

UNIVERSITY OF SOUTHERN CALIFORNIA

Annenberg School for Communication

School of Journalism

Spring 2008

Journalism 380: Sports, Business and Media in Today's Society

ASC G26

Annenberg Auditorium

Professor: Jeff Fellenzer

School of Journalism Plagiarism/Academic Integrity: “Plagiarism is defined as taking ideas or writings from another and passing them off as one’s own; in journalism, this includes appropriating the reporting of another without clear attribution. The following is the Annenberg School of Journalism’s policy on academic integrity as published in the university catalogue: “Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to the school’s policy.”

Academic Accommodations: “Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. to 5 p.m. The office is located in the Student Union, Room 301, and the phone number is 213.740.0776.”

Internships: “The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1% of the total available semester points for this course.”

Class Objectives: To provide a weekly forum for examining and analyzing many of the key components that shape the business side of sports, while recognizing the critical role of the media in providing daily coverage and interpretation, and understanding how it all fits within the context of our daily lives. We will also identify trends and various “hot button” issues related to the business of both college and professional sports, and interact each week with some of the most accomplished, respected and influential figures in sports and the media today. Our objectives are: 1) To reach a high level of understanding key areas in the constantly evolving sports business industry; 2) To gain a historical perspective of important developments from the past century in sports business; 3) To examine some of the most important issues facing the major professional sports leagues and college athletics today; 4) To better recognize the media’s role and objectives in providing information, analysis and context for the business side of sports, and 5) To identify those skills necessary for success in the sports business and sports journalism fields that we will study. This class will be much more about weekly interactive *discussions* of the topical issues to stimulate thinking, not just lectures. Get involved!

Course Requirements: Students will be expected to come to class prepared to discuss current developments and issues related to sports, business and the media. There are no required textbooks, but class readings will be extensive. Suggested information sources include daily newspapers such as the Los Angeles Times, New York Times and USA Today, and weekly and biweekly magazines such as Sports Illustrated, Sporting News and ESPN The Magazine. Each of those publications has an excellent Web site. We will also draw frequently from the most important trade publication covering the business side of sports, Street & Smith’s SportsBusiness Journal (www.sportsbusinessjournal.com), and from numerous other Web sites and blogs related to sports and sports business, such as: Marc Isenberg’s Money Players at www.moneyplayers.typepad.com; Rich Perelman’s The Sports Examiner, which focuses on L.A. sports news and views at www.thesportsexaminer.com; Darren Rovell’s Sports Biz at www.sportsbiz.cbc.com; Maury Brown’s Business of Sports Network at www.businessofsportsnetwork.com; Joe Favorito’s Sports Marketing and PR Roundup at www.joefavorito.com; SI.com and CNN’s Fan Nation at www.fannation.com; Dan Shanoff’s daily rundown of national sports issues at www.sportingnews.com/blog/TheSportingBlog/130221, plus www.SportsAgentBlog.com, www.ProSportsGroup.com and www.deadspin.com. Two good subscription sites are www.sportsbusinessdaily.com (the Web site of the SportsBusiness Journal) and Howard Bloom’s www.sportsbusinessnews.com. Discount student subscriptions are available to both the SportsBusiness Journal and the SportsBusiness Daily Web site. Job listings within the sports business industry can be found at www.teamworkonline.com and www.WorkInSports.com. Class discussions will encompass specific weekly subjects and topical events in the sports business world, along with important developments and trends, with special attention given to the media’s increasingly significant role in reporting and interpreting the business of sports in our society. We will also learn some of the inspiring personal and professional philosophies and observations of Hall of Fame basketball coach John Wooden in our “Weekly Wooden” segments. Our guests will offer significant input on the weekly topics and other relevant issues. The guests, and their scheduled dates to appear in class, are always subject to change. Please be respectful of those guests who take the time and make the

considerable effort to join us in class by offering them your full attention and appreciation.

Attendance: Students should contact any of the TAs via e-mail in advance if they have to miss a class, or expect to arrive late. Excused absences would include illness, family emergency, and school- or work-related obligations. More than two unexcused absences will result in a student being automatically dropped from the class.

Office Hours: Professor Fellenzer is generally on campus each Monday and/or Tuesday afternoon while preparing for Wednesday night's class. Appointments to meet should be arranged directly with him via e-mail.

Grades: The final grade will be determined by the following criteria: four short-answer quizzes based on the in-class discussions and readings (30%), a midterm (30%) and the final examination (40%). Other factors taken into consideration when determining the final grade will be class participation, attendance and enthusiasm for the subject matter. There will be no extra-credit assignments offered.

WEEK 1 (January 16)

Introduction: Sports, Business and Media in Today's Society

We'll lay the foundation for the semester with an inside look at the symbiotic, evolving, inevitable relationship between sports and business, and the ever-expanding role played by the media in interpreting, analyzing and influencing the extraordinary growth of the business side of sports into a thriving, multibillion-dollar industry. Just how big is the business of sports in our country today? And what are some of the individual pieces that comprise the sports business pie? Tonight, and throughout the semester, we'll discuss the growing influence of business throughout the sports world, and how the media—through significant resources like the Internet, sports talk radio, national newspapers and sports cable TV niche channels, plus new media such as blogs, Webcasts, podcasts, mobile networks and other forms of wireless communication—can instantly turn a local story into a national firestorm. We will also begin to examine the history of sports business going back to the early 20th Century. In addition, we'll discuss the issue of steroids and other performance-enhancing drugs in baseball from a legal point of view, what to expect at the upcoming Congressional hearings on the subject, plus Reggie Bush's ongoing legal battles involving a start-up sports marketing company, USC and the NCAA. And we'll have fun compiling a list of our most annoying sportscaster clichés and phrases.

Special guest: David Eisen, partner, Los Angeles office of Arnold & Porter LLP, a Washington, D.C.-based international law firm.

WEEK 2 (January 23)

Building a Winning Franchise

General managers and other professional sports front-office executives face more challenges today than ever in building and maintaining a winning team. Some of those challenges didn't even exist 30 or 40 years ago, such as: the added pressure brought on by escalating player and coach salaries; powerful player agents; complicated contracts; free agency; the process of recruiting free agents, plus more emphasis on scouting and international scouting...all set against the backdrop of greater scrutiny and accountability by ownership, the media and fans (fueled by the media). We'll discuss the skill set needed to achieve success in a baseball general manager's chair.

Special guest: Ned Colletti, general manager, Los Angeles Dodgers, former assistant general manager, San Francisco Giants.

WEEK 3 (January 30)

Introducing Louis Zamperini: An American Hero

Louis Zamperini's story is so remarkable, it sounds like Hollywood fiction: Troubled childhood growing up in Torrance; turning his life around and becoming a record-setting, All-America miler at USC; a stirring performance in the 5,000 meters at the 1936 Berlin Olympics, where he was known as the "Torrance Tornado," then a post-race meeting with Adolf Hitler; World War II bombardier who survived a plane crash in the Pacific Ocean, 47 days adrift at sea in a raft with little food or water, then almost three years in brutal Japanese prisoner-of-war camps, where he was routinely beaten, tortured and subjected to painful medical experiments. Incredibly, Zamperini survived every one of his challenges with extraordinary mental and physical strength, and a will to live that almost defies description. Finally liberated after the Allies' victory, Zamperini returned home to Southern California and was forced to confront a new set of demons, returning to haunt him from his terrifying ordeals. Struggling both personally and professionally, he once again turned his life around, thanks to a meeting with evangelist Billy Graham. He eventually returned to Japan to confront and forgive his captors. Today, Zamperini offers daily inspiration and a message of positive thinking, cheerfulness and love. He has carried the Olympic torch through the streets of five different Olympic venues, and continues to stay physically fit with a program that includes regular trips to the ski slopes. His one concession to age: He gave up skateboarding on his 81st birthday. Acclaimed author Laura Hillenbrand ("Seabiscuit") is working on his biography; a feature film is sure to follow. Just four days after he turns 91 years young, we are honored to welcome arguably the "Greatest Trojan of 'Em All," Louis Zamperini, to our class.

Women in Sports and the Media

We will examine the slow growth of women's sports and how they are perceived and covered by the media, plus the opportunities that now exist for female athletes and front-office executives on the college and professional level, and for women as sports reporters and anchors. How important was the momentum gained from the U.S. women's soccer team's epic 1999 World Cup triumph at the Rose Bowl? Are changes needed to the historic Title IX legislation that has helped to change the face of women's sports since it was enacted by the federal government in 1972? How effective overall has Title IX been? What are the conditions like for women in the still-male dominated fields of sports management and the sports media? How have public perceptions about the growing presence of female athletes, coaches and media members changed over the years?

Special guest: Shelley Smith, ESPN reporter, former Sports Illustrated writer/reporter, and author of: "You Play to Win the Game: Leadership Lessons for Success On and Off the Field" with New York Jets Coach Herman Edwards (McGraw-Hill, 2004); "Games Girls Play: Understanding and Guiding Young Female Athletes" with Caroline Silby, Ph.D. (St. Martin's Press, 2000), and "Just Give Me the Damn Ball! The Fast Times and Hard Knocks of an NFL Rookie" with Keyshawn Johnson (Warner Books, 1997).

WEEK 4 (February 6)

Stadiums and Arenas as Revenue Sources

We'll start to take a closer look at the challenges of bringing the NFL back to Southern California by focusing our attention north of downtown, just up the Harbor Freeway. The historic Rose Bowl, which opened in 1922, had been one of the leading candidates to satisfy the NFL's requirement of a state-of-the-art, football-only stadium as the first condition for the league to return to the Southland. But the facility is in need of a major renovation, one that would probably cost at least \$500 million. That fact, along with the complicated politics of Pasadena, finally appears to have pushed the Rose Bowl off the NFL's radar. So the Rose Bowl, having been host to the 2006 Bowl Championship Series college football national title game between USC and Texas, and having signed UCLA to a multiyear deal to continue serving as the Bruins' home football stadium, fights for its economic survival in a highly competitive marketplace. The stadium lost a major tenant when soccer's Los Angeles Galaxy moved to a new soccer-only stadium at the Home Depot Center in Carson a few years ago. An uncertain business climate projects a continuing decline in stadium advertising revenue. We'll discuss the fiscal challenges facing stadiums and arenas in an era when sports venues now represent significant revenue streams. And we'll examine the issue of the NFL returning to Los Angeles.

Special guest: Darryl Dunn, general manager, Rose Bowl.

QUIZ #1

WEEK 5 (February 13)

Behind the Scenes at “The Worldwide Leader in Sports”

Few developments in sports history have proven to be as significant as when the tiny Entertainment and Sports Programming Network (ESPN) went on the air on Sept. 7, 1979, in Bristol, Conn., becoming the first 24-hour sports network. That first program was a sports news show called “SportsCenter,” with George Grande and Lee Leonard serving as co-anchors. Programming back then included mostly obscure events and some low-profile college sports. But after several years of losing money, including a reported \$30 million in the first year alone, ESPN gradually began to attract a following by feeding the apparently insatiable appetite of the passionate sports fan, who could now get sports programming of some kind every minute of every day. Today, almost four decades later, ESPN has become a part of popular culture and the dominant sports network in the world, with a major presence in virtually every relevant sport and every medium, including high-definition TV, radio, broadband, films, publishing and the Internet. It is now available in more than 90 million homes in the United States and 147 countries, and is considered the crown jewel of the Disney empire, valued at about \$28 billion. We’ll get a very special inside look at how decisions about programming are made at ESPN, and what ESPN looks for in prospective employees. We’ll also have the opportunity to engage in an honest, off-the-record discussion on anything related to sports media in general and ESPN in particular. In the words of our guest: “I would hope that the class would come prepared to bring up tough topics that could spark a healthy debate.”

Special guest: Ilan Ben-Hanan, director, programming & acquisitions, in charge of men’s college basketball on all ESPN networks and platforms, USC graduate (class of 2000) and former athletic department marketing assistant.

WEEK 6 (February 20)

WEEK 7 (February 27)

The Changing Face of College Sports

The pros have strikes, lockouts, holdouts, labor lawyers, agents, free agents, midseason firings, multimillion-dollar contracts, personal seat licenses and players who abuse their coaches. But how much different are college sports these days? What’s the current climate on campus? There are a number of critical “how-to” issues facing those Division I schools with big-time sports programs: maintain the sometimes fragile balance between athletic excellence and academic integrity; stay competitive in the “arms race” for the best recruits in football and men’s basketball by spending millions for the top coaches and state-of-the-art facilities, sometimes at a cost of fiscal responsibility; comply with

federal Title IX requirements designed to create true gender equity among scholarship athletes; continue to offer fair opportunities for student-athletes and coaches in non-revenue-producing sports, and develop sound marketing strategies to create new revenue streams that can help offset the higher costs of doing business.

Special guest: Stan Morrison, athletic director, UC Riverside, former USC, Pacific and San Jose State head basketball coach, and former athletic director, UC Santa Barbara.

QUIZ #2

WEEK 8 (March 5)

Coaches, Athletes and the Media: Friends or Foes?

As competition for stories continues to increase among an ever-expanding media that now includes the omnipresent Internet, the chasm between the people who play and coach the games and the men and women who cover them appears to be widening. Was this inevitable? How did it get that way and why? How are media members perceived in general by coaches and athletes? How can they gain credibility and respect on the job? How much access to a team should media members be allowed, especially the beat reporters? Why don't reporters ask more original and challenging questions when interacting with the players and coaches they cover? Do coaches and athletes really get "burned" and "misquoted" as often as they claim?

Special guest: Pete Carroll, head football coach, USC, former head football coach, New York Jets and New England Patriots.

WEEK 9 (March 12)

Midterm

The day your life turned into "The Nightmare on Figueroa Street." Have fun.

Note: There will be no class the week of March 17 due to spring break. Have more fun.

WEEK 10 (March 26)

Pro Football in L.A.: From Super Bowl to Super Fall

Few cities in America have a greater tradition of professional football than Los Angeles. After all, the first Super Bowl was played at the Coliseum. But that was 40 years ago, and what's tradition without a team? The Los Angeles Rams, after arriving from Cleveland, were one of the great franchises in NFL history, but they have long since departed for

greener pastures—first to Orange County, then after the 1994 season to St. Louis. The Chargers once played under the L.A. banner in the American Football League, but moved south to San Diego after only one season (1961). The Raiders shifted from Oakland to Los Angeles in 1982, then back to Oakland, also after the 1994 season. Today, only the Arena Football League's Los Angeles Avengers, playing in the Staples Center, can offer any kind of professional football in L.A. Here's the simple truth: The decision by the NFL to grant an expansion franchise to Houston in 1999 meant that Los Angeles, entertainment capital of the world and the nation's No. 2 media market, would continue to be without an NFL team. How can the NFL have teams in Green Bay, Wis., Nashville, Tenn., and Jacksonville, Fla., and not Los Angeles? How could two well-heeled ownership groups, each represented by some of this city's most prominent and successful businessmen, have failed to persuade NFL owners that L.A. deserved another team? We'll discuss what went wrong and why, and what the future may hold for the possible return of the NFL to the Southern California market.

Special guest: Casey Wasserman, owner, Los Angeles Avengers, and chairman and chief executive officer, Wasserman Media Group.

WEEK 11 (April 2)

The Wide World of Sports Broadcasting

Perhaps no single industry has played a more significant part in powering sports into the public consciousness than television. From Major League Baseball's "Game of the Week" to network TV phenomena such as ABC's "Monday Night Football" and "Wide World of Sports." From mega-events like the Super Bowl, Olympic Games and Final Four to the dramatic effect on the entire sports world of highlight-oriented sports news shows pioneered by ESPN's "SportsCenter," which has affected not only how the games are covered but how they are played. We'll examine the history, changes, growth and major players in the sports broadcasting business. We'll also talk about the importance of solid reporting skills in the complicated and instant-gratification sports world that the electronic media must cover each day. Is there too much emphasis on the race to be *first*...rather than the race to be *right*? Come prepared to talk about a lot more than your favorite or least favorite sportscasters (but we'll do that, too).

Special guest: Al Michaels, Emmy Award-winning sports broadcaster and play-by-play voice of NBC's Sunday Night Football, former lead announcer of ABC's Monday Night Football and one of two sportscasters (with Bob Wolff) to be a play-by-play voice or host for the championships of the five major American pro sports (football, baseball, basketball, hockey and boxing). "*Do you believe in miracles? Yes!*" is Michaels' famous

line from the U.S. Olympic hockey team's dramatic 4-3 triumph over Russia at the 1980 Winter Olympics in Lake Placid, N.Y., known forever as the "Miracle on Ice."

WEEK 12 (April 9)

An Evening With John Wooden

Few, if any, individuals have made the impact on their sport that John Wooden has made on the sport of basketball. During a 27-year career as head coach at UCLA, Wooden's teams won a record 10 NCAA championships, including seven in a row. His teams also won an incredible 88 consecutive games. He won titles with smaller players who ran and pressed, taller players who dominated around the basket, and medium-sized players who did a little bit of everything. But there were common characteristics in all of his teams: They were always well-conditioned and fundamentally sound. Wooden is one of only three men to be inducted into the Naismith Memorial Basketball Hall of Fame as both a player *and* coach. But since he retired from coaching in 1975, it can be argued pretty easily that Wooden has made a greater impact on our society than he did when he was coaching. His incomparable "Pyramid of Success" continues to be a model for not only coaches but people of all ages everywhere, and his simple, inspirational words have become a road map on how to live a good life. Fittingly, in the summer of 2003, in a ceremony at the White House, President Bush awarded Coach Wooden the Presidential Medal of Freedom, the highest honor that a U.S. civilian can receive. At 96 years young, John Wooden has been accurately described as "an American treasure." He returns to USC, and our class, for the third time in the past four years.

WEEK 13 (April 16)

The Business of Baseball

Major League Baseball continues to face enormous challenges heading into the 2007 season. Two years ago, the sport responded to pressure from fans, media, Congress and its own players, adopting a new, tougher steroid testing policy, with mixed results. But there are still questions about other performance-enhancing drugs, such as human growth hormone and amphetamines, which have recently been linked to Barry Bonds...who remains under a cloud of suspicion in a highly publicized federal investigation into steroid use, even as he stands poised to break perhaps baseball's most revered record—the career home run mark of 755 by Henry Aaron. In addition, the sport is still sharply divided by teams that fall into two basic groups: the "haves" and "have-nots," or "large market" and "small market." Most experts agree that, once again, a new season will open with some teams having little or no chance to qualify for a spot in postseason play. The baseball players' union says this is nothing new, that over the years, small-market teams such as Oakland and Minnesota have remained competitive much of the time by spending wisely and developing young talent in their minor league systems. Still, no team outspends the New York Yankees for players, and no franchise has been consistently

more successful—on the field or at the turnstiles. What has caused this chasm between the franchises? We'll examine the economic state of baseball today, where the game may be headed, and how it is affecting the folks who must ultimately pay the price: the fans.

Special guest: Fred Claire, former vice president and general manager, Los Angeles Dodgers, now a sports business consultant, lecturer, weekly columnist for Sports Ticker and Major League Baseball.com, host of the weekly "The GM Corner" on MLB.com radio, and author of "Fred Claire: My 30 Years in Dodger Blue" with Steve Springer (Sports Publishing, LLC, 2004).

QUIZ #3

WEEK 14 (April 23)

Show Me the Money: How Dollars Drive Pro Sports

You name the sport, and a dollar figure of some kind will come to mind. The dollars and competition in sports go hand-in-hand. Where does the money come from and who are the key people involved in the financial transactions? We'll talk about agents and lawyers and their roles in representing athletes, and about the reality of such elements as salary caps, incentive bonuses and guaranteed long-term contracts. We'll learn about the current challenges of managing athletes and their careers from the agent's point of view, and the crossover opportunities that exist today for athletes in the sports and entertainment fields. What's the best way to become a sports agent? Is law school a requirement? How do you get started? Is it better to offer multiple services to your clients, or just concentrate on the basics of negotiating player contracts? Should you deal with athletes in different sports, or focus on one sport? How do you retain your best clients and grow your business? How involved in your clients' personal lives should you get? How much should you charge for your services? We'll try to answer these questions and more.

Special guest: Scott Boras, baseball "superagent" who negotiated the largest contract in Major League Baseball history in 1999 (Alex Rodriguez, Texas Rangers: 10 years, \$252 million), negotiated a deal with the Boston Red Sox for star Japanese pitcher Daisuke Matsuzaka this past off-season, and represents players such as Barry Zito, Johnny Damon, J.D. Drew and Eric Gagne. He formerly represented Barry Bonds.

QUIZ #4

WEEK 15 (April 30)

A Career in Sports: Chasing Your Dream

It isn't difficult to find students with an interest and a passion for sports. The challenge is figuring out a way to make a living at it, and turning it into a productive and successful

career. We will take a closer look at some of the career opportunities available today in the expanding world of sports business, including sports management and marketing, and the sports media. The objective will be to provide information on how you can find your niche in this competitive marketplace. We will have a panel of young professionals who are all former Journalism 380 students (our first class was spring 1999), representing a variety of positions and experiences within the sports industry. They will be available to meet, talk and answer your questions about what qualities it takes to succeed, and most important, how they got from your seat to theirs. (Hint: It was about more than just luck.)

Special guest panel: **Alison Groendal**, director, public relations, Home Depot Center; **Brian DeCloux**, feature producer, “Best Damn Sports Show Period,” Fox Sports Net; **Chris Allphin**, business development manager, sales, Wasserman Media Group, and **Isaac Lowenkron**, reporter/anchor, AM 570 Radio, play-by-play voice, Los Angeles Avengers.

QUIZ #4

WEEK 16 (May 7, 7 to 9 p.m., Annenberg Auditorium)

Final Examination

Fasten your seat belts. Welcome to Judgment Day.

READING LIST: Recommended books that represent exceptional writing and/or insight into some aspect of the sports world, including the sports media and the business side of sports. The books are *not required* for this class.

General

“Wooden: A Lifetime of Observations and Reflections On and Off the Court” by Coach John Wooden with Steve Jamison (Contemporary Books, 1997).

“My Personal Best: Life Lessons From an All-American Journey” by John Wooden with Steve Jamison (McGraw-Hill, 2004).

“Wooden on Leadership” by John Wooden with Steve Jamison (McGraw-Hill, 2005).

“Be Quick – But Don’t Hurry! Finding Success in the Teachings of a Lifetime” by Andrew Hill with John Wooden (Simon & Schuster, 2001).

“Devil at My Heels: A World War II Hero’s Epic Saga of Torment, Survival, and Forgiveness” by Louis Zamperini with David Rensin (William Morrow, HarperCollins, 2003).

“Quiet Strength: The Principles, Practices, & Priorities of a Winning Life” by Tony Dungy (Tyndale House Publishers, 2007).

“Tuesdays With Morrie” by Mitch Albom (Doubleday, 1997).

“Forty Million Dollar Slaves: The Rise, Fall, and Redemption of the Black Athlete” by William C. Rhoden (Crown, 2006).

“Beyond Basketball: Coach K’s Keywords for Success” by Mike Krzyzewski and Jamie K. Spatola (Warner Books, 2006).

“You Play to Win the Game: Leadership Lessons for Success On and Off the Field” with New York Jets Coach Herman Edwards by Shelley Smith (McGraw-Hill, 2004).

“Leading With the Heart: Coach K’s Successful Strategy for Basketball, Business, and Life” by Mike Krzyzewski with Donald T. Phillips (Warner Books, 2001).

“The Carolina Way: Leadership Lessons From a Life in Coaching” by Dean Smith and Gerald D. Bell with John Kilgo (Penguin Press, 2004).

“Every Second Counts” by Lance Armstrong and Sally Jenkins (Broadway, 2003).

“It’s Not About the Bike: My Journey Back to Life” by Lance Armstrong and Sally Jenkins (Turtleback Books, 2001).

“The Business of Sports Agents” by Kenneth L. Shropshire and Timothy Davis (University of Pennsylvania Press, 2003).

“How You Play the Game: Lessons for Life From the Billion-Dollar Business of Sports” by Jerry Colangelo with Len Sherman (AMACOM, 1999).

“The Power of Nice: How to Negotiate So Everyone Wins – Especially You!” by Ron Shapiro and Mark Jankowski with James Dale (John Wiley & Sons, 1998).

“The Odds: One Season, Three Gamblers, and the Death of Their Las Vegas” by Chad Millman (Public Affairs Publishing, 2001).

“Taboo: Why Black Athletes Dominate Sports and Why We’re Afraid to Talk About It” by Jon Entine (Public Affairs, 1999).

“SportsWorld: An American Dreamland” by Robert Lipsyte (Quadrangle, 1975).

“The Student-Athlete Survival Guide” by Marc Isenberg and Rick Rhoads (McGraw-Hill, 2001).

Baseball

“Game of Shadows: Barry Bonds, BALCO, and the Steroids Scandal That Rocked Professional Sports” by Mark Fainaru-Wada and Lance Williams (Gotham Books, 2006).

“Moneyball: The Art of Winning an Unfair Game” by Michael Lewis (W.W. Norton & Co., 2003).

“I Live for This! Baseball’s Last True Believer” by Bill Plaschke with Tommy Lasorda (Houghton Mifflin, 2007).

“Opening Day: The Story of Jackie Robinson’s First Season” by Jonathan Eig (Simon & Schuster, 2007).

“The Echoing Green: The Untold Story of Bobby Thomson, Ralph Branca and the Shot Heard Round the World” by Joshua Prager (Pantheon, 2006).

“A Well-Paid Slave: Curt Flood’s Fight for Free Agency in Professional Sports” by Brad Snyder (Viking, 2006).

“Clemente: The Passion and Grace of Baseball’s Last Hero” by David Maraniss (Simon & Schuster, 2006).

“The Jackie Robinson Reader: Perspectives on an American Hero” edited by Jules Tygiel (Dutton, Penguin Books, 1997).

“Pete Rose: My Prison Without Bars” by Pete Rose with Rick Hill (Rodale Press, 2004).

“Fred Claire: My 30 Years in Dodger Blue” by Fred Claire with Steve Springer (Sports Publishing, L.L.C., 2004).

“Going the Other Way: Lessons From a Life In and Out of Major League Baseball” by Billy Bean with Chris Bull (Marlowe and Company, 2003).

“Ball Four” by Jim Bouton with Leonard Shector (World Publishing Co., 1970).

“The Boys of Summer” by Roger Kahn (Harper & Row, 1971).

“Sandy Koufax: A Lefty’s Legacy” by Jane Leavy (HarperCollins, 2002).

“Red Smith on Baseball: The Game’s Greatest Writer on the Game’s Greatest Years” (Ivan R. Dee, 2000).

“Past Time: Baseball as History” by Jules Tygiel (Oxford University Press, 2000).

“Summer of ‘49” by David Halberstam (William Morrow, 1989).

“October 1964” by David Halberstam (Villard Books, 1994).

“The Heart of the Order” by Thomas Boswell (Doubleday, 1989).

“Why Time Begins on Opening Day” by Thomas Boswell (Penguin Sports Library, 1984).

“Memories of Summer: When Baseball Was an Art, and Writing About It a Game” by Roger Kahn (Hyperion 1997).

“Eight Men Out” by Eliot Asinof (Henry Holt and Company, 1963).

“You Gotta Have Wa” by Robert Whiting (Vintage Books, 1989).

“Only the Ball Was White” by Robert Peterson (1970).

“Shoeless Joe” by W.P. Kinsella (1982).

“Cobb: The Life and Times of the Meanest Man Who Ever Played Baseball” by Al Stump (Algonquin Books of Chapel Hill, 1994).

“Babe: The Legend Come to Life” by Robert W. Creamer (Fireside, 1974).

“The Summer Game” by Roger Angell (1972).

Basketball

“John Wooden: An American Treasure” by Steve Bisheff (Cumberland House, 2004).

“They Call Me Coach” by John Wooden with Jack Tobin (Contemporary Books, McGraw-Hill, 1988).

“Pistol: The Life of Pete Maravich” by Mark Kriegel (Free Press, 2007).

“Last Dance: Behind the Scenes at the Final Four” by John Feinstein (Little, Brown and Company, 2006).

“To Hate Like This Is to Be Happy Forever: A Thoroughly Obsessive, Intermittently Uplifting, and Occasionally Unbiased Account of the Duke-North Carolina Basketball Rivalry” by Will Blythe (HarperCollins, 2006).

“Blue Blood: Duke-Carolina: Inside the Most Storied Rivalry in College Hoops” by Art Chansky (Thomas Dunne Books, St. Martin’s Press, 2005).

“Bob Knight: The Unauthorized Biography” by Steve Delsohn and Mark Heisler (Simon & Schuster, 2006).

“Glory Road” by Don Haskins with Dan Wetzel (Hyperion, 2006).

“The Last Season: A Team in Search of Its Soul” by Phil Jackson with Michael Arkush (Penguin Press, 2004).

“Knight: My Story” by Bob Knight with Bob Hammel (Thomas Dunne Books, St. Martin’s Press, 2002).

“A Coach’s Life” by Dean Smith with John Kilgo and Sally Jenkins (Random House, 1999).

“Big Game, Small World: A Basketball Adventure” by Alexander Wolff (Warner Books, 2002).

“Dick Vitale: Living a Dream” by Dick Vitale with Dick Weiss (Sports Publishing L.L.C., 2003).

“A Good Man: The Pete Newell Story” by Bruce Jenkins (Frog, Ltd., 1999).

“Sole Influence: Basketball, Corporate Greed and the Corruption of America’s Youth” by Dan Wetzel and Don Yaeger (Warner Books, 1999).

“Playing for Keeps: Michael Jordan and the World He Made” by David Halberstam (Random House, 1999).

“A Season on the Brink” by John Feinstein (Macmillan Publishing Co., 1986).

“A March to Madness” by John Feinstein (Little, Brown and Company, 1998).

“Raw Recruits” by Alexander Wolff and Armen Keteyian (Pocket Books, 1989).

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