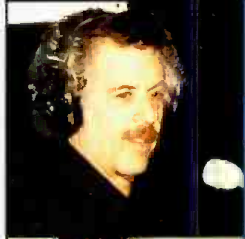
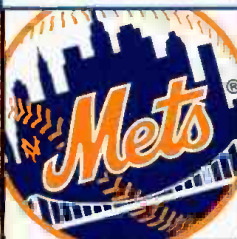


The Winningest Team In Sports History...

\$5.00

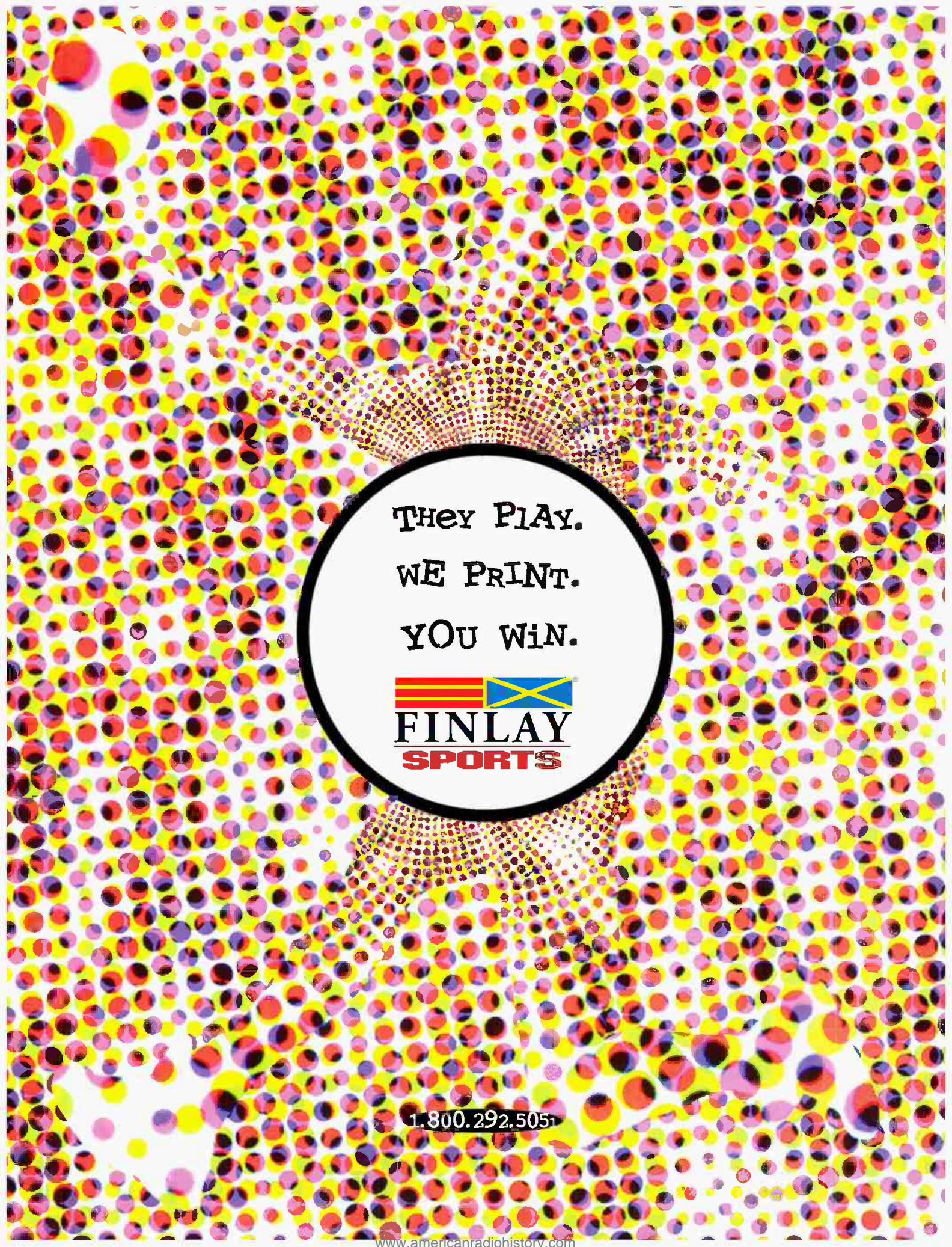


WFAN TENTH Anniversary COMMEMORATIVE MAGAZINE



Sponsored By:





THEY PLAY.
WE PRINT.
YOU WIN.



1.800.292.5051

A NOTE FROM OUR G.M.

June 1997



**"... we're committed to making this work and we'll make it happen.
We're a fresh concept in an industry that doesn't have many new ideas."**

To our advertisers and loyal listeners,

That's me, as quoted by Bob Raissman in a column that ran in the Daily News on July 12, 1987. Less than two weeks earlier, WFAN had made its debut as the first all sports radio station in the country and more than a few people had doubts about our survival. So it is with great pride that I welcome you to our 10th Anniversary celebration.

The early years at the station were difficult as many advertisers adopted a "wait and see" approach to the Sportsradio concept. As the point person for sales, it was a very humbling experience. This all changed on October 7, 1988, when legendary morning man, Don Imus stepped into the FAN line-up to provide an anchor to the broadcast schedule and legitimize, validate and strengthen our efforts. He also earned my eternal gratitude!

What has followed is a steady yet spectacular climb to our current position as one of the most successful radio stations in the country. But the strength of WFAN goes beyond sports. The annual Radiothon is an unparalleled demonstration of the power of radio put to its best use. Since 1990, nearly \$11 million has been raised to benefit the Tomorrows Children's Fund and the CJ Foundation for Sudden Infant Death Syndrome. Our results include the Don Imus WFAN Pediatric Center for Tomorrows Children at Hackensack Medical Center, one of our most significant achievements.

Of course there are many people to thank: a stellar roster of talent, led by the rock-solid duo, Mike and the Mad Dog, that keeps folks tuned in and tuning in, a talented programming department that consistently bats .1000 in delivering a superior product, a dedicated administrative staff that provides structure to the organization and a "never say die" sales force that makes it all happen.

I also want to thank the athletes and team organizations that have provided us with the thrills and excitement that only sports can offer: playoff runs, pennant races, World Series Championships, Super Bowl victories and a Stanley Cup! You have given us and our listeners so much to talk about over the last 10 years.

And finally, my heartfelt thanks to our many advertisers and listeners without whom we wouldn't be here! It has been a tremendous 10 years and here's to many more years of continued growth and success.

Sincerely,

Joel Hollander
Vice President and General Manager

TAKE HOME THE "HOME OF GOLF"

UNIQUE LIMITED EDITION PANORAMIC LITHOGRAPH AUTHORIZED BY THE SECRETARY OF THE ST ANDREWS LINKS TRUST.

To commemorate the birth of golf around 1400 A.D., St Andrews Links Trust has commissioned this exquisite 370° panoramic photograph from the Valley of Slin.

Only fourteen hundred will be issued. This 36" X 15" lithograph is printed on museum grade stock and includes the history of all

25 Open Champions over the Old Course at St Andrews. Printed in the UK. Complete with Certificate of Authenticity signed by the Secretary of the Links Trust.

Purchase of this lithograph contributes towards the cost of maintaining and preserving the historic St Andrews Links.

Order #
5119



\$95.00 Each
+ \$7.50 Shipping & Handling

TO ORDER, CALL 1-800-292-5051
(Please allow 4-6 weeks for delivery)



DON IMUS & FRED IMUS



TWO GUYS FOUR CORNERS

GREAT PHOTOGRAPHS, GREAT TIMES, AND A MILLION LAUGHS



Villard New York

Available in Book Stores Nationwide.

www.americanradiohistory.com

Order On-Line at Amazon.com

TABLE OF CONTENTS

EDITOR
Joel Hollander

MANAGING EDITOR
Connie Fitzgerald

PRODUCTION MANAGER
David Spalthoff

CONTRIBUTING EDITOR
Philip Van Munching

EDITORIAL ASSISTANTS
Briion Bruder, Jamal Odom,
Eric Spitz, Steve Cohen,
Philip Van Munching,
Adam Sznitken

PHOTOGRAPHY
George Kalinsky,
WFAN archives

PUBLISHED FOR WFAN BY
FINLAY SPORTS
Two Penn Plaza, 10th Floor
New York, NY 10121
Phone:
212.366.5556
Fax:
212.760.2802
Email:
Sports@Finlay.com
Internet:
www.finlaysports.com

PRESIDENT
Kevin D. Kalagher

EXECUTIVE VICE PRESIDENT
John Giordino

NATIONAL SALES MANAGER
Michael Vaccaro

TEAM RELATIONS
Robert Margolin

ART DIRECTOR
Richard Marzi

Copyright 1997 Finlay Sports



TEN YEARS OF SPORTS TALK

From Imus in the Morning, Mike & the Mad Dog
and everyone else in between...
welcome to the winningest team in sports history.



Page 5

THE WFAN TIMELINE

It's been an incredible ten years.
Take a look back to see how far the FAN has come.



Page 6

"THE WINNINGEST TEAM IN SPORTS"

Meet the people behind the microphones and read what
they have to say about working at the FAN.



Pages 7-18

FINLAY SPORTS

A powerhouse in sports publishing,
sports products and sports collectibles.



Pages 21-23

ARENA & STADIUM SEATING

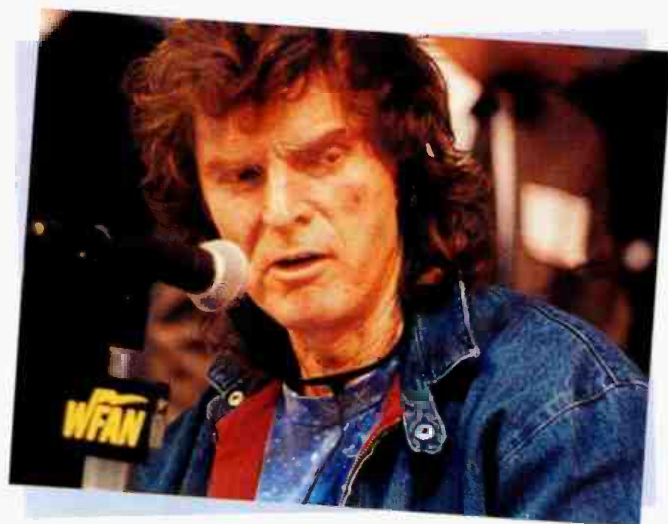
Going to the game? Use our handy seating diagrams
for finding the best seats in the house.
All metropolitan area stadiums and arenas are included.



Pages 25-33

"The Winningest Team In Sports History"

TEN YEARS OF SPORTS TALK



Q

uick: name one team that's played at the top of its game for a full decade, leaving the competition in the dust season after season after season. (Hint, the team can be found 24 hours a day, 365 days a year at number 66 on New York's AM dial.) You wanna talk undefeated streak? You wanna talk complete dominance? You wanna talk period? Then you want the FAN.

The world's first 24-hour all sports radio station, Sports Radio 66 AM WFAN debuted on July 1, 1987. Though dozens of stations have copied the format, none have achieved the success – and notoriety – of the FAN.

Central to that 10-year unbeaten streak, of course, is legendary morning man Don Imus. His Imus in the Morning show is now syndicated to over 100 stations across the country, and carries an audience of over 10 million listeners. It's a regular stop for Washington insiders, the biggest names in the media, bestselling authors, and the occasional presidential candidate. Imus's show has become so popular that in September of 1996, MSNBC, the cable/Internet venture of



Microsoft and NBC, began simulcasting it as part of their own morning programming.

While WFAN is also the flagship station of five New York pro sports teams, it's also known as the home of two teams of its own: "Mike and the Mad Dog", a.k.a. Mike Francesa and Christopher Russo and the "Sweater and the Schmooser", Russ Salzberg and Steve Somers. While reporting and commenting on the biggest stories in sports during the midday and afternoon drive broadcast schedule, Mike, Chris, Russ and Steve go head to head with listeners and sports figures alike.



When it comes to gametime, great play-by-play is absolutely essential to a

sports fan...and once again, the FAN delivers. New York fans turn on WFAN to catch all the hits, home runs, tackles, punts, goals and three point plays the Mets, Jets, Giants, Knicks and Rangers offer. The FAN is also the home of Notre Dame football, St. John's basketball, CBS Radio's Game of the Week for NFL Football and Major League Baseball, the World Series, the Super Bowl, the Stanley Cup Finals, the NBA Finals and the Final Four.

From its leadership position in sports talk radio, WFAN has led the way with in-depth coverage of the top sports stories in New York and throughout the world over the past 10 years. The FAN kept its listeners up to date when the Rangers signed the Great One, Wayne Gretzky, just as it did when the Rangers took the Stanley Cup in 1994. When David Cone staged a remarkable comeback from an aneurysm, the FAN was right there...just as it was



when the Jets hired Bill Parcells. From Suzyn Waldman's award-winning coverage of the World Series '89/San Francisco earthquake to Bob Wischusen's marathon reporting of the Olympic Park bombing last year, the FAN brings the biggest stories to life better than anyone else.


As part of its mission to bring fans the most complete sports coverage on the globe, WFAN provides sports updates every 20 minutes, with the exclusive WFAN 20/20 Sports.

But the strength of the station goes well beyond the world of sports. WFAN, over the past decade, has proven itself as a potent force for charities. The annual WFAN Radiothon, a 28 1/2 hour



fundraising marathon, is an unparalleled demonstration of the power of radio to help those who need it most.

Over \$11 million has been raised to benefit the Tomorrows Children's Fund and the CJ Foundation for SIDS since the first Radiothon in 1990.

Next time someone asks you which city can claim the winningest team in sports history, you tell 'em the answer is New York; home of Sports Radio 66 WFAN. 



WFAN TIMELINE



1987:

- ▲ July 1, 1987-3:00pm, Suzyn Waldman is the first voice heard on the first all sports radio station in the America...Suzyn welcomed listeners to the new format, read the first sports update and then turned things over to Jim Lampley. The original broadcast schedule was as follows: Greg Gumbel-6:00-10:00am, Jim Lampley-10:00am-1:00pm, Art Shamsky-1:00-3:00pm, Pete Franklin-3:00-7:00pm, Howie Rose-7:00pm-12:00 midnight and Steve Somers began "schmoozing" overnights.
- ▲ In November, Mike Francesa joins WFAN as a weekend host
- ▲ The World Champion New York Mets provide an important programming element as fans follow their title defense exclusively on the FAN

1988:

- ▲ A huge year for the FAN as the station goes from 1050 on the AM dial to 660
- ▲ Legendary morning man Don Imus and the Imus in the Morning show anchors the WFAN broadcast schedule
- ▲ WFAN becomes the flagship station for the Knicks and the Rangers
- ▲ The Mets cap off a 100 win season with a pennant race, eventually losing to the Dodgers in the National League Championship Series

1989:

- ▲ In March, Francesa correctly picks the Seton Hall Pirates to make to the NCAA Final Four and but for two last second Michigan free throws, he nearly drives away in a new \$62,000 Porsche compliments of the I-Man
- ▲ In September, The Mike and the Mad Dog show debuts... New Yorkers can now drive home to the unique sports talk of Mike Francesa and Christopher "Mad Dog" Russo
- ▲ Suzyn Waldman distinguishes herself with live coverage from Candlestick Park as an earthquake rocked the Bay Area during the '89 World Series...she is later awarded an International Radio Festival Award for her work

1990:

- ▲ A lock-out puts an end to the Major League Baseball season
- ▲ Bill Parcells leads the New York Giants to a 13 and 3 record culminating in a Super Bowl victory in January 1991
- ▲ Live from the World Financial Center's Winter Garden, Imus and WFAN launch the first Radiothon to benefit the Tomorrows Children's Fund...an unprecedented \$1.2 million is raised

1991:

- ▲ Imus celebrates 20 years on New York radio and wins an NAB Marconi Award
- ▲ Following the Super Bowl success, Parcells leaves the Giants and heads for the broadcast booth
- ▲ The Rangers strike a major deal and bring Mark Messier to New York
- ▲ The Riley Era begins as the Knicks hire Armani poster boy, Pat Riley as head coach
- ▲ Imus becomes the official Tri-state "cover boy", appearing on the cover of *New York Magazine* in July and the covers of *Connecticut* and *New Jersey* Magazines in November
- ▲ The second annual WFAN Radiothon raises \$1.3 million

1992:

- ▲ Hotel critic Don Imus and hotelier Donald Trump continue their warm, fuzzy relationship in the papers
- ▲ In April, lots of big changes at the FAN, Infinity Broadcasting buys the station for a record \$70 million; Joel Hollander is named General Manager and Imus again makes headlines with a new five-year deal
- ▲ The road to the White House goes through WFAN for Presidential Candidate Bill Clinton...his appearance on the Imus show turns things around for his New York primary campaign which turns things around for his presidential campaign
- ▲ In June, Imus "walks the walk" as he and Governor Lowell Weiker switch jobs for a day making the I-Man Connecticut's most famous governor
- ▲ WFAN breaks the story as Lou Carnesecca retires as head coach of St. John's
- ▲ In November, WFAN joins the NFL by acquiring broadcast rights for the New York Jets
- ▲ The third annual Radiothon raises \$1.2 million

1993:

- ▲ For the first time in 20 years a heavyweight fight is carried live on the air as the FAN broadcasts the Dokes/Bowe fight in January
- ▲ Mark Chernoff joins WFAN as Program Director
- ▲ New York media personalities, Mike Lupica and Len Berman, team up briefly, (one day), for the FAN's mid-day show...they each go on to host their own 2 hour shows, splitting the mid-day shift: Berman leaves in July followed by Lupica in October
- ▲ In March, Suzyn Waldman's scores with the first interview with "the Boss" George Steinbrenner upon his return to baseball; in June she follows up with another "first": she

becomes the first woman to do color commentary on a Major League Baseball broadcast

- ▲ As the Knicks cap off a 60 win season and begin the playoffs, Imus is their secret weapon...the I-Man again makes headlines as he comes into possession of Knick opponent/Indiana Pacer Malik Sealy's playbook and shares its contents with his millions of listeners
- ▲ The Imus in the Morning show goes nationwide
- ▲ "The Sweater", Russ Salzberg joins WFAN as the mid-day host in November
- ▲ The fourth annual Radiothon raises \$1.3 million

1994:

- ▲ During one remarkable week in February, Imus chats it up with President Bill Clinton, becomes engaged to actress Diedre Coleman and appears on the "Late Show" with David Letterman...Imus and Coleman are married later in the year
- ▲ THE RANGERS WIN THE CUP...after a 54 year drought, captain Mark Messier and the rest of the Rangers bring Lord Stanley's Cup to New York
- ▲ The Knicks finally get past conference rival Chicago Bulls to take on Hakeem "The Dream" Olajuwon and the Houston Rockets and come within a tipped shot of bringing home an NBA Championship
- ▲ In July, Mike and the Mad Dog find themselves right in the middle of the Mike Keenan/Neil Smith contract caper
- ▲ Christopher "Mad Dog" Russo signs on for 5 more years
- ▲ Major League Baseball cancels the season in September...baseball won't return until the spring of 1995
- ▲ Howie Rose is triumphantly reinstated as the host of "Mets Extra" after Mets management, Al Harazin and Frank Cashen, removed him
- ▲ A WFAN talent search contest produces Joe Benigno from Saddle River as the new overnight host; frequent and controversial caller, Eli Strand even scores a few hours as a co-host
- ▲ The highly successful Radiothons payoff as the Don Imus-WFAN Pediatric Center for Tomorrows Children opens at Hackensack Medical Center
- ▲ The fifth annual Radiothon benefits the CJ Foundation for Sudden Infant Death Syndrome... \$1.4 million is raised

1995:

- ▲ In June, the "Schmooser" comes to daytime as Steve Somers pairs up with the "Sweater" Russ Salzberg to host WFAN's mid-day slot
- ▲ The Pat Riley era ends, suddenly and via fax, with the Knicks
- ▲ The New Jersey Devils keep the Stanley Cup local by overpowering the Red Wings...Mike and the Mad Dog journey to the Meadowlands and survive
- ▲ Chris Russo and Jeannie Lavelle get married in May
- ▲ Major League baseball returns and the Yankees make the new expanded playoffs as a wild card
- ▲ Senator Alfonse D'Amato performs his infamous Lance Ito impersonation for an appreciative audience of Imus, his crew and a few million others
- ▲ The FAN meets "Ferrall on the Bench" and Scott Ferrall is warmly welcomed by his fellow staffers
- ▲ WFAN's Suzyn Waldman makes history by becoming the first woman to broadcast a network baseball game
- ▲ The sixth annual Radiothon raises \$1.3 million for the CJ Foundation for SIDS

1996:

- ▲ WFAN becomes the flagship station of the New York Football Giants
- ▲ The Yankees win their first World Series since 1978 in dramatic fashion and WFAN carries all the action
- ▲ "Go Baby" Imus rocks Washington, DC while delivering the after dinner remarks at the 52nd Annual Dinner of the Radio and Television Correspondents Association...not everyone gets the joke(s) including the President and the First Lady...20 more stations immediately sign up to carry the Imus in the Morning show
- ▲ Imus is inducted into the National Association of Broadcaster's Broadcasting Hall of Fame
- ▲ Imus in the Morning begins simulcasting on MSNBC
- ▲ WFAN is named the winner of two Marconi Awards, Major Market Station of the Year and News/Talk/Sports Station of the Year, citing excellence in broadcasting
- ▲ The seventh annual Radiothon to benefit the CJ Foundation for SIDS and the Tomorrows Children's Fund raises a stunning \$1.6 million

1997:

- ▲ Imus is named one of the 25 Most Influential People in America by *Time* Magazine along with such luminaries as Madeline Albright, Colin Powell and Tiger Woods
- ▲ The eighth annual Radiothon to benefit the CJ Foundation for SIDS and the Tomorrows Children's Fund exceeds all expectations by raising an unprecedented \$1.9 million
- ▲ WFAN celebrates 10 years as the Sports Leader, Sports Radio 66 WFAN

Introducing
The
Winningest
Team
In
Sports...

IMUS IN THE MORNING



Don Imus

IMUS IN THE MORNING



Charles McCord



Bernard McGuirk



Rob Bartlett



Mike Breen



Larry Kenney



Lori McNichol



Lou Rufino

SALZBERG & SOMERS



Russ Salzberg

Funniest On-Air Experience:

With Steve, it's funny every day, but perhaps the funniest was when Steve said - during all the O.J. business - "We're gonna have a special guest today. O.J., A.C. and I go all the way back to the 'hood together, so we're gonna have O.J. on." People took it seriously; they kept calling up, waiting for the interview. Could you imagine Steve Somers growing up with O.J.?

Favorite Caller:

Four come to mind: Joey from Bensonhurst, Reverend G. from Harlem, Vinny from Queens and Cisco from Manhattan. They all come with something to the table; they have a sense of humor, they're fun, and they all make for good discussion.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

It's a tie between the Rangers winning the Stanley Cup and the Yankees winning the series. The Yankees have a bigger following, but both events were equally spectacular. For the Rangers, it was waiting so long, for the Yankees it was come from behind.

Attributes the FAN's Success To:

You mean after Imus? It all starts with him. And ends with him, frankly.



Steve Somers

Best/Funniest On-Air Experience:

Keeping then-NHL czar John Ziegler, Jr. on the air from 2:00 to 3:30 a.m. one morning in '88, even though he wanted to get off because of questions he thought were too tough. He was rude, arrogant, abrasive; some thought he revealed his incompetence as commissioner and a general disrespect for hockey. That may have been one of many reasons for his ouster as czar down the road.

Favorite Caller:

A tie between Frank Petrosino of Brooklyn and Dave from Waterbury. Frank called in '88 to invite me to sit in the blue seats at the Garden and showed me what fan loyalty was all about. Dave is wild, wacky, informed, and funny.

Strangest On-Air Moment:

Doing a show from a phone booth because of a building evacuation. On top of it being a unique "remote," I had to contend with rain and a howling wind.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

Two, actually. First, the Rangers winning their first cup in 54 years ('94), and second, the Yankees winning the '96 World Series.

Attributes the FAN's Success To:

Imus.

MIKE & THE MAD DOG



Mike Francesa

Best On-Air Experience:

Any day Dog is away.

Favorite Caller:

I'll give you seven, and dedicate the category to the memory of John from Sandy Hook:

- 1.) Vinny from Queens
- 2.) Sonny from Jersey City
- 3.) Joe D. from Brooklyn
- 4.) Mike from Montclair
- 5.) tie: Judy from Brooklyn and Margaret from Greenwich
- 6.) Jerome from Manhattan
- 7.) Louie from Closter

Strangest On-Air Moment:

Moment? I work with Russo.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

I'll give you the big three, in chronological order: Giants over the Bills, Rangers win the Cup, and the Yanks' World Series win.

Attributes the FAN's Success To:

Imus, whom I have voted one of the 25 Most Influential People ever at WFAN.



Chris Russo

Best Experience On-Air:

When Sammy Baugh and Sid Luckman came on the show together on the anniversary of the Bears-Redskins 1940 game. (73-0)

Favorite Caller:

Joe from Saddle River...especially when he called on Saturday mornings.

Strangest Experience On-Air:

Interviewing Skip Holtz...thinking it was Lou.

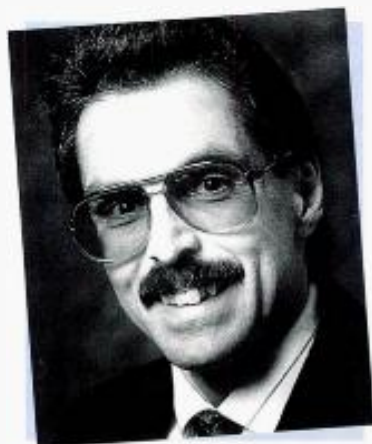
Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Yankees beating the Braves, followed by the Rangers' game seven win over the Devils in '94.

Attributes the FAN's Success To:

Being at the right spot at the right time...the dial position switch coincided with the Dodgers/Mets series in the '88 playoffs. Also, of course, Imus. (And all these teams...)

ON-AIR PERSONALITIES



Joe Benigno

Funniest Experience On-Air:

The day Bernard McGuirk called me masquerading as a caller; Antoine in the Bronx. I tried cutting him off and was unable to do so.

Favorite Caller:

Lenny in Manhattan, even though he is a Cowboy and Celtic fan...two teams I despise. He is the most knowledgeable caller I have.

Best Moment On-Air:

Doing my first Tomorrow's Children/SIDS Radiothon back in March of 1996.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Rangers Stanley Cup win in 1994.

Attributes the FAN's Success To:

The fact that if you are a sports lifer like I am, there is nothing better than a 24-hour sports call-in show station, like WFAN. Obviously, the great Imus in the Morning program has made a tremendous impact, as have Mike Francesa and Chris Russo.

*Joe, a.k.a. Joe from Saddle River, got his big break in radio in 1994, when he won WFAN's Fan Appreciation Day contest and was awarded a guest host spot on the station. He parlayed his one-shot spot (and his frequent call-in appearances on the Mike and the Mad Dog show) into an overnight host job at a small station in Elizabeth, New Jersey before being offered a full-time spot on the FAN. He's currently the FAN's overnight host, taking calls and breaking news Monday through Friday, from 1:00 to 5:30 a.m.



Ed Coleman

Funniest On-Air Experience:

The pigeon unloading on my partner Dave Sims' head, opening day, Yankee Stadium in (I believe) 1989. A direct hit! Still didn't help grow anything up there for Dave...but me being a candidate for Men's Hair Now, I shouldn't talk. That pigeon had better aim than any Mets or Yankees pitcher I've seen in 10 years.

Favorite Caller:

Tough to choose; always love talking with Vinny from Queens, the Bruces, Dick from Corona, Al from White Plains, Eli too. But if I had to single out one, it would be the late John from Sandy Hook; he expanded everyone's horizons with his love of baseball, his passion for the horses...and he always put the present in perspective by not letting you forget the rich tradition and history involved in all sports.

Strangest On-Air Experience:

Jim Lampley relieving himself into a coffee cup while doing his opening monologue on the FAN without missing a beat...still one of the greatest broadcasting achievements I've ever witnessed. Who says broadcasters can't walk and chew gum at the same time?

Attributes the FAN's Success To:

Simply put: Right station, right time, right city, right people. Great fans have great passion and the WFAN have to share that, or it wouldn't work. Good management, good support staff, and a good on-air product have all helped the FAN succeed. And, of course, Imus.

ON-AIR PERSONALITIES



Bill Daughtry

Funniest On-Air Moments:

Though the death of Mickey Mantle was obviously a somber occasion, the show from Mantle's restaurant the night after he died was a chance to look back at the man's terrific sense of humor. Bill Liederman told us great post-op anecdotes, like Mantle asking memorabilia collector Barry Halper, "Hey, did you get my liver?" The term "over the edge" is often used when referring to our Mantle shows. While we were respectful, the interviews with Liederman, Jim Bouton and Denny McLain were anything but somber.

Favorite Caller:

A three-way tie: Vinnie from Queens, Tony from Yorktown, and of course, Eli from Westchester.

Best Experience On-Air:

The 1955 Dodgers World Series anniversary show in September 1995, produced by Sweeny Murti. Pee Wee Reese, Clem Labine, Carl Erskine, Johnny Podres, Roger Craig, Phil Rizzuto and Roger Kahn made this one feel like a trip on a time machine.

Strangest Moment On-Air:

No question - June 17th, 1994; OJ's bronco ride. I had done an appearance at a restaurant in N.J.; OJ had "disappeared" while I was en route. Bob Kardashian was reading his "suicide" note, and I was sitting in the parking lot, hanging on every word. The Knicks won game five of the NBA finals against Houston that night...though all anyone wanted to talk about when I hosted the overnight program was OJ.



Ian Eagle

Funniest On-Air Experience:

Francesca lost a bet to Russo and was forced to produce my show! He's a lousy producer, I must say. That, or maybe the fact that Howie Rose mooned me the first time I was on the air back in '91.

Favorite Caller:

Vinnie from Queens. He focuses on one topic, and he comes to the table with information and consistent opinions.

Strangest Moment On-Air:

Welcoming in a caller who wasn't on the line and then talking to his dog for two minutes. (And the dog made some good points.)

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Rangers winning their first Stanley Cup since 1940.

Attributes the FAN's Success To:

The New York fans. They are a dedicated, passionate group. You can have a great on-air product, but without the response from the fans it wouldn't have much of an impact.

*In April of 1997, the FAN announced that Eagle will be the station's play-by-play announcer for the 1997 Jets football season. (Not bad for a man who started with the station in 1990 as an intern.) Ian previously hosted Jets pre-game and post-game shows, where he provided WFAN listeners with his own unique in-depth analysis of each game. In his new play-by-play role, he'll be joined by Dave Jennings, who will continue as color analyst.

ON-AIR PERSONALITIES



Ann Ligouri

Funniest/Best Experience On-Air:

The funniest was when trainer Kevin Rooney, on live, watched in horror as his former fighter Mike Tyson got knocked out by Buster Douglas in Tokyo. During the break, I had to remind a very animated and unruly Rooney that he had to watch his language and not say 'a**hole' on the air. To which he replied, "You should be glad I didn't say f***ing a**hole." The best was having legendary radio voice Jean Shepherd on my show, where we talked about his passion for baseball and the Yankee's championship. It was his first public interview in two decades.

Favorite Caller:

I better say "Short Al from Brooklyn" who has not missed a week in ten years and who, after criticizing George Steinbrenner or praising Joe Lewis or Jackie Robinson, sings a love ballad.

Strangest Experience On-Air:

The night all the phone lines in the studio went dead and I had to fill a couple of hours of air time without taking calls or talking to guests.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The spring that both the Knicks were in the Finals and the Rangers won the Stanley Cup. Every night was a big game and the entire city was rocking with emotion.

Attributes the FAN's Success To:

Imus, of course.



Richard Neer

Best Experience On-Air:

Talking to Ken Burns prior to the release of his documentary, *Baseball*. Great history lesson from someone who truly loves the game. Number two might be talking to Gretzky right after he signed with the Rangers.

Favorite Caller:

Probably Eli from Westchester. Although I disagree with him 90% of the time, he's always provocative and presents a perspective we don't always hear. Likewise, Hilly from Jamaica. The late John from Sandy Hook was wonderful in a very different way.

Strangest Moment On-Air:

In the early days of the FAN, we had some inexperienced producers who thought that any guest was preferable to taking phone calls. In the middle of summer baseball season, I see a name on the screen I don't recognize, and the producer's yelling "Go to your guest!" It took two agonizing minutes to discover it was a local college player who had just signed with the Redskins. Lucky for me, he was chatty, and I didn't have to ask straight out who he was.

Attributes the FAN's Success To:

Obviously, the acquisition of Imus and the signal upgrade from 1050 to 660. Overall, I'd say management's total support for all of our jocks' freedom of speech. We're never criticized for expressing opinions, even when they're wrong. I've worked at places where this isn't true, and it creates vanilla radio that's not particularly compelling to listen to.

ON-AIR PERSONALITIES



Suzyn Waldman

Best Experience On-Air:

Two, actually. First, the night that my World Series '89 coverage became San Francisco earthquake coverage. Second, interviewing George Steinbrenner in March of '94, shortly after he was reinstated.

Favorite Caller:

Vinnie from Queens. He makes me laugh.

Strangest Moment On-Air:

In the early years, when I was doing updates, an on-air host (who shall remain nameless) relieved himself in a cup during the show.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Yankees winning the 1996 World Series.

Attributes the FAN's Success To:

First, Don Imus. Second, the success of Mike and the Mad Dog. Third, WFAN's ability to provide live, on-site coverage like no other station in the country.

*Prior to her sportscasting career, Suzyn spent 15 years on the Broadway musical stage, including two years starring opposite Richard Kiley in Man of LaMancha. Could be that her flair for the dramatic came in handy during her reporting on the 1989 World Series, where her broadcasts from the upper deck of Candlestick during the 'quake earned her an International Radio Festival Award. Suzyn was the first woman to provide color commentary on national and local TV broadcasts baseball.



Scott Ferrall

On his first weekly talk radio show:

I set it up so that all my closest associates, which were 90% bums, could call and let me master the art of talk.

How he landed a syndicated show:

I walked up to (the program director for the Sports Entertainment Network) and said, 'I'm Ferrall on the Bench, and I'm going to rock your station.' Then we drank some beer and watched the ponies all day and won some money together.

On his use of music in his sports talk show:

Music is a bed for the show. It lies under the show, keeps it floating. It's like a barge. The party's up on the barge, but the barge moves through the water with the music. That's the generation I'm speaking to.

On his unique golf outings:

We got all these rules when I go golfing with my crew of meatheads. Unlimited mulligans. Nothing out-of-bounds. Anything within ten feet of the hole is a gimme. If you finish the case of beer by the 18th tee, you get 10 strokes off your score.

On critics of his sometimes outrageous show:

Some people are turned off by it: I understand that. There's 50 million tastes out there. What am I supposed to do, please them all? That's bull. I'm talking to an audience who is about sports and rock & roll and Generation X and alternative thinking. The show exudes confidence and happiness, fun and good times. It's like a radio rush at night.

20/20 UPDATES



John Minko

Best/Funniest On-Air Experiences:

1: Post-game interviews with Anthony Mason; his comments on the games. 2: Doing push-ups on Imus in the Morning. 3: "Rodman, the Green-Haired Forward", the Christmas song on Imus.

Favorite Caller:

Bruce from Bayside...because he thinks I can actually coach basketball.

Strangest Moment On-Air:

First, doing reports every fifteen minutes from the South Street Seaport about some guy trying to break the speed record of a power boat around Long Island. Second, doing live reports of Butler's NCAA Tournament appearance from a bar in New Jersey.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Yankees winning the 1996 World Series.

Attributes the FAN's Success To:

The dedication and the chemistry of the entire staff, especially the ones that have been around for a while. Their willingness to go the extra mile to get the job done.



Joe Tolleson

Best On-Air Experience:

It happened to be my first night on the FAN. The Rangers were raising the Stanley Cup banner. I was actually quite surprised - and thrilled - they put a "rookie" in that spot.

Favorite Caller:

Vinnie from Queens. I enjoy when he gets all wound up about the Yankees.

Strangest Moment On-Air:

Co-hosting with John Minko during the "Blizzard of '96". John used to work in Indianapolis and with the Colts in the playoffs, I think every Colt fan in the listening area called that night.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Rangers winning the Stanley Cup.

Attributes the FAN's Success To:

Imus. If not for "Imus in the Morning", WFAN might not have made it, and all the naysayers would have said a 24-hour sports format cannot succeed. To this day, Imus is the cornerstone of WFAN's success.



Bob Wischusen

Most Moving On-Air Experience:

Being on the air the morning Mickey Mantle died. Taking callers that morning, and hearing the emotion in their voices as they talked about Mantle and what he meant to them.

Favorite Caller:

I enjoy a lot of the callers. I guess my favorite caller is Eli from Westchester. As outrageous as everything that he says is, if you listen carefully enough, you can tell he's saying just about all of it with a smile.

Strangest On-Air Moment:

Being on the air on the overnight show when the bomb exploded at Centennial Olympic Park. I was alone, and I had to watch the television and try the best I could to relay what was going on.

Attributes the FAN's Success To:

Outside of the obvious - Imus, Mike and Chris - I'd say there are two factors: First, New York has nine sports franchises... so there is always something to talk about. Second, it's the passion of the New York sports fan that makes the FAN work.



Bob Heussler

Funniest On-Air Experience:

I was doing an I.D. during a game and one of the announcers whose mike was on, sneezed in the middle of the I.D.

Favorite Caller:

Vinnie from Queens. He always has an agenda, but he knows what he's talking about.

Strangest Moment On-Air:

I was doing updates the night O.J. made his run for it. I did the halftime report of the Knicks-Rockets NBA Finals. That update, trying to describe what O.J. was doing, was bizarre.

Biggest Moment in New York Sports Since the FAN Has Been on the Air:

The Rangers winning the Stanley Cup.

Attributes the FAN's Success To:

A. Imus. B. Mike and the Mad Dog, and all the strong shows on the station. C. The great signal.

THE BEST TEAM IN NEW YORK SPORTS? THAT'S EASY: THE FAN'S BROADCAST TEAM

As any sports fan can tell you, a great Sports/Talk radio station like the FAN lives and dies with the guys who call the games. We know you count on their knowledge, their insight, their ability to bring you every moment of action from the field, floor or ice. Whether it's the Knicks or Rangers, the Jets, Giants or Mets, the FAN has them covered with the greatest lineup of sports broadcasters ever assembled.

THE KNICKS



Walt Frazier

Throughout the season, and throughout the exciting '97 playoffs, two voices have brought the New York Knicks to life on the radio: Walt Frazier and Mike Breen. The same smooth style Walt brought to his Hall of Fame career as a Knick is very much in evidence as he provides color commentary on the FAN. "Clyde" Frazier has become so well known for his extensive on-air vocabulary - this is a guy who travels with a dictionary in his pocket - that since 1993 a "Bouncing and Pronouncing with Clyde" contest has taken place.



Mike Breen

Mike Lupica dubbed Clyde's on-air partner Mike Breen, "One of the best young play-by-play guys around," and the New York Post's Phil Mushnick agrees, "He relates both game action and floor logistics in a clear and concise manner... he contributes salient analysis and opinion while avoiding Frazier's toes." Breen also provides sports reporting and analysis on the FAN's "Imus in the Morning" show and football play-by-play announcing on Fox Television.

THE RANGERS



Kenny Albert

For some folks, great play-by-play ability is in the genes. Take Kenny Albert, for instance. Son of the legendary Marv Albert, Kenny had sports in his blood, starting with a Rangers/Capitals game during which he kept stats at the age of six. Kenny's never been far from the ice. At the age of 14, he became the official statistician of Rangers radio, adding the Knicks television statistics to his list of chores at the age of 18.

Mention "Red Light" to a Rangers fan, and they won't think of goals or stop signs... they'll think of Kenny's partner in the booth during Rangers games on the FAN, Sal "Red Light" Messina. Sal's color commentary, first with Marv Albert (who gave him his nickname) and now Kenny Albert has kept Rangers fans informed and entertained for over two decades. In 1995, the New York State Broadcasters Association named Sal, along with Marv Albert and Howie Rose as winners of their award for "Excellence in Play-By-Play Coverage."



Sal Messina

THE JETS

In time for the Parcels era, the FAN has put together an unbeatable team to cover every down of Jets action in 1997. Ian Eagle, a long time FAN personality, will handle the play-by-play, and he'll be joined in the booth by Dave Jennings who'll continue in his role as color analyst. Ian and Dave are both aware of the raised expectations Jets fans are feeling, as Coach Parcels returns to the New York sports scene, and they're ready. Jets President Steve Gutman has said of the pair, "Ian Eagle and Dave Jennings are two of the most knowledgeable and best broadcasters in the metropolitan market."



Ian Eagle

To round out the on-air Jets team on the FAN, 20/20 Update reporter Bob Wischusen will host the pre- and post-game shows as well as the half-time report. Former Jets All-Pro wide receiver Wesley Walker will provide analysis for those pre-game, post-game and half-time broadcasts.

THE GIANTS

The consistency of a winning team and the excitement of a new player will be the hallmarks of the 1997 Giants broadcast team on the FAN. Bob Papa and Dick Lynch will continue as the voices of the Giants, doing play-by-play and color commentary respectively. Papa and Lynch have won the admiration of New York fans with their insight into what makes the Giants one of the most consistently interesting teams to watch year in and year out. This season, they'll be joined by WFAN personality Bill Daughtry, who will take on hosting duties for the pre- and post-game shows, in addition to the half-time report.



Dave Jennings



Bob Papa & Dick Lynch

And this year, a man who played an integral role in some of the Giants' greatest victories will bring his winning personality to the FAN. Former Giants running back Ottis Anderson joins the broadcast team this year, providing color commentary during Bill Daughtry's pre- and post-game shows and half-time report. Joel Hollander, the FAN's vice-president and general manager, couldn't be more excited about Ottis's new role. "We're thrilled to have a Super Bowl winner join our championship team," he said. "Ottis will give some insight into the Giants organization that will have a real impact on our broadcasts."



Ottis Anderson

THE METS

When a season lasts 162 games, a die-hard fan wants both consistency and excitement from the guys in the booth... which is why the FAN offers New York Mets fans the unbeatable combination of Bob Murphy and Gary Cohen calling the play-by-play and Ed Coleman hosting the pre- and post-game shows.

Bob Murphy, like Ralph Kiner, has been with the Mets since the team's inception in 1962; '97 marks his 36th year of broadcasting Mets action. A Hall of Fame inductee (1994), Murphy is one of the most popular - and respected - broadcasters in the country. His partner in the booth, Gary Cohen, is one of the busiest men in broadcasting. Along with bringing his vast baseball knowledge to Mets broadcasts, Cohen also does play-by-play for CBS Radio's Baseball Game of the Week, as well as broadcasting the NCAA Basketball Tournament and Olympic ice hockey on the radio for CBS.



Bob Murphy



Gary Cohen

If you've been searching the dial for the best and brightest in New York sports action, search no more. Because from football to baseball to basketball to hockey, New York's best teams - playing the games and calling the games - are all found on one spot on the dial: Sports Radio 66 WFAN New York.

WFAN EMPLOYEES, PAST & PRESENT

**CURRENT
WFAN EMPLOYEES**

Kenny Albert
Sean Argaman
Paul Arzooan
Rob Bartlett
Georgette Belton
Eric Belyea
Joseph Benigno
Ginger Bierman
Mike Bierman
Mike Breen
Brian Bruder
Christopher Carlin
Kyle Casey
Nancy Casseus
Robert Catell
Dayna Cavanaugh
Craig Chamides
Mark Chernoff
Joan Chin
Marisol Clemente
Steve Cohen
Edward Coleman
Sabrina Collins
William Daughtry
Lee Davis
Madonna Degnan
Raquel Diaz
Joey DiFazio
Denise Dombroski
Hans Dorsainvil
Ian Eagle
Curtis Elder
Joseph L. Ellis, Jr.
Michael Erickson
Constance Fitzgerald
Mike Francesa
Robert Gailes
Robert Gelb
Josie Georgios
Balle Gerimci
Richard Gigliotti
Stuart Gorlick
Clarence Hairston
Dannette Henriquez
Robert Heussler
Joel Hollander
Don Imus
Richard James
David Jennings
Lisa Johnson
Deb Kaufman-Placey
Jean Kennedy
Larry Kenney
Suzi Kirschner
Edward Knapp
Dov Kramer
Ann Ligouri
Cari Lorberfeld
Daniel Lynch
Walter Mason
Felicia McCoy
Lori McNichol
Bernard McGuirk
Charles McCord
Joseph McDonald
Alice McNamara
Raul Medina

Jane Metzler
Brian Miller
John Minko
Margaret Morgano
Srinivas Murti
Richard Neer
Ira Nonkin
Jamal Odom
Paul Olden
Carol Ortiz
Anthony Paige
Joseph Purce
Eric Reich
Thomas Rubinic
Louis Rufino
James Rush
Christopher Russo
Robert Salter
Russell Salzberg
Robert Sanchez
Tushar Saxena
Kenneth Schoen
John Schweibacher
Edward Scozzare
Lula Shepard
Cheryl Singh
Joseph Smith
Stephen Somers
David Spalthoff
Eric Spitz
William Taylor
Steven Thomas
Joseph Tolleson
James D. Turner
Suzy Waldman
Wesley Walker
Donovan Welsh
Keith Wilson
Stephanie Wilson
Robert Wischusen
Warner Wolf
Susan Zales
Mark Zukerman

**FORMER
WFAN EMPLOYEES**

Marjorie Abagnalo
Bruce Angeli
Maury Allen
Caroline Alonso
Gregory Aull
Gloria Averbuc
Joe Babin
Carol Benedek-
Mason
Darren Bates
Denise Belafonte
Lionel Benn II
Mark Berlinsky
Len Berman
Paul Berman
Jonathan Breger
John Brichard
Robert Bernstein
Stuart Black
Jim Boyton
Brian Beglane
Chris Berman
James Berman

Jay Bloomer
Rosalyn Berry
Lou Boda
David Brody
Randall Bongarten
Elizgie Brown
Hubie Brown
Richard Brown
Tim Buddenhagen
Gwendolyn Burrell
Colleen Byrne
Arlene Calederon
Howard Cannon
Robert Carle
Lou Carneesecca
Harry Carson
Tim Carson
Gary Carter
Quentin Carter
Paul Celia
Cynthia Chandler
John Chanin
Allan Chapin
Gary Chester
Frank Cipolla
John Cloghessy
Sophia Collins
Maryanne Conte
Linda Cohn
David Cohen
Alan Colmes
Freddie Colon
Ismael Colon
Adrienne Costello
Edith Cora
John Correa
Christopher Coyne
Don Criqui
William Crowley
Kevin Curran
Howard David
John Davidson
Terrance Dean
Vincent DeLisi
Hugh Dellano
Liesl Denton
Darren DiPrima
Leo Dombrowski
Gregory Douglas
Jody Dunowitz
Brant Eaton
Fred Edelstein
Milford Edwards
Sheila Edwards
Milford Edwards
Lucie Edwards
Scott Elberg
Brian Frederica
Ken Forsythe
Mark Francis
Thomas Franken
Mike Felicetti
Stuart Fenston
Mark Finkelstein
Ron Friedman
Todd Fritz
Anthony Fucilli
Bud Furillo

Stacy Galonsky
Robyn Gatof
Robin Gelshon
Richard Giantos
Lisa Glasberg
Mort Goldberg
Peter Goldberg
Andrew Goldberg
Wayne Gordon
Pamela Goldschmidt
Steve Goldstein
Steven Gips
Michele Leigh-
Gonzalez
Joanne Gordon
Robyn Gourick
Edward Granado
George Grande
Benjamin Green
Michael Greehan
Samuel Green
Fred Greenspan
Luke Griffin
Rich Harris
Ernie Grunfeld
Greg Gumbel
Susan Guzman-Kirby
Jane Gennora
Adam Gronski
Kevin Hanley
Tony Hammel
Patrick Harris
Susan Harrison
Rae Harris
Bud Harrelson
David Harris
Cecil Harris
Joann Hart
Michael Hayes
Christine Higgins
Delys Hylton
Greg Hughes
Lawrence Hirsch
Charles Hollan
Theresa Horak
Thomas Horan
Stuart Hohen
Jeff Hughes
Jerry Izenberg
Justin Jacoby
Davey Johnson
Ronald Johnson
Jay Johnstone
Steve Jordan
Jim Kaat
George Kalman
Megan Kelly
Michael Kay
Ken Kephart
Bernard King
Peter King
Richard Kladerman
Howard Karpin
John Kennelly
Gwen King
Berry Moss Klein
John Kosachook
David Krawczyk
Sam Kennedy
Claudia Kennedy

Jim Lampley
Michelle Lambert
David LaPoint
Ludwig Laudis
Tracy Layne
Dan Leberfeld
David Lebow
William Lee III
Frank Lee
Coco Lefkowitz
Kevin Liebowitz
Laura Liebesman
Steve Levy
Nicole Love
Rich Lerner
Mike Lupica
Daniel Lovett Sr.
Christine Maloney
Michael Mancuso
Michael Manzo
Kara Manning
Bill Madden
John Malos
Patricia Mangarano
Angela Marien
Mike Marley
David Martin
Paul Martin
Stan Martin
Craig Masback
Eric Margenay
Stanley Martyn
Mark Mason
Nicole Mason
Wayne Mayo
Bill Mazer
Desmond Maxwell
Alan McCanoless
Stephen McDonald
Ira Mellman
James Momolo
Lisa Miranda
Andrea Missana
Eric Miltis
Jennifer Mocl
Russell Mollohan
Wanda Montaluo
Christopher Moore
Frank Mucci
Bobby Murcer
Bob Murphy
Bruce Murray
Raymond Murrey
Phil Mushnick
Gary Myers
Will McDonough
Julius McEachern
Danyce McGill
Phillip McGovern
Frank McKenna
Freeman McNeil
Thomas Mees
Scott Meier
Augusto Napuri
James Nedelka
John Naso
Eugene Newman
Laura Nembac
Dawn Nici
Patrick O'Connor

Thomas O'Dea
John O'Reilly
Jack O'Rourke
Pamela Ortiz
Stephen Oxman
Billy Packer
Lou Palmer
Anthony Palmisano
Steve Paras
Heather Paterson
Phil Pepe
Zuleika Pequero
Robert Pfeiffer
James Pierce
Jimmy Piersall
Andrew Pollin
James Prendergast
John Pruetter
Bill Raftery
Thomas Ragone
Edwin Randall
Tim Reid
Norma Rivera
Edwin Randal
Antoni Reavis
William Robinson Jr.
Tammy Restuccia
Winnie Robinson
Wallace Robinson
Ronald Rizzi
Bill Rodgers
Evelyn Rodriguez
Margaret Rose
Bill Rodman
Howard Rose
Al Rosenberg
Richard Rosenfelt
Janet Rose
Spencer Ross
Andy Roth
Robert Rothford
Art Rust Jr.
Ken Samuelson
Susan Schein
Donald Sheridan
Peter Schwartz
Richard Schulhoff
Angelo Scialfa
Rob Scolari
Arnold Schreer
Melissa Seid
Barry Seymore
Donald Slaughter
Melanie Sing
Barb Silbex
Frank Shaix
David Sheehan
Fran Sheldon
Laura Shaw
Danny Sheridan
Michael Shuster
Deidre Sims
Frederik Simon
David Sims
Charles Slowes
James Spanarkel
Axel Sorensen
Janet Spaulding
John Stashower
Joseph Steindl

Steve Johnson
Pete Sternkowski
John Sterling
Ronald Stetler
Oren Stevens
Lynn Stofan
Angela Stone
Henry Stram
Gwen Stokes
Dave Sullivan
Paula Schneider
Lewis Schreck
Steve Sloane
Jeffrey Shade
James Seaman
Chris Tetro
Robert Tepper
William Torres
Lynn Thompson
Gary Thorne
David Tratnor
Thomas Tighe
Pat Tominaro
Douglas Triplehorn
Dominick Tringali
Jason Trybowitz
Susan Trugman
Maury Trumble
Roberto Torres
Debbie Ushijima
Karen Valente
John Vanbiesbrouck
Frank Vetrone
Dick Vitale
Don Vogel
Fred Wallen
Christine Walters
Brian Wals
Ron Weener
Leonard Weiner
Thomas Weiss
Robert Weingarten
Roxanne Wells
Jody Weniq
Barry Werner
John Wesbee
Vernon Westfall
Scott Wetzel
Stuart Wiener
Susan Williams
Sonia Wilson
Todd Wilkerson
Patricia Williams
George Williams
William Williams
Tamela Wilson
Doug Wright
Maureen Whaples
Mark Wuggazer
Dennis Yuhasz
Richard Young
Lawrence Young
Laurence Young
Steve Zabriskie
Pam Ziglar
Robin Zlatin
Sharon Zornesky
Alexandra Zarb



FINLAY

SPORTS

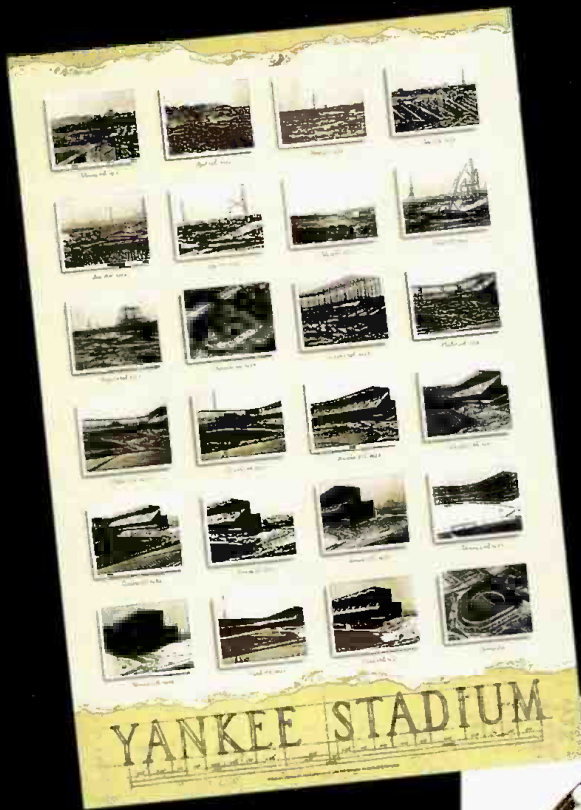
**A BIG
PLAYER
FOR A
BIG
GAME.**

One of the biggest players in sports today is a name you may never have heard of but whose work you've definitely seen. Pick up your favorite team yearbook. Chances are it was published by Finlay Sports. The last stadium program you looked at? Probably printed by Finlay Sports. The team poster you got at the ballpark or arena? Or the player photo card your kids got the autograph with? That's right, Finlay Sports.

Finlay Sports is involved in nearly every major sporting event that takes place in New York and throughout the U.S. Whether it's professional baseball, football, hockey, men's or women's basketball or soccer, Finlay Sports is there. They are involved with arena football, minor league baseball and semi-pro basketball. Major college football and basketball sports programs turn to Finlay Sports for publications and printing.

In less time than it took Michael Jordan to bound from promising rookie to superstar status, Finlay Sports has become the leading printer and publisher to premier teams. When the Knicks produced their 50th Anniversary Yearbook, they called Finlay Sports. When the Yankees won the World Series, they partnered with Finlay Sports to produce their official team yearbook. The Mets, the Giants, the Rangers and the CityHawks all have Finlay Sports on their teams. As of this publication date, the Islanders, the Nets, the Devils, the Red Dogs and St. John's Red Storm are all talking with Finlay Sports. And when teams like the Bulls or the Cowboys or Notre Dame look for the best in publications, they turn to Finlay Sports too.

"Our goal is to provide premier teams and leagues, in all sports, with quality products that



promote their image and are the most desirable to their fans," explains John Giardina, Executive Vice President of Finlay Sports. "We help bring the relationship between a serious fan and their favorite team a little closer and hopefully make it a much more enjoyable experience."

Leading sports franchises want Finlay to be part of their team because they know that image is paramount to their success. "They want their fans to be proud of them. Fans can make or break a team so they owe it to their fans to provide them with the very best quality publications," says Bob Margolin, VP Team Relations. "Whether a team wins or loses is up to them," he adds, "But at Finlay Sports, we make every team look like a winner."

Finlay Sports prints or publishes just about anything that's sports related. Products like autograph books, team picture cards and posters, game day programs, team yearbooks, team calendars and pocket schedules are only the beginning. Sports collectibles and team items other than printed pieces are also on the Finlay Sports roster. "We distribute everything from Fotoballs to stadium statues to team

apparel to rally towels" adds Giardina. "Just as our advertisements say, we really do have some Wicked Cool Sports Stuff".

A key component to Finlay's strategy is distribution. "You will find us in all types of retail locations..."

"We're the leader when it comes to sports products and collectibles."

**John Giardina,
Finlay Sports**



**WICKED
COOL
SPORTS
STUFF.**






**FINLAY
SPORTS**
Enjoy the Game.

sports memorabilia stores, department stores, drug stores and food stores, on both a local and national basis," says National Sales Manager Mike Vaccaro, whose efforts have helped Finlay Sports make major inroads into retail locations across the country. "Fans are eating up our team yearbooks and other quality sports items faster than we can produce them."

And it should come as no surprise that the fastest-growing sports marketing company in the world also utilizes the hottest new media to showcase their products, the internet. One visit to their website at www.finlaysports.com will show you all the latest in sports products and publications.

Kevin Kalagher, President of Finlay Sports, credits his team for the company's early success. "You know the type of players who show up for practice two hours early? The one's that just can't wait? These are the kinds of people we have here at Finlay Sports." He adds "It also helps that all of our people are huge sports fans themselves. I guess you could say we're totally into sports."

No matter where you look, if it's sports related, it's probably Finlay-created. "We're just trying to help every fan out there enjoy their sport or team a little more" says Kalagher. That mission is evident even in their tag line - Finlay Sports, Enjoy The Game. 



"Our goal is to win the championship every time by satisfying the serious sports fan with great items."

**Kevin Kalagher,
Finlay Sports**

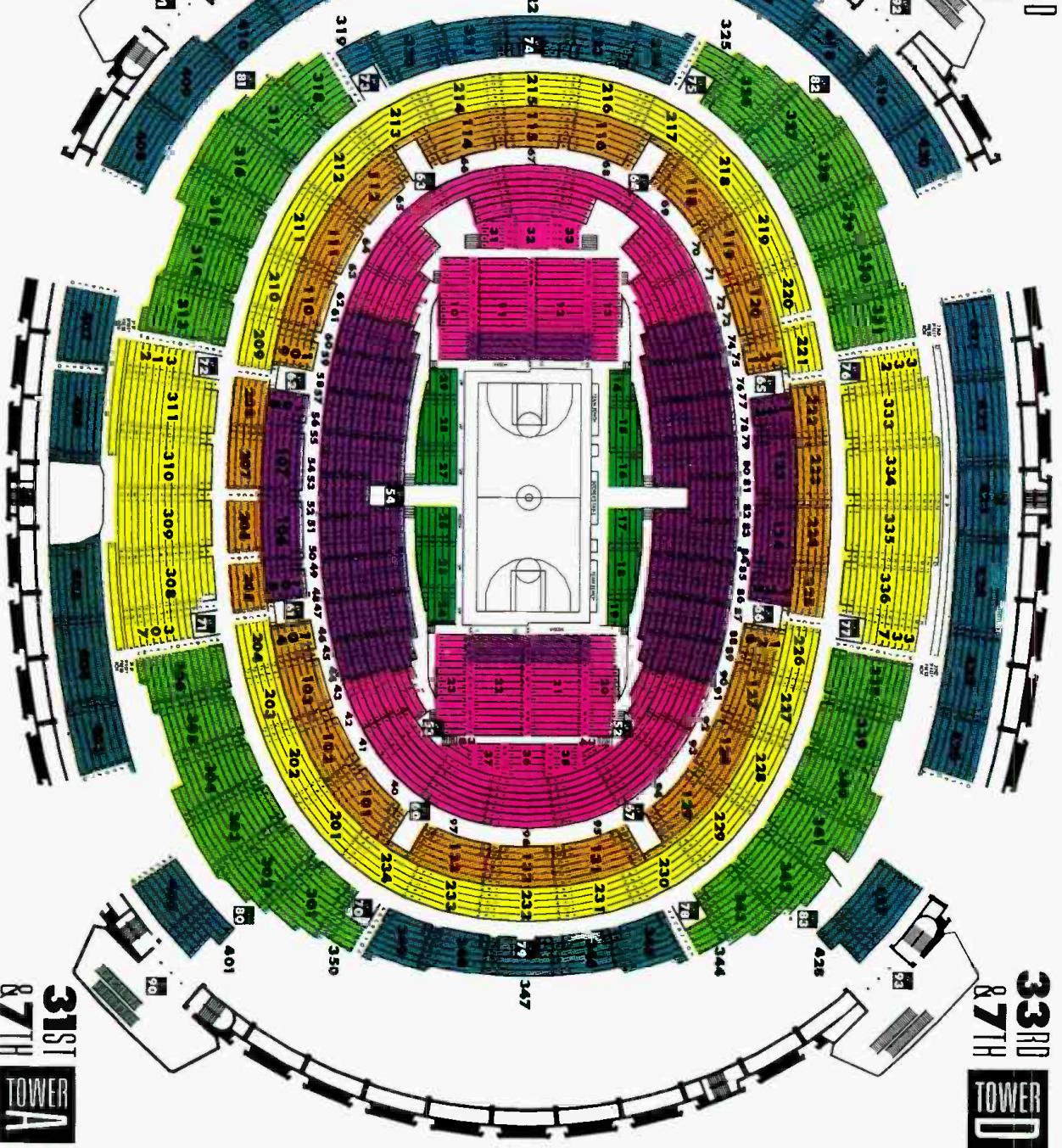


MADISON SQUARE GARDEN



TOWER B
BASKETBALL
31ST
R 8TH

TOWER C
33RD
R 8TH



TOWER A
31ST
R 7TH

TOWER D
33RD
R 7TH

WICKED COOL SPORTS STUFF.



FINLAY
SPORTS

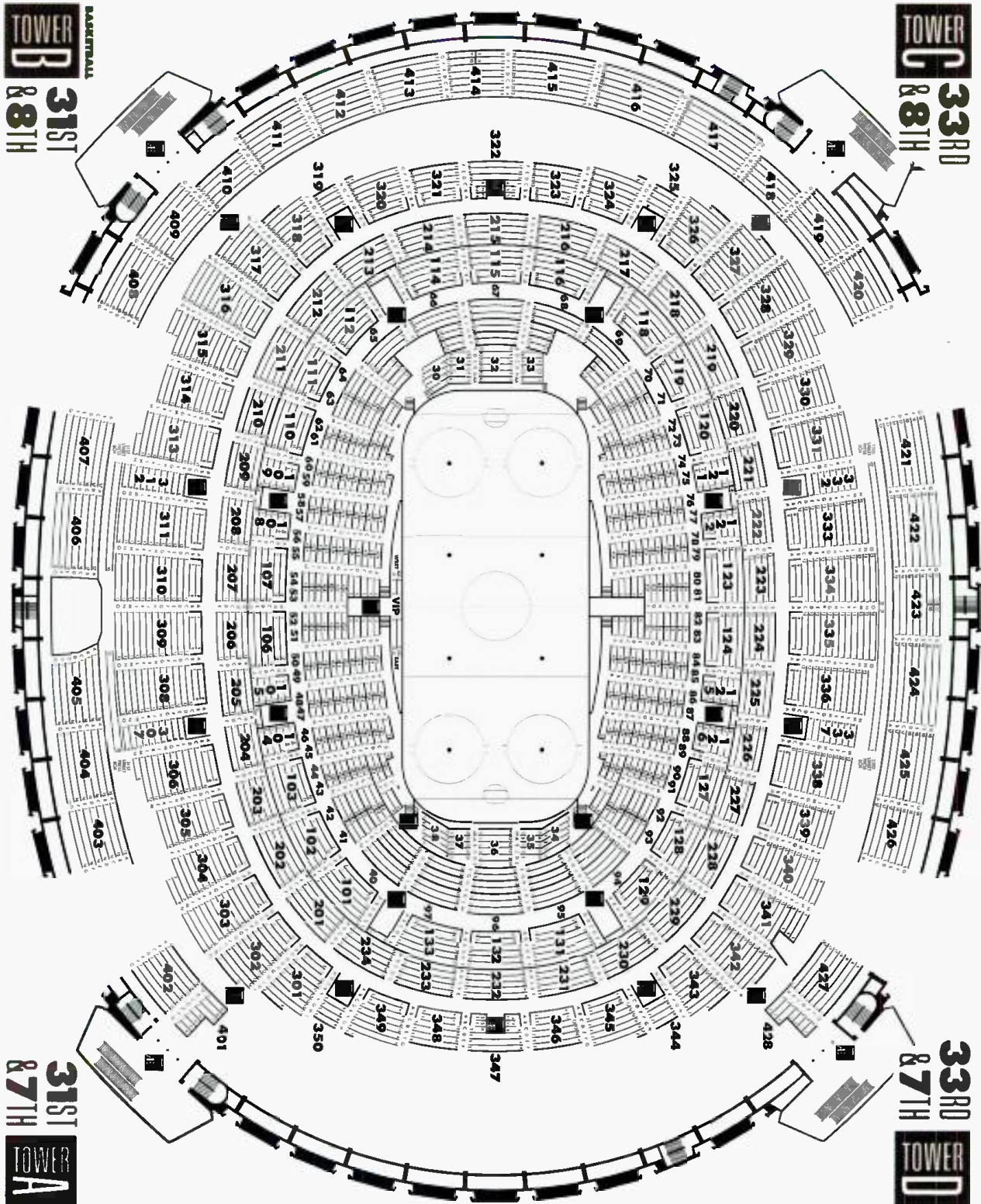
Enjoy the Game.

800.292.5051

www.finlaysports.com

Official Team Yearbooks, Products & Sports Collectibles.

MADISON SQUARE GARDEN



TOM BROKAW KATIE COURIC MATT LAUER JANE PAULEY
STONE PHILLIPS BRIAN WILLIAMS AL ROKER
ANN CURRY BOB COSTAS JODI APPELEGATE
MARY KATHLEEN FLYNN JOHN GIBSON ED GORDON
JOHN HOCKENBERRY EDIE MAGNUS ANDREA MITCHELL
JIM MIKLASZEWSKI BILL MOYERS SOLEDAD O'BRIEN
BRIGITTE QUINN TIM RUSSERT JOHN SEIGENTHALER

THERE ARE A LOT OF REASONS
TO MAKE MSNBC YOUR NEW
CABLE NEWS CHOICE.

WAKE UP TO THE BEST
REASON EVERY
MORNING.



WEEKDAYS 6-9AM



YOUR COMPLETE 24-HOUR CABLE AND INTERNET NEWS SOURCE

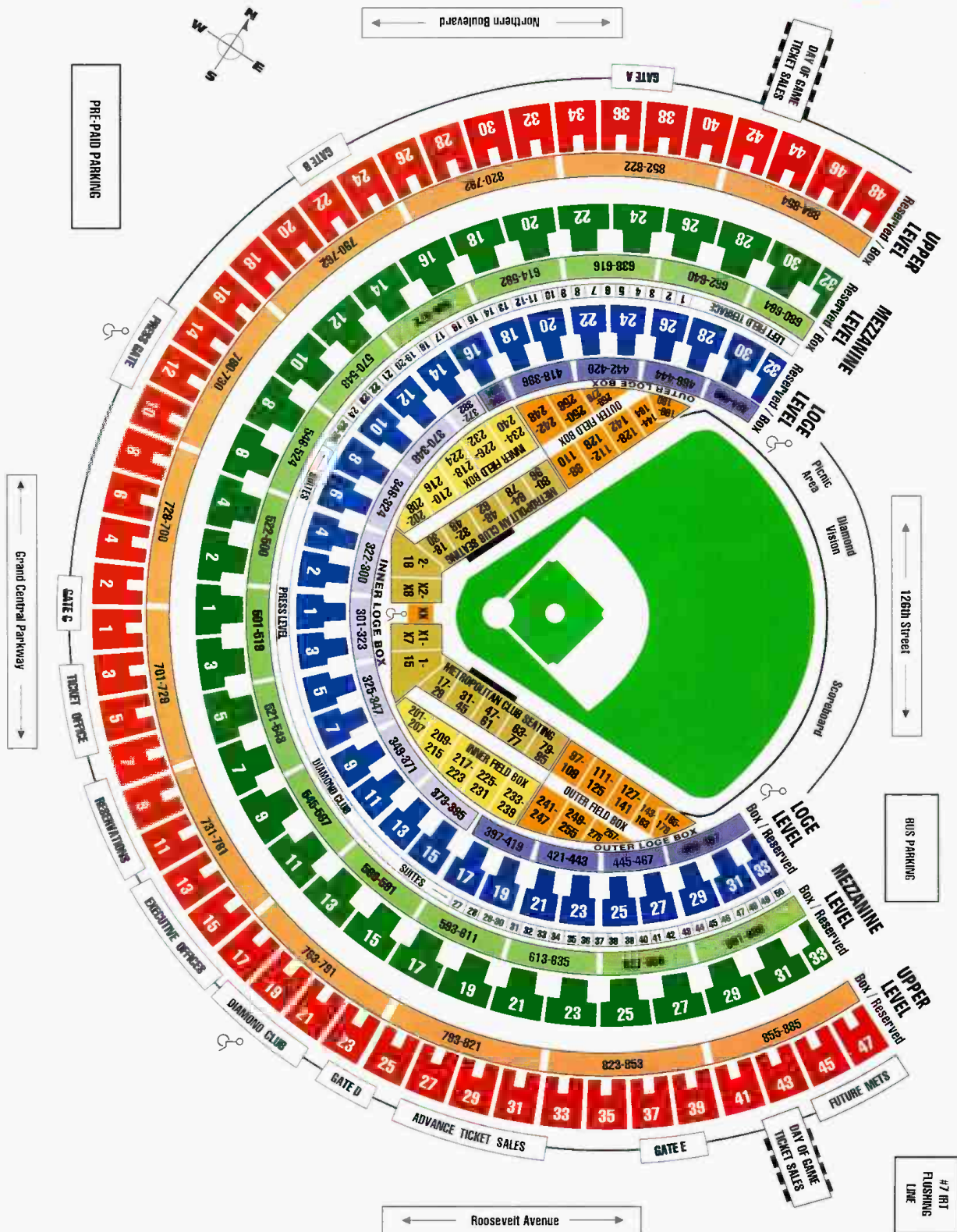
CHANNEL 54 IN NEW YORK CITY
OR CALL YOUR CABLE OPERATOR OR SATELLITE PROVIDER



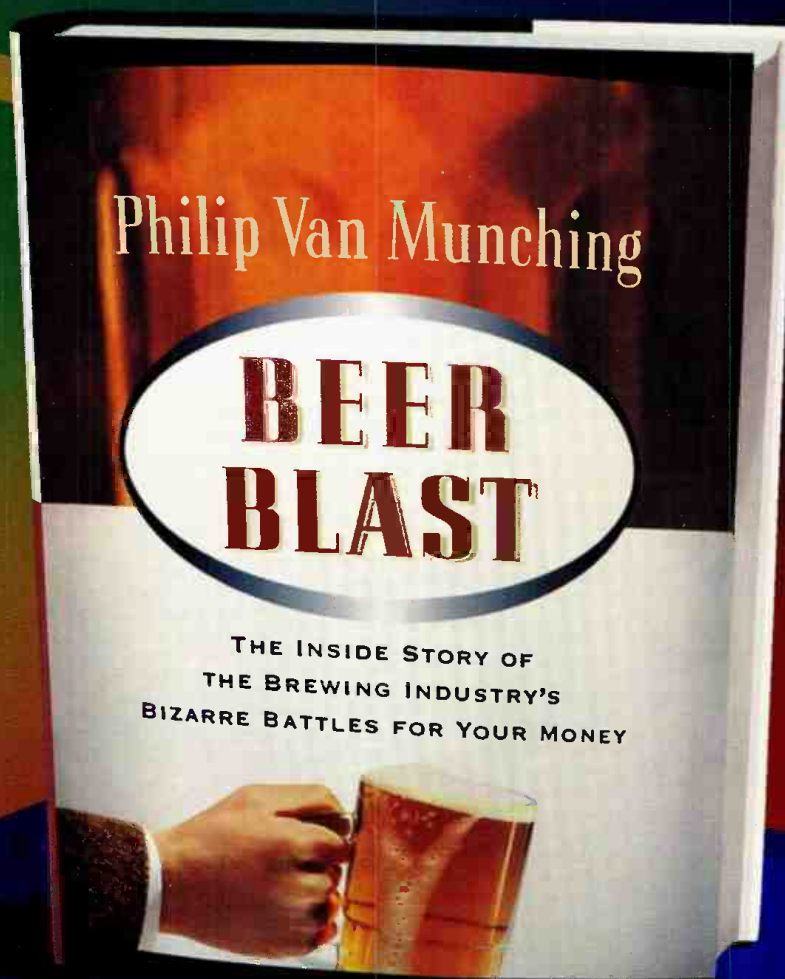
WWW.MSNBC.COM

www.americanradiohistory.com

SHEA STADIUM



TAKE ME OUT TO THE BEER GAME



FIND OUT:

How professional sports became the battleground for the country's largest brewers

Why you're not legally allowed to know what's in your beer

The startling facts about where Sam Adams lager is really brewed

Why David Letterman jokingly pitched something called "Heineken Chunky Style"

Beer Blast. Insider Philip Van Munching's amazing, funny, and revealing look at the massive, cutthroat, increasingly embattled beer business. **Beer Blast** is a classic American tale of an industry out of control.

AT BOOKSTORES EVERYWHERE!



TIMES
BUSINESS

<http://www.randomhouse.com/>

YANKEE STADIUM



Bottles and cans

A New York City ordinance prohibits fans from bringing cans, bottles (glass or plastic), jugs, coolers or hard containers of any kind into the stadium. This is a safety measure to protect fans as well as team and stadium personnel. If these items are found to be in your possession prior to entering the stadium, Yankee Security Personnel will ask you to dispose of the item(s) to your car. Once you enter the stadium, canned or bottled goods will be confiscated and disposed of, and coolers, jugs, etc. will be checked at the gate to be picked up as you leave the stadium.

Banners and signs

The following rules apply to the display of these items:

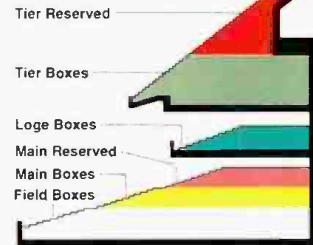
1. They may not be hung in fair territory or any part of the playing field or as to obstruct the view of fans or stadium signage.
2. They may only be held up in, or paraded through, the general seating area between innings.
3. The use of weights of any kind to keep a banner or sign in place is strictly prohibited.

NOTE: If any banner or sign interferes with the sight line of the players, the umpires may request its removal.

Monument Park

Contains historic monuments and plaques dedicated to former Yankee greats such as Babe Ruth, Lou Gehrig, Mickey Mantle and Miller Huggins. Park is open from the time the gates open until 45 minutes prior to the game. Access via staircase at end of the aisles between the Field and Main level seats. Section 36.

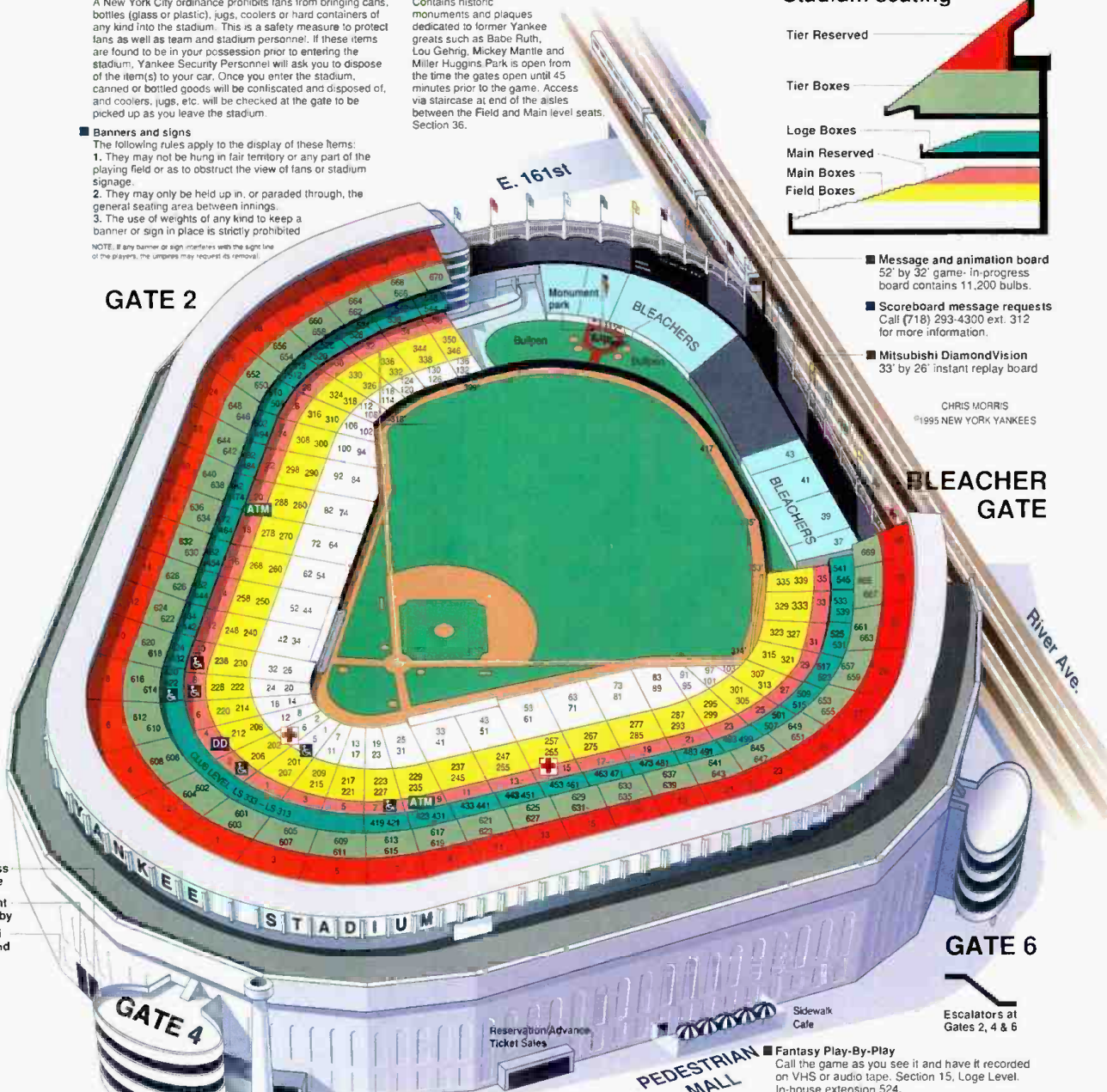
Stadium seating



- **Message and animation board**
52' by 32' game-in-progress board contains 11,200 bulbs.
- **Scoreboard message requests**
Call (718) 293-4300 ext. 312 for more information.
- **Mitsubishi DiamondVision**
33' by 26' instant replay board

CHRIS MORRIS
©1995 NEW YORK YANKEES

GATE 2



BLEACHER GATE

GATE 6

Press Gate
Front Lobby
Taxi Stand

Great Moments Room

Club Level

Stadium Club

Section 12, Field Level

Yankee Club

Club Level

Pinstripe Pub

Section 8, Field Level

Boiler Stack

120-foot-high boiler stack painted to look like Babe Ruth's bat.

Pedestrian Mall

Formerly East 157th St., the Sidewalk Cafe, Advance Ticket Sales, Day of Game and Reservation windows can be found in Mall area.

Designated Driver Booth

In return for promising responsibility for the safe and sober transportation of their group from the Stadium, a registrant will receive coupons for free sodas during the game at which they enroll. Designated Drivers must be 21 years of age and have a valid I.D. Section 4, Field Level. See **DD**

Customer Service Booths

Section 2, 9 & 33, Field Level;

Section 3, Main Level; Section 7, Loge Level; Section 4, Tier Level.

Hall of Fame Suites

Sections 10, 16, 20, 21, 25, & 34, Loge Level

The Rookies Party Room

Section 31, Loge Level

Luxury Suites

Club Level

Main Gift Shops

Sections 24 & 25, Field Level

Non Alcohol Section

Sections 29, 31, 33, 35, Loge Level; Section 9, Tier Reserved.

Fantasy Play-By-Play

Call the game as you see it and have it recorded on VHS or audio tape. Section 15, Loge Level. In-house extension 524.

Baseball Card Photo Booth

Fans can have a personal, replica baseball card made of themselves, complete with statistics. Section 4, Main Level.

Automatic Teller Machines

Section 9 and Section 20, Field Level. See **ATM**

First Aid

Section 2, Field Level and Section 15, Main Level. See **+**

Wheelchair Seating

Sections specifically designated for wheelchair seating are:
Field Level, K Rows Boxes 1 - 12
Main Sections 2, 7, 8, 10 and
Handicapped elevators Sections 15 and 22.
TV monitors are equipped in Main Sections 2, 7, 8 and 10.

Exclusive Offer!!!

World Series Collectibles From Finlay Sports!

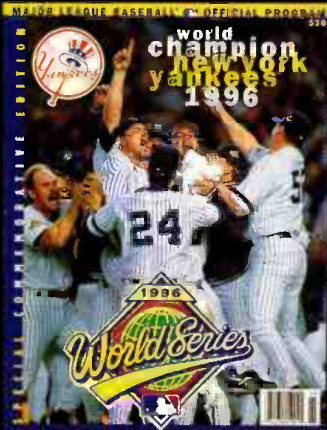
Limited Edition World Series Championship Book

Official 1996 World Series Champion New York Yankees Limited Edition Collector's Book featuring highlights and full-color photographs from the Bronx Bombers' race to the Series pennant.

\$29.95 (A.) each hardcover plus \$4.95 S&H.
\$19.95 (B.) each softcover plus \$3.95 S&H.

A. Order #: 5114 B. Order #: 5115

A SERIES FOR NEW YORK
A SERIES FOR NEW YORK



Official 1996 World Series Commemorative Game Program

This special one-of-a-kind program is the official program of the 1996 World Series. This exclusive commemorative edition features handsome photography and excellent features. Exciting highlights of the Fall Classic and the dramatic come-from-behind victory by the Bronx Bombers makes this program a terrific addition to a baseball fan's collection.

\$10.00 each plus \$3.95 S&H.

Order #: 5113

World Series Champions Fotoball

World Series Baseball with Series logo and New York Yankees logo, commemorating the 1996 World Series Championship. Mini-glove included for display.

\$15.95 each plus \$3.95 S&H.

Order #: 6002



Derek Jeter Fotoball

Fotoball Baseball with New York Yankees' Rookie of the Year, Derek Jeter photograph logo, commemorating his amazing 1996 season.

\$15.95 each plus \$3.95 S&H.

Order #: 6005



World Series Championship Pin

Show your love and support for the 1996 World Champion New York Yankees with this official Championship pin. A must have for all Yankees fans.

Order #: 6627

\$9.95 each plus \$2.95 S&H.

To order any of the official merchandise described, just call 1-800-292-5051 and tell the operator the product order number.

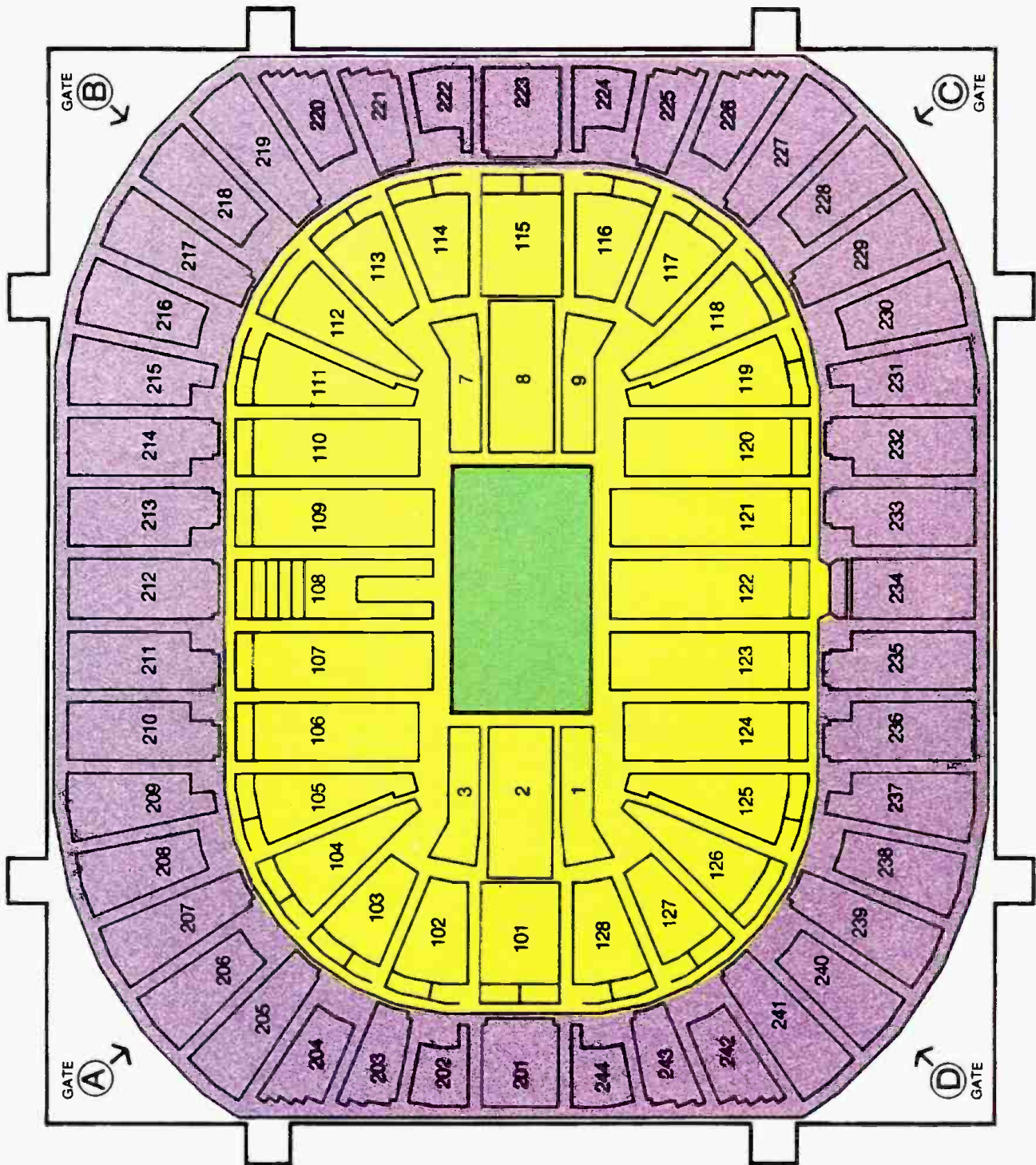
Please allow 4 to 6 weeks for delivery.



Call Toll-Free 1-800-292-5051
Visit our website at www.finlaysports.com

Enjoy the Game.

CONTINENTAL AIRLINES ARENA



MITSUBISHI, MORE CAR FOR YOUR MONEY.

Your Tri-State Mitsubishi Dealers Say Compare.

"The Montero Sport is engineered to provide spaciousness, strength and premium features that will challenge its direct competitor, Toyota 4Runner... while boasting a more competitive price."

Road & Track, November '96

"It takes something special to set a car apart from the current tangle of luxury sedan offerings. Mitsubishi is sure to be a standout with its new Diamante."

Motor Trend Magazine, October '96

The All-New 1997 Mitsubishi **Montero Sport LS**



\$2500

Less

Than Toyota 4Runner SR5

1997 Mitsubishi Montero Sport LS	4Runner SR5	
• Cargo Volume	79.3	44.6
• Fuel Economy (mpg city/hwy)	17/21	17/19
• Fuel tank (gallons)	19.5	18.5
• 4 Wheel Disc Brakes	S	NA
• Wheel Base	107.3	105.3
• Dual Cupholders	S	0
• Anti-Corrosion Warranty	7yr./100,000 ml.	5 yr./ unlimited
M.S.R.P.	\$23,130	\$25,678

The All-New 1997 Mitsubishi **Diamante ES**



\$4600

Less

Than Acura TL

1997 Mitsubishi Diamante ES	2.5 TL	
• Engine Displacement	3497cc	2451 cc
• Engine Torque	231 ft. lbs.	170 ft. lbs.
• Horsepower	210	176
• Child Restraint Anchors	S	na
• Front Headroom	39.4"	39.1"
• Rear Headroom	37.5"	36.9"
• Fuel capacity	19.0	17.2
• Anti-Corrosion Warranty	7/100,000	5/unlimited
• Powertrain Warranty	5/60,000	4/50,000
M.S.R.P.	\$25,900	\$30,500



TRI-STATE MDAA

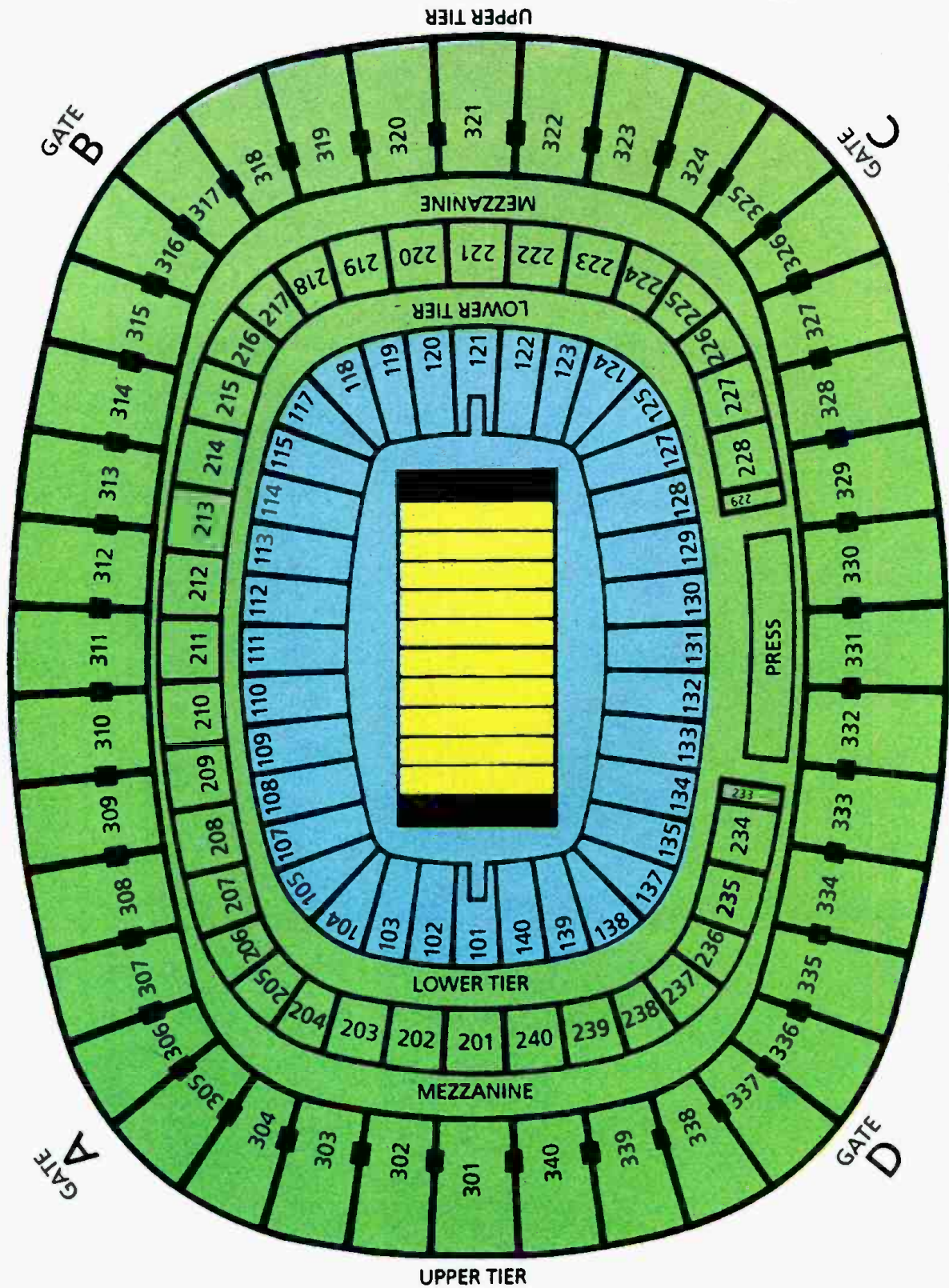
1-800-55 MITSU

Call for a dealer near you.



Comparison Based on M.S.R.P. and Mitsubishi comparison guide.

GIANTS STADIUM



Courtesy of The Meadowlands

WE'VE GOT FANS EVERYWHERE.

Ok, so let's say you're a huge Bulls fan. And you've got to have their latest yearbook.

PROBLEM: You live nowhere near Chicago.

SOLUTION: Finlay Sports.

The source for official team yearbooks and sports collectibles from the NFL, NBA, NHL, MLB, College Football, College Basketball and more.

Available to everyone, everywhere, everytime.

Call **1.800.292.5051** for your **FREE CATALOGUE**.

Just like our reputation, our sports stuff is taking off like a Jordan slam dunk.

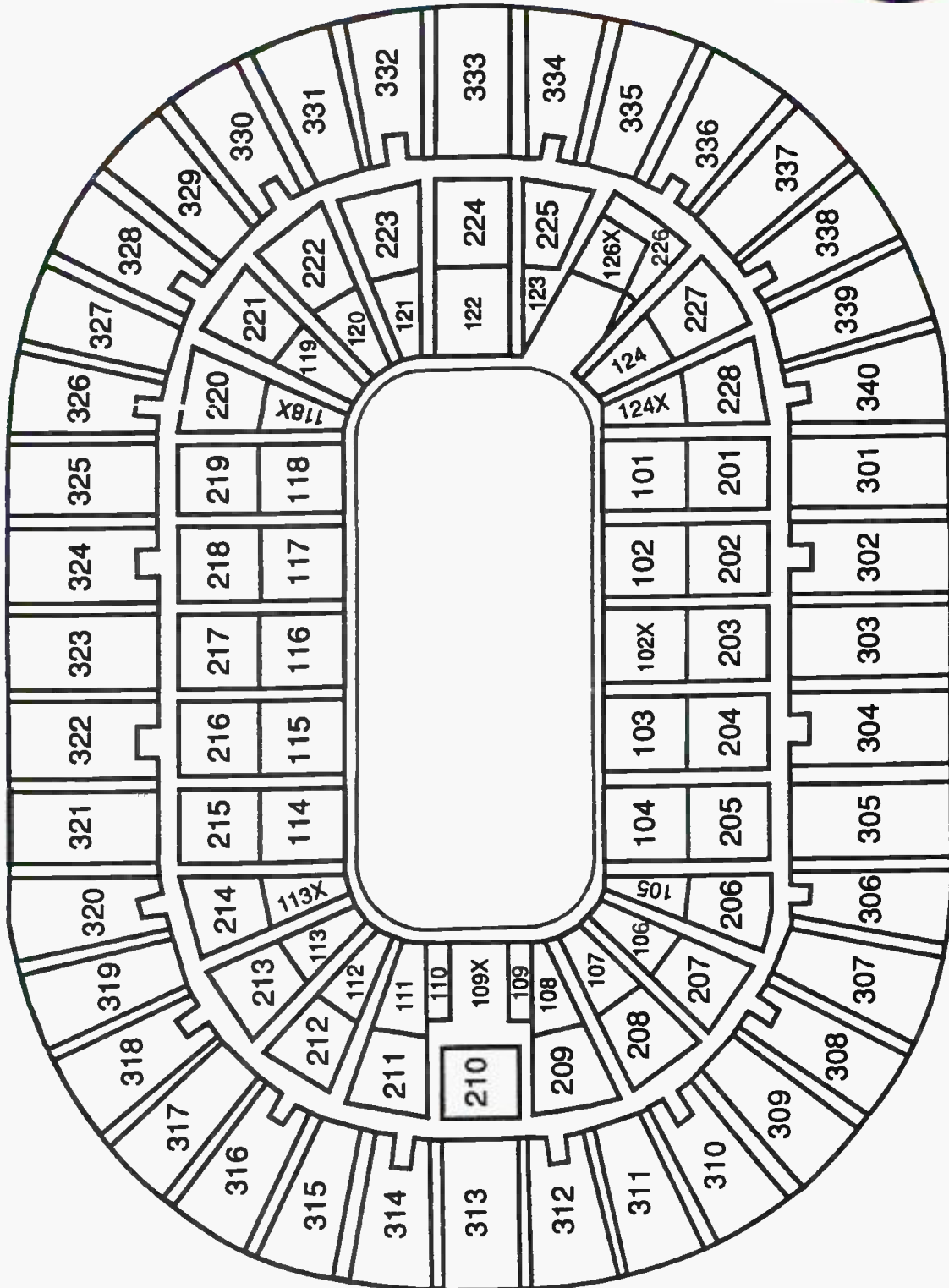


FINLAY
SPORTS

Enjoy the Game.

Visit us on the web at **www.finlaysports.com**.

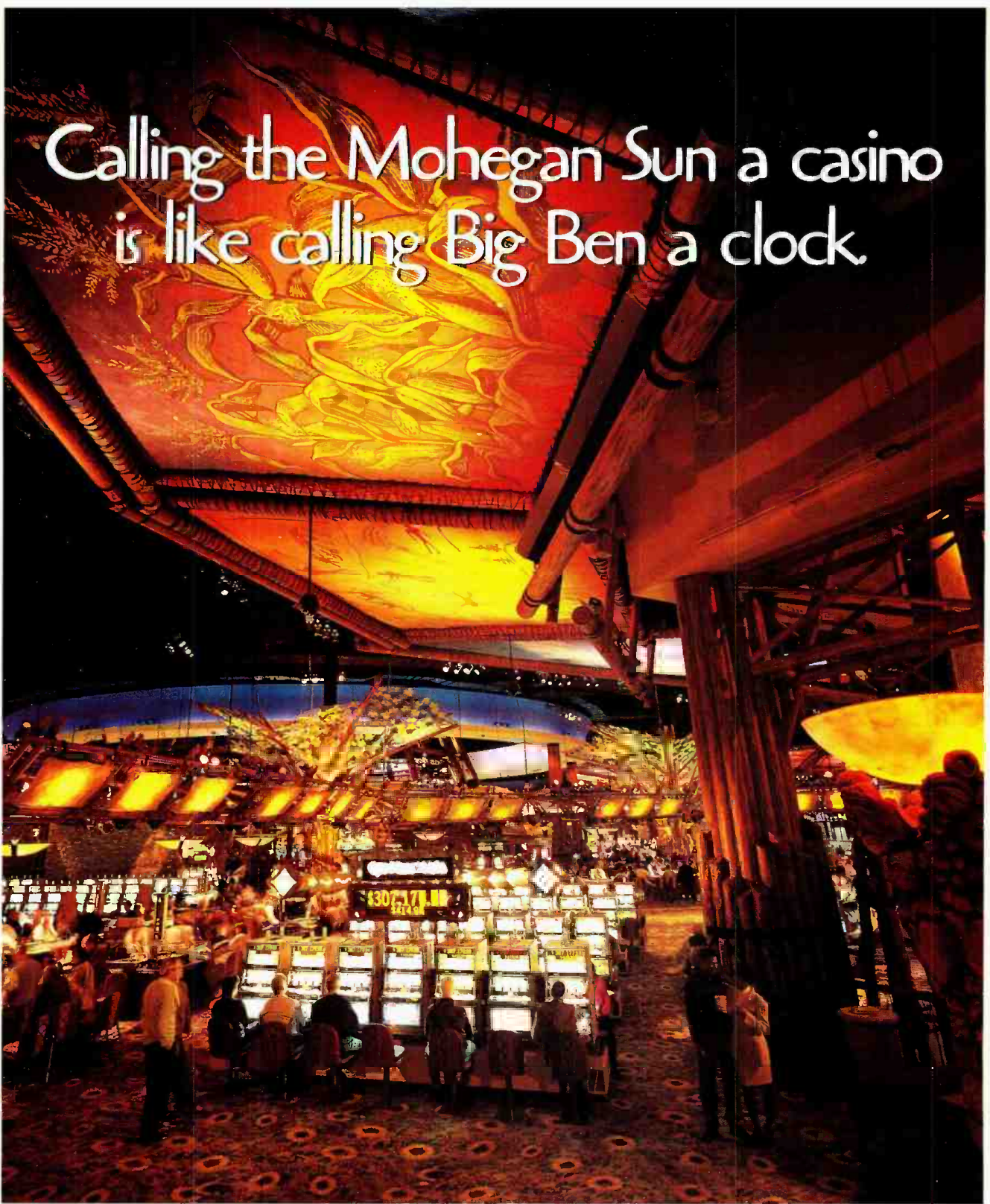
NASSAU COLISEUM



AUTOGRAPHS

AUTOGRAPHS

Calling the Mohegan Sun a casino
is like calling Big Ben a clock.



"Spectacular" doesn't convey the splendor. "Action" doesn't capture the gaming thrills. "Lavish" only begins to describe the gourmet cuisine. The Mohegan Sun will take your breath away. With 180 gaming tables, nearly 3,000 slot machines and high stakes bingo, there's always plenty of room to play.

Enjoy live music nightly at the Wolf Den, with no cover or minimum. Just one mile off I-395, Exit 79A, Uncasville, CT. No traffic jams. No parking hassles. No place like it on earth. Call 1-888-226-7711.



Mohegan Sun
a legendary gaming experience



*The object of the game is to
reach home safely.*

With an array of standard safety features such as four-wheel antilock brakes and driver air bag,
the new 1997 Jimmy by GMC is fully equipped to help you reach home safe and sound.*

GMC

COMFORTABLY IN COMMAND™

TRI-STATE DEALERS

**Always wear safety belts, even with an air bag.*

