

# Jordan says no to new deal

college press EXCHANGE

Although he has made no final decision on whether to retire from basketball, Bulls superstar Michael Jordan has made a personal business decision — no additional endorsements.

The world's most famous athlete, and certainly its most exposed, has put a hold on any new deals to hawk products and services.

But his associates caution that Bulls fans shouldn't read too much into it. The move is a business decision unrelated to his deliberations over whether to return to the Bulls this year.

Jordan, through Falk Associates Management Enterprises in Washington, also known as FAME, has put a hold on any new deals.

"We're not actively pursuing" any new business, said Estee Portnoy, who works on Jordan's business pursuits at longtime agent David Falk's firm.

Portnoy added, "We haven't done a deal since AMF."

That goes back to last October, when AMF acquired the Michael Jordan Golf Co. Jordan, as part of the package, agreed to a five-year personal services agreement with AMF to serve as a spokesman for the bowling firm.

If Jordan was available, it would take a minimum of \$2 million a year and at least a 10-year commitment to sign him up, sources said.

There was a time early on when any Jordan deal was \$1 million plus for five years. Jordan's first endorsement deal was with the Chevy dealers in 1984, his rookie year.

Jordan's endorsements were estimated to be worth \$47 million in 1997. In addition, he pulled in \$36 million in his most recent one-year contract with the Bulls, putting that combined total at \$83 million.

Jordan has been all over the map in pitching products. The list includes Nike, Gatorade, WorldCom, Bijan Fragrances, Wilson Sporting Goods, Sara

Lee meats, Wheaties, Rayovac and the Chicagoland Chevrolet Dealers.

Forbes magazine recently estimated that Jordan has pulled down salary and endorsement money exceeding \$300 million this decade.

Even though there is a freeze on Jordan taking on new endorsements, a new line of footwear and other merchandise under the Jordan brand from Nike should raise that figure substantially.

As for Jordan and his agent putting a clamp on endorsements, one Chicago-based marketing observer explained, "They obviously feel he's been overexposed."

Clients who sign up celebrities such as Jordan to promote their products always run the risk of overexposure. One potential problem is that consumers may only think of Jordan for certain products he hawks, such as Gatorade and Nike.

# BCS officials tries to sell new system

IRISH continued from 3B

Although Notre Dame's fabled football power has waned in recent years, its inclusion in the Big Ten would be likely to give the conference a stature beyond those of all others. It also would allow the conference to split into two six-team divisions and put on a lucrative championship game between division winners, just as the Southeastern Conference and the Big 12 do now. And it would increase Notre Dame's chances of becoming a major player in the new Bowl Championship Series.

Besides, all of that, it would make sense on an athletic level. Located in the Midwest, Notre Dame has had long-standing rivalries with three Big Ten members — Michigan, Michigan State and Purdue — and has also had scheduling arrangements with Penn State, Ohio State and Northwestern.

Details would have to be worked out before Notre Dame joined the Big Ten. Notable among them would be television contracts. Notre Dame's current football deal with NBC extends through 2005, while the Big Ten has a contract

with ABC and ESPN that runs through 2007.

"I'm not going to get into contracts or whether they're excited about joining or anything like that," Delany said. "At the present time, we're only exchanging information with Notre Dame. That might be an understatement or it may be an overstatement, but that's what we're doing."

### Ballot-box blues

Officials who designed the Bowl Championship Series (BCS) to appease growing sentiment for a Division I-A football playoff system last week put on an all-out blitz to sell the public on its merits.

The inclusion of the Big Ten and the Pacific Ten will ensure that the nation's two top-ranked teams meet in a bowl game. This coming season, they'll be paired in the Jan. 4 Fiesta Bowl.

But there are potential flaws in the system that will be used to determine the two top teams.

For instance, under the formula, voting by coaches and media members

will count 25 percent, allowing for self-interest and regional bias.

Grant Teaff, president of the American Football Coaches Association, didn't help matters when he said coaches made the vote a low priority, gathering with their staffs, players, and, yes, families long into Saturday nights after games before turning in their votes.

Purdue coach Joe Tiller said last week that he lets his son Michael, a college student, vote in his name in the preseason poll. Last year, Penn State coach Joe Paterno admitted that Budd Thalman, State's associate AD for communications, did the voting for him. And Paterno last week expressed concern that coaches might vote their own self-interest.

Computer rankings, strength of schedule, and won-lost records will also carry weight in the BCS rankings under a system complicated enough to make fans' heads spin.

It has yet to be determined when the first BCS standings will be made public, but it will be no sooner than the conclusion of the season's first month.

# BIGGEST FOOTBALL GAMES OF THE YEAR

Aug. 29

Louisiana Tech at Nebraska

Could be one of the biggest upsets in the history of college football.

Aug. 31

Florida State vs. Texas A&M

KO Classic winner is national title contender, which figures to be FSU.

Sept. 3 (Thursday)

Virginia at Auburn

Cavs hope to use this the way Tigers did in 1997: as a launching pad.

Sept. 5

Michigan at Notre Dame

Wolverines try to pick up where they left off. Irish try to put past behind them.

Southern Miss at Penn State Eagles have talent to win, but no pressure.

Tennessee at Syracuse

Lots of orange, with one leaving as a solid Top 10 team.

Ohio State at West Virginia

Possibly best game of early season.

Sept. 12

Arizona State at BYU

Best in the Pac-10 visits one of the best in the WAC.

Syracuse at Michigan

If either team gets to 2-0, say hello to a realistic title shot.

Texas at UCLA

Longhorns look to avenge whooping from last year.

Sept. 19

LSU at Auburn

Could decide SEC West champ.

Texas A&M at Southern Miss

An overlooked game with national ramifications.

Florida at Tennessee

The Vols never beat UF with Manning, can they without him?

Sept. 26

Michigan State at Michigan

An early matchup of rivals in key Big Ten game.

Washington at Nebraska

Huskies are last visiting team to win in Lincoln (1991).

Oct. 3

Penn State at Ohio State

OSU looks to keep national championship dream alive.

Oct. 10

LSU at Florida

Could be a preview of SEC championship game.

Nebraska at Texas A&M

Could be a preview of the Big 12 championship game.

Florida State at Miami

Battle for Sunshine State bragging rights.

Oct. 17

Virginia at Georgia Tech

Aaron Brooks and Joe Hamilton are two of the best unknown QBs.

Oct. 31

North Carolina at Florida State

This has become one of toughest games of the year. Florida vs. Georgia (At Jacksonville, Fla.)  
Gators still hungover from last year's Cocktail Party loss.

Nov. 7

Virginia at Florida State

Big chance for Cavs to catch Noles coming off tough game.

Penn State at Michigan

Big game in Big Ten triangle.

Syracuse at West Virginia

Could be for the Big East title.

Nov. 14

Nebraska at Kansas State

Possibly the game of the year.

North Carolina at Virginia

Battle for second in the ACC unless one knocks off FSU.

Nov. 21

Florida at Florida State

This one could determine who'll be in the Fiesta Bowl.

USC at UCLA

McNown looks to go 4-0 vs. crosstown rival Trojans.

Nov. 27

Arizona State at Arizona

Duel in the Desert could have Rose Bowl on the line.

Texas A&M at Texas

Ricky Williams should be close to catching Tony Dorsett's record by now.

Nov. 28

Miami at Syracuse

This one could decide the Big East champ.

Dec. 5

Showdown Saturday

SEC, Big 12, WAC championships and Army-Navy.



**-UPCOMING CONCERTS-**

**8/19 ALBERT HILL (MUGNITE)**

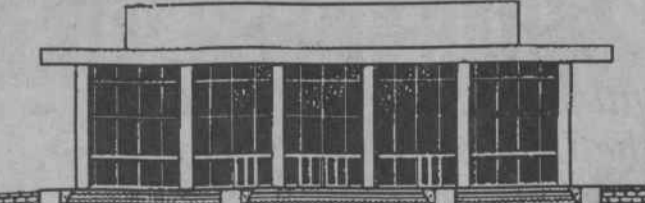
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**8/21 SKWZBXX w/ THE GOODIES**

**8/22 THE BLUE DOGS w/ SLOW MOSES**

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**August 24th - September 24th**

Tours	
<b>Mondays:</b>	<b>11am</b>
<b>Tuesdays:</b>	<b>11am</b>
<b>Wednesdays:</b>	<b>2pm</b>
<b>and</b>	<b>7pm</b>
<b>Thursdays:</b>	<b>4pm</b>

The tours will last approximately one hour. The first part of the tour will include many of the library departments, such as Reference, Science Reference, Education, Government Documents, and Circulation. The second part of the tour will focus on the electronic resources available at the Thomas Cooper Library. The Internet, USCAN, and CD-ROM databases will be demonstrated



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