

A's News Clips, Tuesday, November 2, 2010

Oakland A's stay in-house for new pitching coach, promote bullpen coach Ron Romanick

By Joe Stiglich, Oakland Tribune

The A's didn't look far to find their new pitching coach, promoting bullpen coach Ron Romanick on Monday to fill the position left vacant by Curt Young.

Romanick was Oakland's bullpen coach the past three seasons after nine years as the A's roving minor league pitching instructor.

"He's been with the organization for so long," A's manager Bob Geren said. "He's had a hand in developing so many of the young pitchers, including this group up here now. (Romanick and Young) worked side by side. I considered them a pitching coach team."

Geren said all four candidates who interviewed for the job came from within the organization: Romanick, Triple-A pitching coach Rick Rodriguez, Double-A pitching coach Scott Emerson and roving minor league pitching instructor Gil Patterson.

Rodriguez, Emerson and Patterson are under consideration to be the A's new bullpen coach, Geren added.

Young's decision to leave the A's -- announced Oct. 24 -- came as a surprise, as Oakland led the American League in ERA in 2010 and is thought to have one of the major leagues' top young rotations.

A team release said Young left "to pursue another opportunity within Major League Baseball," and he's considered the front-runner to become the Boston Red Sox's new pitching coach.

Romanick, who turns 50 on Saturday, worked primarily with A's relievers as the bullpen coach, but he designed the offseason throwing programs for the entire staff.

"It's something I've aspired to be," Romanick said of becoming a big league pitching coach. "I've done a lot of other things (in coaching). New experiences are good, but ultimately I wanted to run a staff. I look forward to that challenge and continuing what we've done the last three years."

Romanick pitched three seasons with the California Angels and briefly flirted with a golf career before getting into coaching.

He has a workaholic reputation, but he's also a well-rounded sort who enjoys non-baseball conversation. His hiring got a thumbs-up from A's pitchers contacted Monday.

"This is a guy who knows us just as well as we know him, which is huge for us as a staff," starting pitcher Dallas Braden said.

Just one coach will return to Geren's staff in the same position he held in 2010 -- third base coach Mike Gallego. Former bench coach Tye Waller has been reassigned to be first base coach, taking over for Todd Steverson, who was offered a minor league position. Jim Skaalen was fired as hitting coach and replaced by Gerald Perry, and Joel Skinner was brought in as the new bench coach.

Chin Music: Ron Romanick named A's new pitching coach

By Joe Stiglich, Oakland Tribune, 11/1/2010 1:33PM

The A's have promoted Ron Romanick to take over as their new pitching coach following Curt Young's departure last week. Romanick has served the past three seasons as the team's bullpen coach and has been instrumental in constructing throwing programs for the entire pitching staff — including offseason routines and programs for players coming off injury. Before that, Romanick was the A's roving minor league pitching instructor, working with players individually. He was the main figure responsible for Brad Ziegler's successful conversion into a submarine pitcher, which paved the way for Ziegler to make it to the big leagues.

As for Young, he's still considered the front runner to be named the Red Sox's new pitching coach ...

New pitching coach is a familiar face

Susan Slusser, Chronicle Staff Writer

More than happy with a young pitching staff that put up the best ERA in the league in 2010, the A's aren't straying far afield to hire a pitching coach.

On Monday, they named Ron Romanick, their bullpen coach the past three seasons, to the position, replacing Curt Young. Last week, Young informed the club that he would not accept a one-year contract offer. Young is in the running to become Boston's pitching coach.

Romanick, 49, is well-trusted by the A's pitchers, some of whom have worked with the onetime minor-league instructor (1999-2007) throughout their time in Oakland's organization.

"It's great," starter Dallas Braden said. "I don't even think it's going to be a transition. Curt laid the groundwork and Ron was a part of that. And he's been a part of my career since Day 1, so this is something special."

Manager Bob Geren described Romanick as "the perfect guy" for the job.

"Everyone knows what they're getting, by and large," Romanick said of the familiarity factor. "We're on the same page."

The A's also interviewed minor-league pitching instructor Gil Patterson, Triple-A pitching coach Rick Rodriguez and Double-A pitching coach Scott Emerson for the spot. All three become candidates for the bullpen-coaching position.

On Monday, the A's granted Patterson permission to speak to the Yankees about their vacant pitching-coach job. Patterson, a former Yankees pitcher, has helped many of the young pitchers develop cutters, and two-time All-Star Andrew Bailey has said that Patterson was instrumental in his progress.

Drumbeat: Romanick named pitching coach

From Chronicle Staff Writer Susan Slusser 11/1/2010 2:26PM

Ron Romanick, the A's bullpen coach, was named pitching coach today, replacing Curt Young, who announced last week that he was leaving the organization.

Many of the team's pitchers had been rooting for Romanick to get the job; a lot of them have worked with Romanick all the way through the organization because he worked as the minor-league pitching instructor for several years. He's highly trusted by the pitching staff, which is important.

In addition, the A's maintain continuity. There's no reason to change a thing; with Young as the pitching coach, the team had the best ERA in the league this past season. Romanick worked with Young, he knows the organizational pitching philosophy and programs inside and out. He's helped develop some of the programs, in fact.

"He's been in the organization a long time and he spent the past three years up here and worked side-by-side with Curt," manager Bob Geren said. "I always considered them a team. ... Ron is the perfect guy. He'll do a great job."

"Everyone knows what they're getting, by and large," Romanick said of the familiarity factor. "We're on the same page." And he's shown a real flair for helping pitchers transform themselves - for example, he turned Brad Ziegler into a sidearmer, and he turned Marcus McBeth from an outfielder to a pitcher.

Romanick, 49, pitched in the majors with the Angels in the 80s, and he also has worked in the Mariners' minor-league system.

In other A's news, the Fielding Bible has recognized Daric Barton as the top defensive first baseman, beating out Albert Pujols.

The A's now must find a bullpen coach, and the other internal candidates for pitching coach - minor-league instructor Gil Patterson, Triple-A pitching coach Rick Rodriguez, etc. - certainly would be considered.

Romanick promoted to A's pitching coach

By Jane Lee / MLB.com

OAKLAND -- When seeking a replacement for longtime pitching coach Curt Young, the A's looked no further than their own bullpen. Already housed there was a high level of familiarity, experience and continuity in Ron Romanick, who on Monday was officially named the club's new pitching coach following three seasons as bullpen coach.

The announcement came eight days after Young, who served as the A's pitching coach for seven seasons, decided to leave the organization to pursue another opportunity within Major League Baseball. For Romanick, the timing couldn't have been more fitting, as the noted workhorse was busy formulating plans for next season when he received the news.

"The opportunity to take this young, talented staff and keep them going, I have no problem taking that and running with it," Romanick said by phone from his home in Fountain Hills, Ariz. "I look forward to the challenge. I like these guys. They really took off, and I want to keep them happy, hungry and healthy."

Romanick, who turns 50 on Saturday, is highly respected by A's hurlers and is credited with aiding Young in developing one of baseball's best young pitching staffs over the past three seasons. During that time, the A's have posted the lowest ERA (3.95), have yielded the fewest home runs (444) and have the lowest opponents' batting average (.254) in the American League.

Before his three-year stint in the bullpen, Romanick spent nine years as the club's Minor League roving pitching instructor, a role that proved instrumental to the development of several of the team's starting pitchers -- including Trevor Cahill and Dallas Braden.

"Our guys already know him, they trust him, they've seen [what] he's all about as an instructor and person," manager Bob Geren said by phone Monday. "I'm sure they'll be excited to have him lead the pitching staff."

"He's very structured and detail-oriented. He basically developed the pitching program that we've used for over a decade in this organization -- [one] that has seen the fruits of his labor from the early 2000s with the [Mark] Mulder, [Tim] Hudson, [Barry] Zito group that came through the system, all the way up to the current guys. He's really had something to do with everyone at one stage or another. I think he's going to do an excellent job."

Romanick is all business. He practices what he preaches and hopes his own work ethic -- which includes a 6 a.m. arrival during Spring Training -- inspires much of the same from those he mentors.

"It's not about just getting up here, but staying here, and making a name for yourself and your family," he said. "They will never see me late, and I've never asked somebody to do something I haven't done. I always try to be prepared for them, and that makes it easier for me to ask them to give a little bit more or think about something a little bit differently, and push them farther than what they think they can do. You want to see them evolve while keeping them healthy."

That mindset is what drives the same program -- the pitching philosophy -- he created upon his arrival in Oakland 13 years ago that's still intact. It's a rather simple method, one that coincides with one of the organization's biggest focuses: continuity.

"Guys need structured routines," Romanick said. "They build a belief system because they're always trying to find an edge to get better. You have to start somewhere, and that's all I've done -- try to take a bunch of things I've learned from other instructors and put it in a program that allows each pitcher to customize it."

"You are what you do on a daily basis. I keep telling guys that. If you want to be good at something, can you do it consistently every day? That's baseball. Baseball is a war. You don't have to crush it every day, but you really have to show up every day with a purpose. I try to help them do that and give them a different set of eyes. All the great players I've ever known, they're great workers and they're great preparers. That's what I'm about."

Romanick's résumé includes a winter in the Dominican Republic, where he served as Geren's pitching coach and managed to showcase several aspects of what makes him so effective as a leader. He'll again be by Geren's side next season as the A's strive to be serious contenders -- backed by an unmatched pitching staff.

"I've seen him communicate at different levels," Geren said. "I've seen him communicate with young pitchers, even when there was an extreme language gap. He got through to them. I've seen him talk through things with Craig Breslow, an Ivy League grad. He can relate to him and just about everyone in between. He can be as detailed as necessary or as basic as he needs to be. Either way, he gets the point across and works with what he has."

What Romanick has in Oakland is something special, and he's well aware of that. He's been handed more than a few gems, in the form of a starting pitching staff that boasts Cahill, Braden, Brett Anderson and Gio Gonzalez. That reward is greatly a result of his own work and experience, which extends beyond the A's organization.

Romanick served as pitching coordinator in Seattle's farm system for seven years before joining Oakland in 1999. Furthermore, he compiled a 31-29 record and 4.24 ERA in 82 starts through three Major League seasons with Anaheim, which drafted him out of Arizona State in 1981.

"It's tough to be successful in the Majors, it's a tough gig," he said. "Every player needs that support, and that's one of the components of this job. Establishing those relationships, and keeping them at the level where they're at and keeping them healthy, that's what I'm about. Everything I do is based on that."

Romanick's promotion, one of several staff changes for the 2011 season, created an opening for a new bullpen coach. According to Geren, A's pitching coordinator Gil Patterson, Triple-A pitching coach Rick Rodríguez and Double-A pitching coach Scott Emerson -- who were interviewed for the pitching coach job along with Romanick -- all represent "definite candidates" to join the big league staff.

A's promote Romanick to pitching coach

OAKLAND, Calif. (AP) -- The Oakland Athletics have promoted bullpen coach Ron Romanick to pitching coach.

Romanick spent the past three seasons as the team's bullpen coach. The A's said Monday that Romanick will replace Curt Young, who recently left the organization to pursue another opportunity within baseball.

Oakland led the American League with a 3.56 ERA this past season.

Powell tackles an issue close to him

Ron Morris, The State, 11/2/2010

LANDON POWELL had been sick for a while, first showing signs of malaise and pallor while on vacation in Jamaica with former South Carolina baseball teammates. The degree of Powell's illness became clear late in 2008 during a workout at Acceleration Sports Institute in Greenville.

Less than 30 minutes into a routine three-hour workout, Powell collapsed while jumping rope. The Oakland Athletics catcher blacked out for less than a minute then began shaking and went into convulsions. He was taken to a Greenville hospital where he rested for five days while undergoing tests.

Within weeks, Powell was diagnosed with autoimmune hepatitis, an inflammation of the liver that occurs when your body's immune system attacks your liver. Physicians informed Powell he likely would need a liver transplant within 15 years.

"The more I looked into it, I realized that my story had more than one layer," Powell says.

The first layer concerns Powell's inevitable liver transplant. The next layer deals with the two knee operations he has undergone since 2005. Both procedures used cadaver ligaments received through organ and tissue donations.

Those layers have provided the impetus for Powell to become involved in helping raise awareness for organ and tissue donations. He is participating in Sunday's fundraiser "Donors on the Diamond" at Greenville's Fluor Field to benefit Donate Life South Carolina, which reports that 108,000 people in the United States are awaiting organ transplants.

Powell left USC following the 2004 season as one of the most decorated players in program history. He handled the pitching staff for three consecutive College World Series appearances, ranks fifth in USC history with 44 home runs and earned consensus All-America honors in 2004.

Powell earned a \$1 million signing bonus after Oakland selected him 24{+t}{+h} in the first round of the 2004 draft. Soon after, he made a "sizeable" contribution to get the Ray Tanner Foundation off the ground, according to the USC coach.

Powell then began his ascent through the Oakland organization, only to see his career derailed by an injury following the 2004 season. In February of 2005, Powell tore the ACL in his left knee on the artificial surface of USC's football practice facility.

By July of 2007, Powell was putting up numbers (.292 batting average, 14 home runs at Class AA and Class AAA) that were certain to earn him a promotion to the major leagues in September. But he again tore the ACL in his left knee, this time when his cleats locked in the batter's box after hitting a fly ball.

"It's already saved my career twice through organ donations and tissue donations," Powell says, "and potentially down the road an organ donation could possibly save my life."

Over the past two seasons, Powell has become a valuable commodity for Oakland. He is a switch-hitting reserve catcher who can provide power off the bench and is adept at handling a pitching staff.

"They don't expect you to offensively perform because you don't get a chance to play a lot," says Powell, who in 252 at-bats over two seasons carries a .222 batting average and nine home runs. "But they do expect you to go in there defensively and

be able to handle the pitching staff and call the game. I think I've done a good job calling pitches and handling a pitching staff."

Powell always will have a claim to fame in the major leagues after catching Dallas Braden's perfect game this past May, the 19th perfect game in major-league history.

Nothing has come easily for Powell in the big leagues, primarily because of the autoimmune hepatitis that he deals with on a daily basis. The disease can be controlled through medication, but some of the treatment dehydrates his muscles, makes him retain water and store fat, and ultimately could affect the 20/15 vision he has in both eyes.

On top of that, Powell is susceptible to head colds and other ailments. He was fighting a cold as he spoke on the telephone from his Greenville home on Sunday.

It is all the more reason Powell and his wife, Allyson, became involved with an Oakland Athletics fundraiser for area children this past season called "Dinner on the Diamond." The couple then contacted Donate Life South Carolina about staging a similar event in Greenville.

"My liver disease is serious in my life, but it's not nearly as serious as so many other people who have health issues that are awaiting other types of transplants," Powell says. "I have another 15 years to start worrying about getting a liver transplant, but there are other people waiting today for an organ transplant. There are over 1,000 people in the state of South Carolina on the transplant waiting list. So it's a big issue.

"That's why I got involved. I'm blessed to be an athlete, and I have a little bit of a voice and a little bit of a stage to talk and bring some awareness to organ donations."

Monday's Arizona Fall League roundup

Ackley enjoying a strong AFL campaign after uneven season

By MLB.com

Javelinas 7, Scorpions 4

Former No. 2 overall pick Dustin Ackley (Mariners) was 2-for-5 with a homer and drove in two runs for second-place Peoria. Brandon Barnes (Astros) slugged a solo homer and fellow Houston Minor Leaguer Koby Clemens hit a two-run double. Nationals prospect Derek Norris knocked in a pair of runs for first-place Scottsdale. Red Sox farmhand Eammon Portice allowed a run on two hits over three frames for his second win of the fall.

Rafters 3, Desert Dogs 2

Brewers prospect Michael Fiers rebounded from a pair of shaky outings to strike out four over four hitless innings for Surprise. Fellow Milwaukee farmhand Brandon Kintzler was picked up the win after allowing a run on three hits over two frames. Tony Cruz (Cardinals) was 3-for-4 with a pair of doubles and a run scored, while Davis Stoneburner (Rangers) drove in a run. Jon Link (Dodgers) gave up a run on five hits over 4 1/3 frames for Phoenix.

Solar Sox 15, Saguaros 1

Josh Vitters (Cubs) and Andrew Lambo (Pirates) went back-to-back in the fourth inning to lead Mesa in the blowout victory. Former first-rounder Vitters finished with three RBIs and Lambo was 3-for-6 with two runs scored. Jordany Valdespin (Mets) scored three times and Matt Rizzotti (Phillies) drove in two runs as the Solar Sox pounded out 20 hits. Phillies farmhand Josh Zeid improved to 3-0 after allowing two hits over four shutout innings.

Saturday's Arizona Fall League roundup

Top draft pick Harper slugs first AFL homer in Scottsdale victory

By MLB.com

Scorpions 13, Saguaros 9

Bryce Harper, the Nationals' first-overall pick in June, went deep for the first time in the AFL, pacing Scottsdale to a victory over Peoria. The outfielder went 3-for-5 with two RBIs and he missed hitting for the cycle by a triple. Brandon Belt (Giants) was 3-for-5, while teammate and AFL batting leader Charlie Culberson raised his average to .472 with two more hits. **Game story | Box score**

Rafters 8, Javelinas 7

Milwaukee prospect Hunter Morris continued his impressive Fall League showing with a clutch two-run single in Surprise's victory over Peoria. Texas League All-Star Joey Butler (Rangers) slugged his first homer of the fall -- a two-run shot in the

third inning -- and third baseman Zack Cox (Cardinals) extended his hitting streak to five games after going 2-for-4 with two RBIs. **Game story** | **Box score**

Desert Dogs 12, Solar Sox 6

Marlins' first-rounder Kyle Skipworth and Cory Harrilchak (Braves) combined for four homers and 10 RBIs as Phoenix bested Mesa. Skipworth hit a pair of three-run shots, while Harrilchak added two two-run blasts. Oakland farmhand Travis Banwart tossed four one-run innings while striking out five to earn his fourth win for the Desert Dogs.

Friday's Arizona Fall League roundup

Barnes plates six runs, flirts with cycle in Javelinas' victory

By MLB.com

Javelinas 11, Desert Dogs 4

Astros prospect Brandon Barnes was 3-for-5, plated six runs and fell a double shy of the cycle in Peoria's road win over Phoenix. Barnes, a sixth-round pick in 2005, hit for the cycle on June 10 while with Class A Advanced Lancaster, but he grounded out in his final at-bat in the top of the eighth inning. Dustin Ackley (Mariners) went 2-for-3 with two RBIs and a pair of runs and Michael McDade (Blue Jays) reached base safely four times in the victory. **Game story** | **Box score**

Rafters 12, Saguaros 5

Second baseman Davis Stoneburner (Rangers) slugged his first homer of the fall and plated four runs and 20-year-old Texas prospect Engel Beltre went 3-for-4 to keep Surprise one game out of first place in the AFL West. Caleb Gindl (Brewers) extended his hitting streak to a team-best nine games and he raised his average to .361 with a pair of doubles, his fifth and sixth extra-base hit of the season. He shares that hitting streak with fellow Milwaukee farmhand Eric Farris, who was 2-for-6 with two RBIs to bump his average to .429. **Game story** | **Box score**

Scorpions 9, Solar Sox 1

Ryan Adams smacked a pair of doubles and drove in three runs, Marc Krauss (Diamondbacks) homered and scored twice and Giants prospect Brandon Belt delivered an RBI single in Scottsdale's win over Mesa. The Scorpions got to Mesa starter Brad Holt (2-1) early, spoiling his unblemished ERA. Jordany Valdespin (Mets) was 3-for-3 and drove in the only run for the Solar Sox (9-7) with a fifth-inning single.

Changing economics of radio and sports

BY EVAN WEINER, NEWJERSEYNEWSROOM.COM 11/1/2010

THE BUSINESS AND POLITICS OF SPORTS

At one time, there were a lot of New York Islanders fans in New Jersey and in Connecticut. There probably are still Islanders fans in New Jersey despite the presence of the New Jersey Devils and the New York Rangers and in the southern part of the state, the Philadelphia Flyers. New Jersey-based Islanders fans can see the team in a variety of ways whether it is on cable TV, satellite TV, or part of a NHL league-wide pay TV package or on the Internet. What Islanders fans cannot do in New Jersey and in a good chunk of the metropolitan New York region is listen to the game on a radio because the Islanders radio broadcasts are being aired on a signal challenged college radio station on the low FM band from Hofstra University.

Welcome to the 21st century where radio is an afterthought long after announcers brought games into the living room and created legends in the 1920s and 1930s. No one outside of the arena ever saw Joe Louis box live but Joe Louis' boxing matches were there on radio in the living room.

The way radio and sports work now is quite different from the halcyon days of the marriage of the two industries when radio brought games, particularly, baseball games to all parts of the United States and Canada. The St. Louis Cardinals baseball team was immensely popular outside of St. Louis because the team's broadcast partner KMOX's signal boomed around the country. Eventually the Cardinals and KMOX divorced because KMOX after 51 years didn't want to pay the Cardinals a large chunk of cash after the 2005 baseball season. St. Louis' management opted to buy into a much weaker station, KTRS, and all of a sudden the team lost a huge chunk of market penetration in just St. Louis. KMOX and the Cardinals just signed a new contract and Cardinals management is trying to sell off the team's portion of KTRS.

Despite the rather poor signal, St. Louis Cardinals baseball on KTRS and the Cardinals radio network based on the percentage on the size of market was the most listened to team of the all 25 teams participating in Arbitron's rating of baseball teams among 25-54 year old men in 2009. One in every five in that category listened to Cardinals baseball during the season or about 135,200 men. Neither the New York Yankees nor the New York Mets came close to that percentage, although because of market size both New York teams had more than twice the number of Cardinals listeners. The Yankees, the 2009 champions, had on average 412,500 listeners in the 25 to 54 category and the Mets did about 277,000 just slightly less than the big market Chicago Cubs. The Steinbrenner-family Yankees was seventh on the list; Wilpon's Flushing squad was 12th. Oakland was 25th with a 1.7 share but Seattle and Washington had fewer listeners. Five teams did not participate in the 2009 survey. All 30 teams were included in this year's Arbitron's service.

Baseball gets more listeners than basketball and hockey and the numbers are quite low which is why radio stations are no longer giving cash to teams. Radio stations on the AM dial would rather have packaged syndicated program than sports events which interrupt regular schedules. An Islanders broadcast say on WOR (a station that used to carry Islanders games) would get in the way of the syndicated Michael Savage and his daily hate spewed rants. Although Rutgers football and basketball is on WOR for some reason.

The Rutgers aberration might be explained this way. The sports fan is the prime demographic for a lot of advertising companies. And WOR makes more money because Rutgers buys the airtime.

In New York, the sports stations WFAN and WEPN do most of the radio play by play. WFAN has the Mets and sells time to the Giants, Nets and Devils and WEPN sells time to the Jets, Knicks and Rangers. Overlap games go to smaller and weaker signals for the most part although WBBR, with a robust signal, will air a game here and there to break up all financial all the time radio. In Philadelphia, WPHT breaks up its stellar lineup of "conservative" talkers to broadcast Phillies baseball and Temple sports but sports station WIP has the Flyers and 76ers. Some overlap games head over to WPHT. The Eagles broadcasts are on an FM station, WYSP.

In 2008, Michael Weiner, who assumed the Michael Savage character, said that nearly every child with autism is "a brat who hasn't been told to cut the act out." The AM radio band has evolved into a pile of rubbish with older men playing the role of nasty creatures who just say things to cause shock and grab listeners' attention. As this has happened, the radio audience has aged dramatically which is exemplified by the number of commercials with products aimed at an audience of 60 and older. A sport brings in a younger audience but it is very costly where as a talk show is cheap.

Just about all radio stations don't want to pay for sporting events.

The radio industry is in awfully poor shape and has been that way for years. The radio "stars" of today are older and cut their teeth at small stations. Because of syndication, there are few stations that allow youngsters to develop a style and radio stations are not looking for intellectual talk either. The poster boy for radio today is Glenn Beck. In the glory days of the industry it was Jack Benny, Fred Allen and lots of sports.

Most sports teams buy airtime and then sell commercials as part of an overall media package. Charles Wang's Islanders either did not want to buy airtime or no stations had any interest in airing Islanders games. The Yankees and WCBS contract may be one of the few exceptions to the rule. The Bronx team actually gets some cash as part of a \$14 million annual deal.

Wang's Islanders team can be picked up on a variety of sources. The Hofstra radio signal is available on Long Island, there is the Internet and pay XM radio as well so it is not that the Islanders play hockey in a radio vacuum. The Islanders games are on FM and FM station owners are pressing for an FM tuner as an app on phones and that could help the radio industry.

There probably are a good many reasons why Islanders games are on a college radio station. For those who don't understand the changing broadcast spectrum and have condemned the Islanders brass perhaps they should be paying attention to what is going on in the radio industry. Sure the Islanders marketing strategy has consolidated to Nassau and Suffolk Counties in New York but the team's cable TV deal dovetails the New York Rangers and New Jersey Devils cable TV

roadmap as all three teams are on the Madison Square Garden cable network. Cable TV is where the money is made. Radio is an afterthought these days. It provides market coverage but it is no longer a money maker.

Islanders hockey is on a college radio station. Oakland A's baseball was once on a college station. The days of Mel Allen and the Yankees, Russ Hodges and the Giants, Red Barber and the Dodgers, Marty Glickman and the Knicks, Marv Albert and the Knicks are gone. It is a different world out there. Last year the Islanders radio broadcasts was a voice feed from TV, this year the Islanders actually have a real radio announcer. The games are available but unlike the two New York baseball teams that are on 50,000 watt stations or the other teams that are on sports stations, Islanders fans in New Jersey have to look for the games.

In the near future, all teams will have apps available for phones and that will appeal to the 18 to 24 year olds who don't own a radio and many in that age group will not buy a radio.

Radio does have an advantage. Radio is a mobile medium. You can have it with you out jogging and in your car. But you need a big signal for a sports team. That is where the Islanders lose.

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