

STREET & SMITH'S
SportsBusiness
DAILY

Sports & Society
 Published October 28, 2008

Barack Obama Utilizing Sports Media In Push For White House

Democratic Presidential candidate Barack Obama, whose 30-minute ad will "delay the start" of Wednesday's possible World Series Game Six, "might be making his most aggressive pitch through sports media," according to Sasha Issenberg of the *BOSTON GLOBE*. Campaign Media Analysis Group COO Evan Tracey: "Obama is targeting so much sports programming because it trends very much to younger white males, which has been a reliable Republican bloc but is also very much an independent voting bloc, so they're going after [Republican Presidential candidate John] McCain's strength." In Pennsylvania, sports have played a "crucial role" in Obama's campaign outreach, as in his previous visit to the state three weeks ago, the "only media interview Obama gave was to a Philadelphia Inquirer sports columnist." WIP-AM General Sales Manager Brian Nagy said that Obama "has now spent over \$100,000 to advertise" on the Philadelphia sports radio station, compared with only \$3,000 by McCain. Meanwhile, Steelers Chair Dan Rooney and Pro Football HOFer Franco Harris Saturday "joined union leaders from a United Steelworkers local on their weekly 'Steel Blitz' bus tour on Obama's behalf through western Pennsylvania" (*BOSTON GLOBE*, 10/26).



Rooney Presents Obama With Custom Steelers Jersey

CAMPAIGN PROMISE: In an interview with the *FINANCIAL TIMES*' Henry Hamman, boxing promoter Don King, who has been a "prominent supporter" of President Bush, indicated that he is "hopeful for an Obama victory." King: "This is the greatest time in the world to be living, because you are seeing change you would never believe. Let me tell you something: the mere fact that [Obama has] been adopted by a major party ... this in itself is a winner" (*FINANCIAL TIMES*, 10/25). The Pittsburgh *TRIBUNE-REVIEW* noted Pirates Minority Owner Kevin McClatchy has given the "maximum \$4,600 to Obama," as well as making a \$28,500 donation to the Democratic National Committee. Meanwhile, former golfer Arnold Palmer has donated \$1,000 to McCain (*Pittsburgh TRIBUNE-REVIEW*, 10/26).

SPINNING THEIR WHEELS: In Charlotte, Jim Morrill reported former SMI President & CEO Humpy Wheeler yesterday endorsed Democratic congressional candidate Harry Taylor. Wheeler: "It just seems that everything in NASCAR is on the Republican side. But it's not that way." Meanwhile, Taylor's opponent, incumbent U.S. Rep. Sue Myrick (R-NC), yesterday "released a list of NASCAR executives supporting her," including Hendrick Motorsports Owner Rick Hendrick, Roush Fenway Racing co-Owner Jack Roush, Chip Ganassi Racing co-Owner Felix Sabates and Lowe's Motor Speedway President & GM Marcus Smith

(*CHARLOTTEOBSERVER.com, 10/27*).



PUCK STOPS HERE: With Republican Vice Presidential candidate Sarah Palin dropping the ceremonial first puck before the October 11 Rangers-Flyers game and again before last Friday's Kings-Blues game, YAHOO SPORTS' Greg Wyshynski wrote, "Where the hell is the NHL in all of this? ... Do they even give a damn that half their audience will be made to feel uncomfortable? ... Do they give a damn that hockey fans are being used as props at a political photo-op? Is any publicity good publicity, no matter how it alienates people?" (*SPORTS.YAHOO.com, 10/23*).

One Columnist Asks Why NHL Is Allowing Palin's Multiple On-Ice Appearances

Snider), recordings of cheering were pumped over the public address system as Gov. Palin was introduced to drown out any booing" ("*Countdown*," *MSNBC, 10/27*). Meanwhile, following Palin's puck drop last Friday, Blues G Manny Legace tripped over the carpet while going through his warm-up skate and sprained his hip (*Mult., 10/26*).

MSNBC's Keith Olbermann cited Flyers sources as saying that during the October 11 puck drop, "at the direct instructions of the (Chair Ed

BANK SHOT: In Ottawa, Allen Panzeri reports the Senators were set to practice at BankAtlantic Center tomorrow ahead of Thursday's game against the Panthers, but the team is "getting evicted" by Obama, who will be "using the arena for a last-minute campaign stop." The Senators instead will practice at the Panthers' practice facility (*OTTAWA CITIZEN, 10/28*).

RIGHT HAND TURN: A Nielsen PreView study indicated that Republicans are 52% more likely to watch Speed, compared with the average American. The report is "based on a survey of 40,000 registered U.S. voters" (*NIELSEN.com, 10/27*).