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CRAIN'S SMALL BUSINESS
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IN THIS ISSUE
May 30, 1994
BETWEEN THE LINES
Copley News Service

"AMERICA'S TALKING"
BLACK CONVENTION MAGAZINE
WPAT-FM, NEW YORK, NY
MID-ATLANTIC SOCCER

WPAT-AM, NEW YORK, NY
5-40/94 Brandon Steiner, president of Steiner Sports Marketing, is host of "Herman's Sportstime Live," a new weekly sports business radio show, introduced on Thursday, May 5. The show airs Thursdays 6-7 p.m., featuring two-three topics and includes several guests. The program originates live from Herman's Union Square store and covers an array of sports business topics and issues such as the league's powerful sports marketing and retail licensing arms, players' collective bargaining agreements and the escalation of athlete endorsements. Gil Pagovich, producer/contact, is interested in guest suggestions including major athletes, managers, agents, union officials, politicians, advertising/marketing executives, experts, spokespersons, regulatory agency officials and actors and entertainers with a sports tie-in. Guests are booked 1-2 weeks in advance. All interviews are live. News, information, reports and statistics covering sports business including advertising endorsements, contracts, marketing and controversial subjects can be used. **CONTACT: Steiner Sports Marketing, 49 W. 27th St., 6th Floor, New York, NY 10001 Tel: (212) 689-2609 Fax: (212) 689-9641**