner **LARRY MILLER** (*DESERET NEWS*, 2/10)...Former Red Sox investor **LES OTTEN** is running as a Republican candidate for Gov. of Maine (*BOSTON GLOBE*, 2/10)...ESPN's **BOB KNIGHT** will deliver the commencement address at Trine Univ. in Angola, Indiana, on May 8 (*INDY STAR*, 2/10).

**IN MEMORY:** Former Milwaukee Journal sports writer **ROGER JAYNES** died Saturday at the age of 63. Jaynes covered auto racing, Marquette Univ. basketball, the Packers, Brewers and bowling during his 15 years with the paper (*MILWAUKEE JOURNAL SENTINEL*, 2/10).

## The Back Of The Book

**RACES**

Sports executives feel that NASCAR in '10 will not exceed last year's levels of ticket sales or sponsorship sales, according to results from a Turnkey Sports Poll taken in January. Execs also feel that adding races in bigger markets would be the best step NASCAR could take to get people more interested in the sport. Meanwhile, respondents feel Danica Patrick and NASCAR have the most to gain from the driver's foray into the Nationwide Series. The survey covered more than 1,100 senior-level sports industry executives spanning pro and college sports (*Turnkey Sports Poll*).

**WILL NASCAR EXCEED LAST YEAR'S LEVEL OF.....**

	<b>YES</b>	<b>NO</b>	<b>NO RESPONSE/ NOT SURE</b>
Ticket Sales?	25%	62%	12%
Sponsorship Sales?	15%	73%	12%

**WHAT SINGLE STEP COULD NASCAR TAKE TO GET MORE PEOPLE INTERESTED IN THE SPORT?**

<b>RESPONSE</b>	<b>%</b>
More races in big markets	20%
Showcase driver personalities	19%
Improve competitive balance	14%
Shorten races	10%
Shift balance back to casual NASCAR fans	9%
Standardize race start times	8%
Hold races on Saturday nights	3%
No response/not sure	18%

**WHO BENEFITS THE MOST FROM DANICA PATRICK'S PARTICIPATION IN THE NASCAR NATIONWIDE SERIES?**

<b>RESPONSE</b>	<b>%</b>
Danica Patrick	35%
NASCAR	29%
Danica's NASCAR sponsors	20%
Danica's IndyCar sponsors	2%
NASCAR's sponsors	2%
IndyCar	1%
No response/not sure	11%

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**Classified Advertisements**


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**38. CLASSIFIED ADVERTISEMENTS**

**NOTICE OF REQUEST FOR PROPOSALS FOR  
TICKETING MANAGEMENT AND  
DISTRIBUTION SYSTEMS  
FOR  
AMWAY CENTER IN ORLANDO, FLORIDA**

Orlando Events Center Enterprises ("TEAM") will administrate an open competitive procurement process for a Ticketing Management & Distribution System and oversee the implementation of the system as well as installation at the Amway Center. This advertisement is notification of the TEAM's intent to solicit proposals. The Ticketing Management and Distribution System procurement information (pdf files) can be downloaded at [www.AmwayCenter.com](http://www.AmwayCenter.com). Any entity, who downloads any information off this website, including the RFP, must also contact in writing, the Point of Contact listed in the Ticketing Advertisement and RFP on [www.AmwayCenter.com](http://www.AmwayCenter.com) to ensure that they receive future addenda or notices regarding the information hereto.

The RFP contemplates that proposals may be submitted for the scope within the primary market, the secondary market, or for a combination of both markets. A joint selection committee made up of members from the CITY and TEAM will conduct the selection procedure. The selection for the Amway Center will be assigned to contract with the TEAM. The TEAM intends to issue the RFP on Monday, 15-February 2010. Proposing firms will be evaluated on brand integration, compensation and cost proposal, emerging technologies, customer service and support, equipment, training and education, data ownership / management, MBE/WBE participation and firm's general ability to perform the work.

**Publicists-Public Relations and Communication Specialists**

Motorsports Marketing agency is seeking experienced public relations and communication professionals for their Indianapolis headquarters.

Do you understand how to use media to drive targeted brand awareness? Can you manage major marketing communications plans from start to finish? If so, let us know and be convincing. Show us those communication skills!

- College degree in public relations, journalism or other related field.
- Ability to manage multiple projects and meet aggressive deadlines.
- Sports/Motorsports experience a plus.
- Travel required.

Send cover letter, resume, and salary requirements to [HR@justmarketing.com](mailto:HR@justmarketing.com). Please no phone calls.

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

**39. SBJ IN-DEPTH: FORTY UNDER 40**

If it's movers and shakers you want, this is the issue for you. In one of the most-anticipated issues of the year, SportsBusiness Journal will reveal 40 up-and-coming executives who are quickly establishing themselves as major players. Members of this year's Forty Under 40 class cut across every segment of the sports business and have demonstrated early on that they have the acumen to make moves that are felt inside and outside their office walls. **Publishing Date:** March 8 **Close:** Feb. 22 **Materials Close:** Feb. 24.

For information on advertising contact National Ad Director, Julie Tuttle at 212 500 0711 or [jtuttle@sportsbusinessjournal.com](mailto:jtuttle@sportsbusinessjournal.com).