

# SPORTS SPORTING GOODS BUSINESS

## Herman's Hits Airwaves With SportsTime Live Radio Show

**NEW YORK—** There has been a lot of chatter emanating from Herman's Union Square location in Manhattan, and it has not only been the voices of crowds of consumers. In early Fall '94, the chain introduced Herman's SportsTime Live, a talk radio show hosted by sports marketing and promotion agent Brandon Steiner.

The Thursday evening program, broadcast on New York's WPAT (930 AM), involves an hour of discussion and debate, beginning at 6 p.m. The show's guests have included Ron Bernard, president of National Football League Enterprises; Rick White of Strategic Merchandising Associates; and New York Yankee greats Phil Rizzuto and Yogi Berra. Future appearances slated for the program include New York Mayor Rudy Guliani and a roundtable of columnists from leading business publications.

The show ranges from topical issues like the increase in concussions in the NFL, to specific matters such as the reason for Rick White's dismissal as president of Major League Baseball Properties. And Steiner explained that Herman's went with his idea because of the growing sports business interest among the general public.

"Fans, more than ever, are reading sports business columns because they want to know what is going on off-the-field. The show has been such a success because we are talking about the nuts-and-bolts of sports and the people that make it happen," said Steiner.

The show's format opens with five minutes of grapevine news from Steiner. He then spends approximately 15 minutes with the headliner of the show, finishing up the final 25 minutes talking to additional guest and responding to listener call-ins.

Steiner explained that his style of questioning is tough and controversial,

but in no way mirrors the style of Jim Rome, the controversial talk-show host on ESPN2.

"I feel that I have been very fair and honest in my approach, and that is why



Brandon Steiner chats it up with Phil Rizzuto during a recent show.

the program is so effective. Herman's and I have made a commitment to bring in the movers and shakers in the sports industry, and you can't continue to do that if you piss people off," explained Steiner.

The partnership plans to take the show to different locations throughout New York in 1995, including Herman's 42nd Street and Rockefeller Center locations, and Boomer Esiason's sports bar. Steiner and Herman's are also currently in talks to increase the program to two times a week.

"We want to continue to grow the show both in frequency and locations. In addition to the entertainment value of the program, the show provides us with a great outlet to talk to consumers about cross-promotions and merchandise opportunities," commented Maria Formisano, Herman's sales promotions manager.

She said that this marks the first time that Herman's has ever produced such a show, and to her knowledge, SportsTime Live is the only such radio program produced by a sporting goods retailer.

Formisano does not discount the possibility for a similar television show in the near future. "Brandon's style and format is a neat vehicle because he is not only talking sports to the fan, but business to the consumer. If the sponsorship backing is there, we would entertain additional opportunities," she said. ☉