

Franchises

Friday

April 11, 2008

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Blue Jays President & CEO Paul Godfrey said that the "sudden surge in drunkenness and fighting in the cheap seats" at the Rogers Centre for Blue Jays games "may be a YouTube phenomenon, with rowdy, attention-starved fans filming themselves" and posting the clips online. Godfrey said that the team was reviewing games from Tuesday and last Friday in order to tighten its "zero-tolerance policy for illicit booze and brawling." Godfrey noted he saw a "couple of messages people have out on YouTube, and that's the reason there may be a sudden increase in that type of activity" (*Toronto GLOBE & MAIL*, 4/11).

GOOD TIMES: Capitals Owner Ted Leonsis, whose team made the playoffs for the first time since the '02-03 season, wrote in an online journal for USA TODAY: "We have sold almost 2,000 new season tickets for next season since we made the playoffs, and we are close to reaching 90% renewals from our present season ticket-holders for next season. Qualifying for the playoffs has been a boon for our business. More importantly, the city is buzzing" (*USATODAY.com*, 4/10). In DC, Bob Cohn writes Leonsis "might be the most visible and accessible owner in sports." Leonsis is a "hands-on guy," as he "strolls the concourses of Verizon Center, meeting and greeting like a politician looking for votes." Nationals Owner Mark Lerner, who owns a minority share in the Capitals, said Leonsis is "one of the reasons I wanted to be associated with a sports team. He's innovative, accessible, committed, involved and most importantly, absolutely always interested" (*WASHINGTON TIMES*, 4/11). Blogger Rob Yunich appeared on CSN's "Washington Post Live" last night where he discussed how bloggers are treated by professional sports. Yunich, on the idea that hockey has accepted bloggers more than the other sports: "I believe hockey has taken the lead. (Leonsis) has had a great influence on that. ... I can tell you from personal experience I've talked to other sports about getting a credential myself and ... it's been very difficult." Yunich said during the regular season, Leonsis "has embraced us as regular members of the media" ("*Washington Post Live*," *CSN*, 4/10).



Leonsis Says Capitals Making Playoffs Has Been Boon For Team's Business

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