

Contents

Preface

Business

Is the NHL Healthy or Skating on Thin Ice?.....	3
Storm Clouds Threaten Baseball's 'Recovery'	8
Is Bush a Fiscal Conservative or Liberal Spender?.....	10
Let's Field a Third Major League Ball Club.....	13
Welcome to the Unreal World of N.Y. Baseball.....	16
Baseball Fans Put Up with So Much Drama.....	18
George, at Least, Knows How to Win This Game.....	20
Bush Can't Help in Baseball Talks	23
A Losing Proposition	26
Mets' New Pricing System Looks Like Fool's Gold.....	29
Beyond New York, Baseball Season Looks Dim	32
The Pastime is Beginning to Look Past Its Prime.....	35
Pete Rose May Have Gambled on Baseball... ..	38
Bring the A's Back to Philly	40
Even if NHL Owners Lock Out Players, New League Not Viable	42
Baseball is Back, Anyone Recognize it?.....	45

Colleges

Big Money Throws College Sports for a Loss	49
Football Fanatics Flock Here to Catch a Draft.....	52

Treat NCAA Like Big Business	55
California Bill Has NCAA Quaking	57
Ethical Problems Plague Sports.....	59
Get Serious About Cleaning Up College Athletics.....	61
Guaranteed Shoe Money Working Against Stern, NBA	63
Cash Grab Proves ACC Did It for the Money	65
A Reality Check As NBA Commissioner Says No to 18-Year-Olds	67

Endorsement/Sponsorship

Endorsement Dollars Driving the Push for Clean Athletes	71
Gambling Gets Double Standard.....	73
Show Them the Money / Why Athletes Sit on the Political Bench.....	75

Labor

Why Contraction Isn't Necessarily a Solution	81
Baseball Agreement Strikes Out Steinbrenner	84
Reckless Spending Is at the Root of the NHL's Labor Woes	87
On surface, MLB Rolling; Dig Deeper and Conditions Dire.....	89
Kerry Could Spark NHL Labor Peace.....	91
NBA Headed Toward Lockout of Its Own?	92
Selig Can't Be Judge, Jury, Executioner	95
Silence About NHL Lockout is Deafening.....	98
Is the NHL a Trendsetter?.....	100
NHL: Replacing a Lost Season?.....	102

Events

This Race Will Get Us Moving Again.....	107
GOP Politics Cast a Shadow Over the Super Bowl.....	109

Big Game, Big Business.....	112
NBA Draft May Give Knicks Nothing But Air	114
Sports Won't Tolerate Prejudice	117

Politics

Vallone at Fault for Yankee Woes, by George.....	121
'Cablevision 5' Dishing Up a Frivolous Suit.....	123
NFL Lobs Jets an Easy Pass to the West Side	125
College Sports is Broken, Not Title IX.....	128
Why Are Rich Teams Getting City's Millions?	130
Cities Prefer Sports Parks to Power.....	133
New Jersey's Loss Could Be Brooklyn's Gain.....	135
Budget Woes Could Foul Out High School Sports.....	138
PA. Could Pay for More Stadiums	140
Terror Fear Affects Athens Olympics	142
'Gipper' Delivered Ball for Pro Sports.....	144
Sporting Politics, Bush, Kerry in Play	147
Cable Decisions Could Hurt Teams' Revenue	149
Bush & Co. Need to Get Off MLB's Back	151
Steroids, Foul Territory for Congress	154
A Subtle Weakening of Women's College Sports	157
Congress Should Leave NFL Alone	159
Steroid Spinoff: Doctor-Patient Privacy Rights at Risk.....	162
Politics and Baseball: Mix Well and Serve	164

Media

All Cable Viewers Deserve a Sporting Choice	169
The Price We Are Paying to See Sports on TV	171
Local Basketball Rivalry Makes Fans Cry Foul	174
Fair and Balanced Solution Needed.....	177

The Fight Over Cable Sports is Getting Batty	179
Comcast Could Impact Area Fans	182
Thank Cable for Sox-Yanks Signings	184
Trappings Take Over Pro Sports	186
Group May Change Baseball Without Trying.....	188
Cable’s Monopoly Burns Viewers.....	190
Messing With The Pigskin: NFL Could Throw Networks for a Loss	192
League’s Roots in TV	195
TV Money Could Back ‘05 NBA Lockout	197
TV Money is Key to Success	198
Policy Malfunction. FCC Looking to Lay a Hit on Violence in Televised Sports	199
Comcast’s Roberts’ Control Over Sports.....	201
Cable Helps Mets Reach for the Stars	203

Stadiums

Giuliani Shouldn’t Play for the Teams.....	207
Confronting Difficult Arena Questions	210
Footing the Bill for Sports Stadiums	212
New York Experiencing a Widespread Change of Venue	214
NYC Should Turn Eye Toward New Orleans	216
Teams Finding Stadiums Outdated After 20 Years, Sometimes Sooner	218
Sports Owners Profit from Tax Deals Like the Garden’s	220
During Florida Cleanup, Forget Sports.....	223
Getting Olympics Won’t Be a Slam Dunk	226
Your Tax Dollars for D.C. Stadium.....	228

Fans, Beware. The Price of Big-Time Sports Hits You Where You Live.....	231
The Sport of Stadium Building	233

Olympics

S.F. Wants the Olympics. The Question is Why	237
City’s Olympics Bid Merits a Fool’s Gold Medal	240
Do We Really Want to Host the 2012 Olympics?.....	243
We Don’t Need New Arenas to Host Games.....	245
Baseball May Be Out of ‘Our’ 2012 Olympics.....	248
Bad Timing for NY-NJ Olympics Bid	251
Ueberroth’s Appointment Has Effect on NYC 2012 Bid	254
Olympics About More Than Sports.....	256
Stadium Costs Rarely Add Up, Even After Olympics	258

Fans and the Public

“What Do People Want from Sports Today? Just Ask Them”	263
Fight Back with the Pocketbook	266
What’s Wrong With Baseball? Nothing	268