

Just some things being discussed or that have caught my interest over the past week

### **The Cincy Nine**

20pct of a team gets arrested. The NFL posts record ratings for a non Super Bowl Game. What happens in Southern Ohio next year. Do the fans abandon their team ? Does law enforcement become a growth industry ?

Does media finally realize that entertainment is just that, and that the resumes of the participants, whether film, TV or sport falls into the "too much information" category. We consume entertainment to get away from the real world, not get a stronger dose.

### **The Sports Media Dependency**

Sports media is facing an interesting quandary right now. Any sports journalist or columnist goes to work every morning with some level of fear that a pink slip will be on their desk, or worst, an email in their in box telling them to not let the door hit them on the way out. Sure it may be sugarcoated as a buyout, but no one in the newspaper , magazine, local or national news sports business is immune to the fear. These same media members also know that the more interest in the sport they cover, the better chance they have to keep their job.

So they face a quandary unique for these times. Help enhance the interest in the sport(s) they cover, or risk losing their job if interest declines further.

### **The NBA All Star Game – The Biggest Party on the Continent ?**

The biggest question about the All Star Game ? Not whether Josh Howard should make it. If you have to ask, you don't know. The biggest question is whether the All Star Game will be able to shut down the city. Complete absolute gridlock. Sidewalk gridlock. Road gridlock. Free Buffet Gridlock. 2 dollar slots gridlock.

Dwayne Wade shooting commercials gridlock. Party gridlock. Will there be bars opened on Strip sidewalks to serve people stuck in their limos in the same spot for 4 or 5 hours ?

I've been to many Super Bowls, The World Series, NBA Finals, The Olympics, The Final Four, The Stanley Cup, The Oscars, Bowl Games, The Consumer Electronics Show, Comdex at its height when cab lines took hours at any hotel at almost any time. I have been to pretty much every major event that draws major crowds, but there is nothing to compare to the NBA All Star Game. **The NBA All Star Game Weekend beats them all. The NBA All Star Weekend is the ultimate party weekend.** There may be only 17k tickets for the game itself, but there must be what seems like a million people who come just for the parties. Celebs come to truly party. Fans come to truly party. People who have never seen an NBA game come to truly party. **Will it shutdown Vegas ? Stay Tuned.**

### **Me and Dennis Rodman – Together Again**

If you didnt see the announcement, my former roommate, [Dennis Rodman](#)'s new reality show, [Geak to Freak](#) premieres Feb 16th on HDNet. Just as the name suggest, Dennis takes every day people who decide they want to take a walk on the wild side. He turns secretaries into strippers, a biologist into a transvestite, its bizarre but gives Dennis a chance to have some fun, and he takes advantage. Here is a clip \

### **The NHL Beats College Basketball in the Ratings**

The NHL on NBC beat College Basketball on CBS, 1.1 to .70 Is College Basketball doomed ? Does no one care anymore about college basketball ? Is the NHL on a resurgent climb ? (This just in, NHL was up again to 1.3 on NBC) Is NBC just really good ? Are both great sports in a crowded market ? Stay tuned