

Business side of NFL not all fun and games

■ **NFL:** The marketing of football has faced recent problems

By Chris Hansen
Sports Reporter

The senior director of National Football League Properties spoke to a group of students and faculty Monday night in a speech presented by the Warsaw Sports Marketing Center.

Gary Jacobus spoke of Dallas Cowboys' owner Jerry Jones, Art Modell (owner of the team formally known as the Cleveland Browns), franchise fee agency, and the importance they have to the economics and marketing strategies of NFL Properties, the marketing wing of the NFL.

The NFL is in the midst of a lawsuit against Jones claiming that he has hired sponsors that directly conflict with the NFL's league-wide sponsors. The NFL works on basis that all 30 teams split revenue from television and sponsorship on an even scale. Jones contends that he can market his team better than the NFL Properties. To prove this, he has

hired sponsors such as PepsiCo, when the league already is sponsored by Coca-Cola.

While Jones isn't necessarily doing anything illegal by hiring PepsiCo, Jacobus said he is helping to ambush certain league-wide sponsorships for his personal gain, and not helping to better the league.

There is another conflict that occurs when NFL Properties attempts to promote the NFL to a local audience when there seems to be no loyalty to the fans from their local NFL teams. This is a particular problem in cities such as Cleveland, Houston, and most recently, Seattle.

But Jacobus said that through studies, they have found that a large portion of a team's fan base is spread throughout the country, not just in the team's particular town.

And all though he said he understands the economics behind franchise relocation, he has concerns that the owners of NFL teams are ignoring the backlash that has occurred in baseball by disgruntled fans.

Deion to sit out baseball season

■ **PRIMETIME:** The two-sport star needs to take an off-season to rest

IRVING, Texas (AP) — Deion Sanders is to announce Tuesday he is temporarily putting his two-sport career on hold to concentrate on being the NFL's only two-way player, a source told The Associated Press.

Sanders on Monday announced through the Dallas Cowboys that a news conference is scheduled for noon Tuesday at Sanders' new club, "Prime Time 21." Cowboys owner Jerry Jones and coach Barry Switzer are to attend.

Sanders, who doesn't have a baseball contract, has decided not to try latching on with a team in time for spring training so he can spend more time with his wife and two children at their new \$2 million home in north Dallas.

Sanders, who made \$2.5 million playing baseball last season, probably won't give up the sport for good. Instead, he'll take a year off to let his

body recover from the wear and tear of an extended two-sport career.

Sanders wants to polish his skills as a wide receiver by working out with Cowboys quarterback Troy Aikman, who has said that Sanders could become one of the NFL's elite receivers with more practice.

Sanders signed a \$35 million deal with Dallas last season, then played nine regular-season games once the baseball season ended.

Sanders began last baseball season with the Cincinnati Reds, then was traded to the San Francisco Giants. The Giants allowed him to become a baseball free agent when they didn't offer him arbitration.

Sanders' Dallas debut was delayed last fall because of surgery to repair an ankle injury sustained while playing baseball.

The Cowboys need Sanders to be healthy and available for all of the upcoming football season because they are thin

in the cornerback position. Super Bowl MVP Larry Brown is a free agent and unlikely to be re-signed. Kevin Smith is trying to recover from a torn Achilles tendon and Clayton Holmes was recently cut. Holmes also is still serving a suspension for drug problems.

Dallas also could use another wide receiver. Cory Fleming never panned out and he too was recently cut. Kevin Williams flourished late in the season as a second receiver, but he could be more of a factor working out of the slot.

Sanders saw limited time as receiver this past season and showed flashes of potential. He scored on a 21-yard reverse in the NFC playoffs against Philadelphia and he caught a pass that led to Dallas' first score in the Super Bowl.

One issue that Sanders had to resolve before putting baseball on hold was his contract with Nike. However, the shoe company is heavily involved with the Cowboys, so the two sides likely were able to cut a deal.

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Horoscope by Frances Drake

FOR Tuesday, Feb. 20, 1996
ARIES
(March 21 to April 19)

Get at the root of what's bothering
you. You're inclined to snap at others.
Escapist tendencies also need to be
watched, so be realistic and face
your own problems.

TAURUS
(April 20 to May 20)

A furtive friend seems to have
ulterior motives. Fighting with a
relative will only make matters
worse. Try to be understanding and
watch what you say—for now!

GEMINI
(May 21 to June 20)

Advice you give will only stir up
resentment with a friend who isn't
willing to listen yet. Obstacles ap-
pear in connection with travel plans.
A business contact is exceptionally
helpful.

CANCER
(June 21 to July 22)

Domestic plans begin to jell thanks
to the cooperation of family mem-
bers. Some make major purchases
for the home. Partners are support-
ive, so listen to their wonderful ad-
vice.

LEO
(July 23 to Aug. 22)

Innovative ideas combine with luck
to bring you important career gains.
Athletic competition or outdoor ac-
tivities are favored. Express your-
self with those you love on an honest
basis.

VIRGO
(Aug. 23 to Sept. 22)

You're still at a stalemate with a
loved one, but creative efforts go
exceedingly well. It's time to act on
your inspirations. Utilize your self-
confidence.

LIBRA
(Sept. 23 to Oct. 22)

Job pressures mount. You'll ac-

SCORPIO
(Oct. 23 to Nov. 21)

You'll pamper yourself a bit. A trip
to the beauty parlor or salon, per-
haps shopping, could be on your
agenda. Scrutinize money deals care-
fully before making a decision.

SAGITTARIUS
(Nov. 22 to Dec. 21)

Despite a few moments of doubt,
this should be a good day for further-
ing romantic prospects. Don't spend
money foolishly. Call an elderly
member of your family during
evening hours.

CAPRICORN
(Dec. 22 to Jan. 19)

You're the welcome guest at an
out-of-town function, but be careful
not to abuse health and diet. Friends
are on your wavelength. Be trusting.

AQUARIUS
(Jan. 20 to Feb. 18)

You're content to enjoy some lei-
sure time by yourself. A revised job
plan proves workable. Handle fi-
nancial affairs wisely and you will
reap many surprising rewards.

PISCES
(Feb. 19 to March 20)

You have a tendency to be negli-
gent about physical well-being. Your
judgment in money matters, though,
is shrewd. Put plans into motion and
act immediately.

YOU BORN TODAY work well
with groups and are blessed with
natural financial talents. An ability
to express yourself is an asset to you
in both business and creative en-
deavors. Law, sales, education and
religion are some of the fields that
promise you fulfillment. A home of
your own will do much to settle you
down. Versatile, you can also suc-
ceed in art, dance, writing and de-
sign.

Birthdate of Marj Dusay, actress;
Cindy Crawford, model; J. Geils,
musician.

Doonesbury

by GARRY TRUDEAU

