Dear Reader:

The Major League Baseball strike is an "all in the family" sad situation for six sets of brothers who are combining for big dollar losses with each day of the strike. According to SPORTSLETTER's calculations, the biggest losers are the Alomar brothers, Roberto of the Toronto Blue Jays and Sandy Jr. of the Cleveland Indians, who combine to lose $39,344 in daily salary. Next on the earnings list are the pitching Madduxs--Greg of the Atlanta Braves and Mike of the New York Mets--who lose a combined $25,957 daily. The numbers come from individual earnings reported by the Associated Press.

First add, all in the family... The Gwynns, Tony of the San Diego Padres and Chris of the Los Angeles Dodgers, combine to lose $19,126 a day (of which Tony had been earning $17,760); the pitching Martinezs--Ramon of the Dodgers and Pedro of the Montreal Expos--are losing $15,779, while the hurling Worrells--Todd of the Dodgers and Tim of the Padres--combine for $11,667 ($10,929 of which comes from Todd's paycheck). The most economically priced brother duo, Al Leiter of the Blue Jays and Mark Leiter of the California Angels, are "only" giving up $4,726 a day.

Last add, all in the family... New York Mets pitcher Dwight Gooden and his nephew, Florida Marlins third baseman Gary Sheffield, account for a whopping $44,399 a day. Of course Gooden had been losing his daily salary of $19,126 ever since being suspended without pay earlier this season for a continued drug dependency problem.

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SPORTSLETTER ran a 1993 story (vol. 5, no. 2) questioning why companies would pay $40 million to become sponsors of the Atlanta Olympic Games when a worldwide Olympic sponsorship could be had for about the same amount. Apparently United Parcel Service (UPS) chairman Oz Nelson wondered the same thing. Two years ago Nelson said UPS would never put up $40 million to become an Atlanta Games sponsor. In early August, UPS announced that it would become a worldwide Olympic sponsor. The ATLANTA CONSTITUTION reports that UPS paid $20 to $30 million for worldwide rights during the remainder of the 1993 - 1996 sponsorship period. The Atlanta Committee for the Olympic Games (ACOG) will receive one-third of the money paid by UPS. The other two-thirds will be distributed among the IOC and national Olympic committees.
of foreign nations. UPS now is entitled to use its name with the Olympic rings in more than 190 nations.

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Speaking of sponsorship, ACOG anticipates that 35 percent of its revenue will come from sponsorship deals. Another 35 percent is expected from the sale of TV rights, 17 percent from tickets, six percent from licensing and seven percent from other sources. Most of the 1996 Olympic television rights income, 55 percent, will come from NBC, while 45 percent will be paid by broadcasters outside the U.S. The percentage of income from non-U.S. broadcasters has increased significantly since 1984, when ABC accounted for 78 percent of all rights fees.

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RIP Bruce ... Periodically we report on BLACK BELT magazine's seemingly endless obsession with Bruce Lee. He's been dead for more than 20 years, but month after month BB keeps putting his name and/or photo on its cover. In the past 18 months, the very late Mr. Lee was named or pictured on the cover 13 times. In one of the issues not featuring Bruce, a photo of his son Brandon appeared on the cover...OK, so maybe we're a little obsessed with BLACK BELT's obsession.

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An emerging college sport? Rifle is probably a long way from that consideration, even though the NCAA has been sponsoring championships in the sport since 1980. To help the sport grow beyond the 56 schools that currently sponsor either men's, women's or coed rifle teams, West Virginia University (WVU) Coach Marsha Beasley is leading a charge to encourage other NCAA member schools to add the sport to their men's and women's athletic programs. Among the selling points are that it's inexpensive and the only NCAA sport where men and women can compete on the same team and side-by-side. To promote the sport, Beasley produced a video through a grant from the U.S. Shooting Team. She also got financial assistance from the National Rifle Association, the former governing body for the sport.

Add, Rifle... It's no wonder that West Virginia University is so enthusiastic about rifle. It's the only sport in which the school has won an NCAA national championship, and WVU athletic director Ed Pastilong said that it's his department's least expensive sport. The video claims that three-quarters of the schools competing in the sport spend less than $20,000 a year for equipment, travel, scholarships and recruiting. Any institution in the West may be wary of signing on, as only one on the coast--the University of San Francisco--currently offers the sport.

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What is the most popular sports magazine, based on paid circulation? Not surprisingly, SPORTS ILLUSTRATED is atop that list and is 14th among all consumer magazines, with a paid circulation of 3,464,674. SI's circulation, down four percent during the first half of 1994 as compared to the same time period last year, is followed most closely among sports publications by FIELD & STREAM (2,005,383), according to the Bureau of Circulations and BPA Consumer Magazines figures.

First add, most popular sports publications... OUTDOOR LIFE, GOLF DIGEST, GOLF MAGAZINE, SPORTS ILLUSTRATED FOR KIDS, HOT ROD, TENNIS, SPORT, ROAD &
TRACK, and INSIDE SPORTS follow FIELD & STREAM as the sports magazines with the highest paid circulations.

Last add, most popular sports publications... Which publication's cover photo will provide an athlete with the greatest exposure--SI or GQ? Neither. Athletes should aspire for the cover of MODERN MATURITY. With a paid circulation of 22,140,641, it is the most read publication in the Audit Bureau's survey and 33 times the circulation of GQ and six times that of SI. MODERN MATURITY is the magazine of the American Association of Retired Persons.

Moscow here I come... to make sure the University of Idaho Athletic Department has diverse candidates for future job openings, athletic director Pete Liske recently established a vitae and resume bank of candidates made up specifically of women and persons of color. He took this action when he discovered that during a recent search to fill the Idaho sports information director's job, only one woman and no people of color were among the 75 applicants. "Here in Moscow, Idaho, we don't have the traditional access (to persons of color)," Liske told SPORTSLETTER. His idea seems to be working. He received more than three dozen resumes in the first three weeks after running a display ad in the nationally circulated NCAA NEWS.

Restricted Earnings--no, it's not a new NCAA sport... If you've noticed the wave of appointments of Restricted Earnings Coaches for the current and upcoming college sports seasons, the title applies to an assistant coach who serves "on a volunteer or paid basis" and cannot earn in excess of either $12,000 or the actual cost of educational expenses incurred as a graduate student enrolled in the institution's graduate program. Such coaches cannot earn more than $4,000 through the institution during the summer months. The intent of the rule, which went into effect in August 1992, is cost containment in all sports among NCAA Division I colleges and universities, and to allow recent graduates an opportunity to enter the coaching ranks.

Add, restricted earnings coaches... Duke University head basketball coach Mike Krzyzewski, an outspoken critic of this NCAA rule, found a creative way to make sure his coaches were compensated after the rule went into effect. He'd shuffle assistant coaches on his staff into the restricted earnings category from year to year, thereby allowing them to earn in excess of the limitation a year before and after their serving in the restricted earnings position. An amendment added to the bylaw on restricted earnings coaches last year closed that loophole, and now makes anyone who has served as a Division I head coach or full-time assistant coach ineligible to be a restricted earnings coach. Football coaching staffs are now limited to nine assistant coaches and either two graduate assistant coaches or one grad assistant and one restricted earnings coach, while basketball staffs are limited to two full-time assistant coaches and one restricted earnings or grad assistant coach.

Say what? A recent article in the JOURNAL OF SPORT & SOCIAL ISSUES examined the 1989 San Francisco earthquake that rocked that year's World Series between the San Francisco Giants and the Oakland Athletics. The article's title--"WE ARE THE WORLD, WE ARE THE QUAKE:
THE REDEFINITION OF FANS AS INTERPRETIVE COMMUNITY IN SPORTSWRITING ABOUT THE 1989 BAY AREA WORLD SERIES AND EARTHQUAKE DISASTER." If that’s not a mouthful, try deciphering this sentence from the article's abstract: "The often unrecognized struggles of the press to create interpretive communities of fans are most clearly seen in the context of this intervention of a natural disaster into the workings of an ongoing process of 'naturalizing' sport into everyday life."

Add, more journal reading... Insomniacs should catch the August '94 JOURNAL OF SPORTS SCIENCES article: "The influence of electrostimulation on mechanical and morphological characteristics of the triceps surae."

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A warning to scorers of baseball games--pay attention to all the action on the field! The Nov. 8, 1902 edition of THE SPORTING LIFE reported on what it called "the most peculiar fatality that ever occurred on a base ball (sic) field." The report on the Oct. '02 incident continues: "Stanton Walker was keeping score of the game and asked a companion for a knife to sharpen his pencil. As the knife was being handed to Walker, the batsman sent a line foul toward the crowd of which Walker was one. The ball struck Walker’s hand as he held the knife with the blade pointing toward his heart. Walker fell without a groan to the ground, and when picked up was dead, the knife sticking in his heart and his hand still clasping the handle."

* * *

There's no arguing with the logic of sportscaster Al Trautwig, who said during the recent re-airing of the 1989 Little League World Series championship game on ABC-TV: "This is the kind of event you'd miss if you couldn't get here."

Sincerely,

SportsLetter Staff

Library Staff: Wayne Wilson, Vice President, Research; Shirley Ito, Librarian; Michael Salmon, Librarian; Bonita Hester, Library Assistant; Tracy Baskin, Research Assistant (213)730-9696.
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