

Gabby O'Connell

**PLAYBOOK**

**JMIC 330**

**2024**

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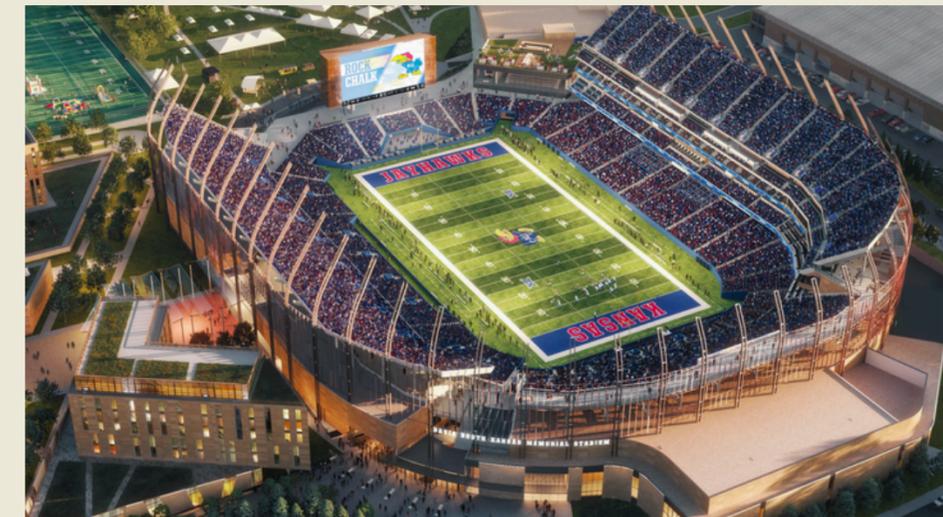
# University of Kansas Football Stadiums



While the David Booth Memorial Stadium undergoes a \$448 million renovation, the Jayhawks finds two new homes for the 2024 season.



Football fans can be expected to travel to GEHA Field at Arrowhead Stadium home of the 2024 Super Bowl Champions, the Kansas City Chiefs and Children's Mercy Park home of the Sporting Kansas City soccer team.



# Taylor Swift & The Chiefs

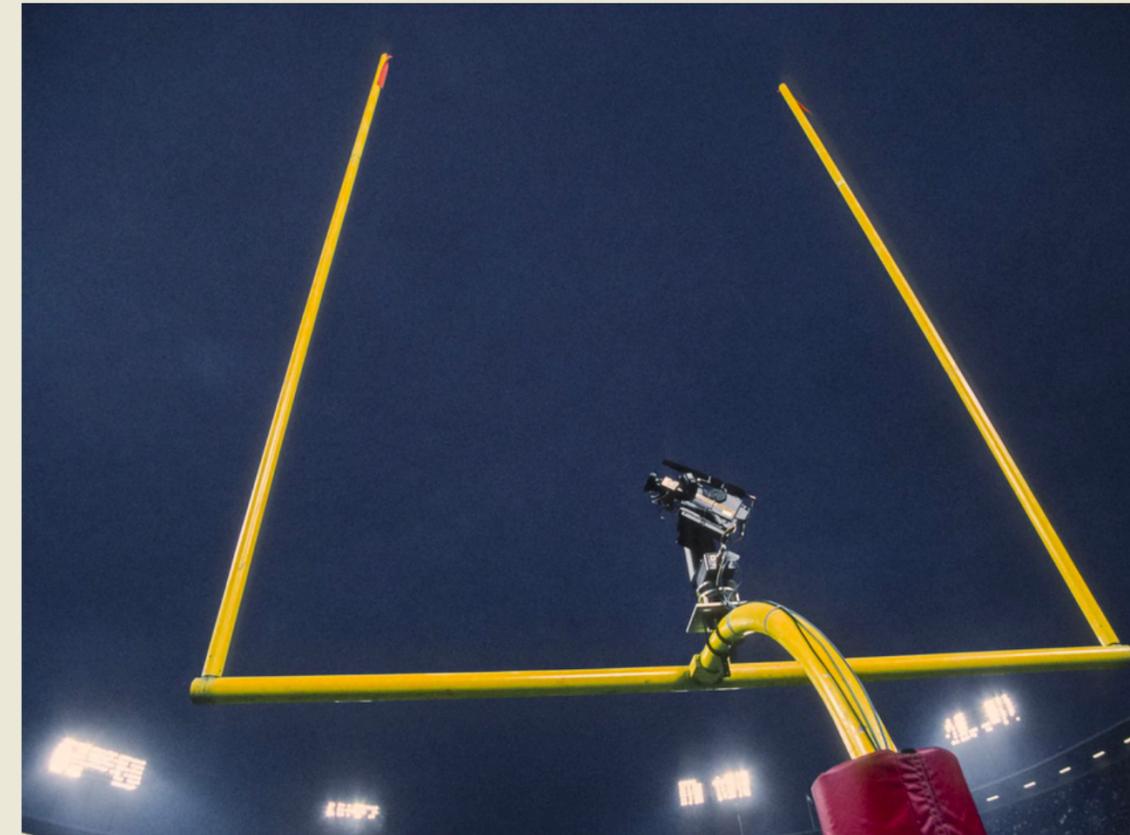
Most commonly known for her huge success in the music industry, Taylor Swift has impacted the Chiefs to attract a new fanbase of *Swifties* due to her relationship with TE Travis Kelce. The number of female football watchers has increased by 3%.



Back on January 28th 2024, the Chiefs beat the Ravens. Due to Taylor's showings at the games, the AFC Championship had the most amount of viewers (55.47 million watching).

# 100+ Cameras?

Super Bowl LVIII consisted of 165 cameras thanks to CBS for broadcasting the game. The cameras were placed all over the stadium with the highest pixel quality (1080p and 4K) allowing the best picture of the game on screens.



At the 2024 Super Bowl, two “Doink Cameras” were placed at the goalposts which not only allow viewers to hear if a field goal was missed but, provides another angle of watching the game.

# Caitlin Clark Cam

The Iowa Women's Basketball team took on the Maryland Terrapins on February third. Iowa star Caitlin Clark had the opportunity through CBS to have one camera on her at all times.



CBS not only was able to film Clark's every move, but was only streamed through the CBS TikTok account. The new first-time TikTok streaming of a collegiate basketball game was huge as statistics of her plays were shown throughout the entirety of the game.

# Iowa's New Director of Athletics

University of Iowa names Beth Goetz as new the director of athletics. Prior to holding this position, she served as an interim.



The University has full confidence in her to provide the best student-athlete experience moving forward. Goetz was honored and excited to hold this role.

# Olivia Dunne and NIL

Better known through social media as “Livvy Dunne” gymnast at LSU, her presence on social media platforms such as TikTok have been key to her Name, Image, and Likeness.



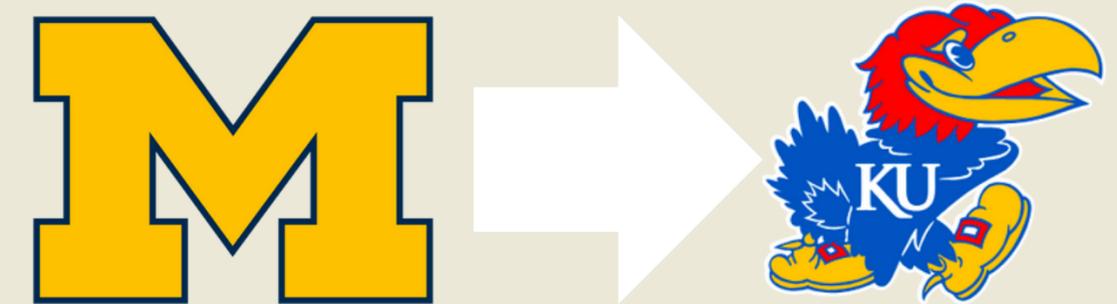
# LSU

Livvy is ranked as the number one college gymnast with NIL benefits and the third highest paid college athlete according to On3's ranking. To be exact, Livvy makes about \$3.5 million through many endorsements.

Some of her collaborations include brands such as American Eagle, Vuori Clothing, Plant Fuel, and many more.

# Hunter Dickinson's Journey to KU

Michigan State's star player Hunter Dickinson, entered the transfer portal for the 2023-2024 basketball season. Landing a starting spot at the University of Kansas, Dickinson chose his new home at Allen Fieldhouse out of four other schools he visited.



Dickinson chose to leave Michigan for better opportunities and was deemed to be a good fit for the Jayhawks. He felt Kansas was a strong basketball school which ultimately led him to choosing KU. Although NIL opportunities arised, he strictly came here for the chance to play for Bill Self and it was only an added bonus that Dickinson would be able to work on his Name, Image and Likeness.

# Chiefs vs Dolphins

The Kansas City Chiefs took on the Miami Dolphins back in January and aired through Peacock streaming services provided by CBS.



A reported average of 23 million viewers tuned into Peacock to watch and became the most streamed NFL game. Surpassing the Chargers and the Bills games shown in the past. Viewership of this game increased as Peacock gained new subscribers (30 millions) during the week of the game.

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# BIG AS THE WHAT?

*Super Bowl XLIII*

210M Americans (about 2/3) tuned in to watch the Kansas City Chiefs vs San Francisco 48ers. Nielsen reports that "...a total audience delivery of 123.4 million average viewers across all platforms, including the CBS Television Network, Paramount+, Nickelodeon, Univision, and CBS Sports, Univision, and NFL digital properties, including NFL+."



These numbers have increased by 6% compared to the 2023 Super Bowl according to data collected by Samba TV. Although AdImpact reported viewership was at 115.5 million, the numbers did not stop there which makes Super Bowl XLIII the most-watched game of all time.

# JENNY CAVNAR

Oakland Athletics named Jenny Cavnar as the new play-by-play announcer for the Oakland A's. She is the **first female** primary announcer to hold this high of a role in MLB. Cavnar is a mother of two girls and her story truly expresses women in sports.



Before being appointed this role, she has grown up around sports, specifically baseball. Some of her past work includes covering the San Diego Padres and Colorado Rockies. 2018 she was the first ever female fill-in to be a play-by-play announcer at a major league game in 25 years. Her work doesn't stop in MLB as she's also covered NHL, the Olympics and San Diego State University sports.

# LA CLIPPERS REBRAND



Steve Ballmer

Some of the other changes that they have made besides their logo are, jersey fonts and overall style. The main goal Gillian Zucker, President of Clippers Operations and Intuit Dome, had in mind was to “feel more serious.” Thus, resulting in changes.

After announcing plans to play at Inuit Dome for the upcoming season, Steve Ballmer (owner) starting thinking about the rest of the organization and how it is represented. According to ESPN, the Clippers have been able to double their fan base for the past seven years and their goal is to continue expanding.



Old Logo



Updated Logo

# LANCE LEIPOLD

Kansas Football head coach Lance Leipold has been a positive asset to the program. Due to his success of leading the Jayhawks being 17-21 during the past three seasons, two bowl appearances since 2008, and in the AP Top 20 rankings. It's only fitting Leipold has an increase in salary for his success in the football program.



By signing a new contract, Leipold will have a \$7 million increase in salary per year. This raise triples his initial salary when first hired in 2021. Not to mention the raise in his salary puts "Leipold to the top three in average salary in the Big 12" according to ABC News.

# BIG 12 EXIT



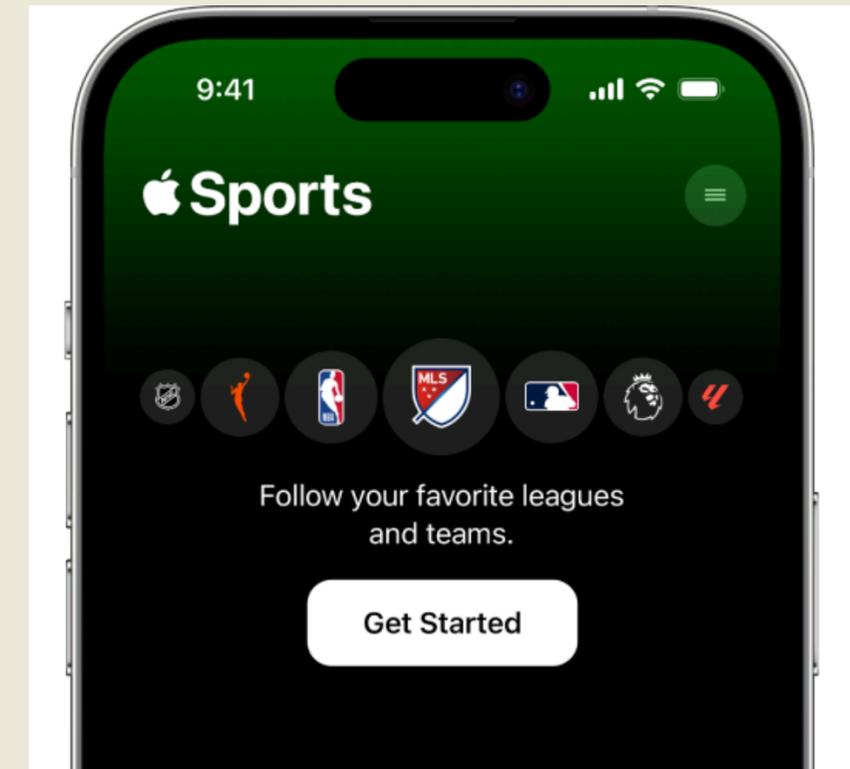
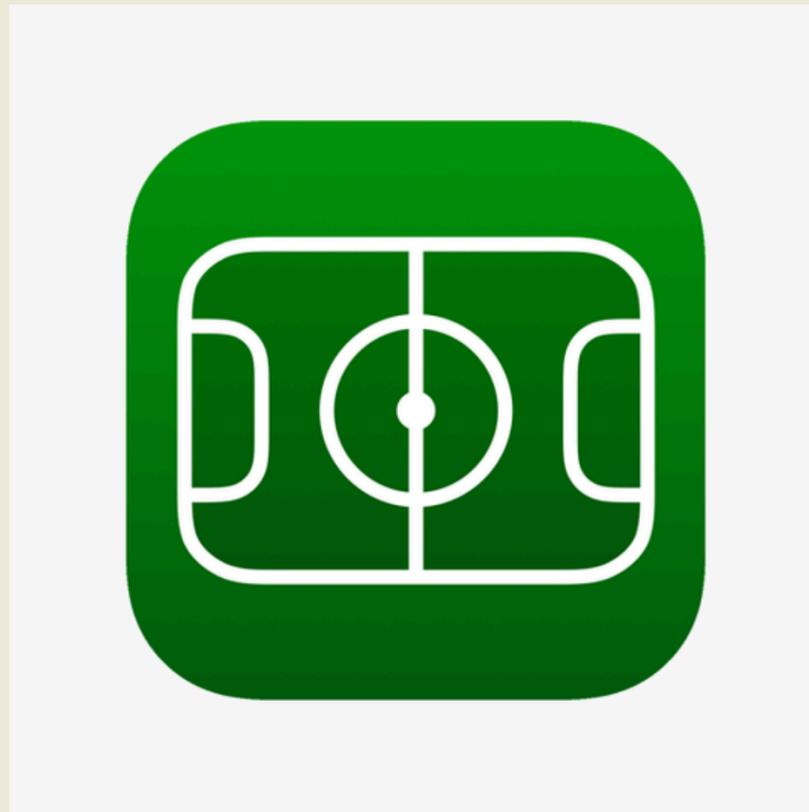
Texas and Oklahoma will no longer be apart of Big 12 and this change will happen in 2024 rather than the projected time of 2025. But with two teams leaving early it came with a \$100 million leave fee compared to what originally would have been up to \$160 M.

ESPN and the SEC have a new TV deal and is perfecty timing for newcomers Oklahoma and Texas.

BYU, Cincinnati, Houston, and UCF are now apart of the conference as Texas and Oklahoma will make their *Big 12 exit* for the upcoming season.

# APPLE SPORTS

Apple has launched a FREE sports app for users. Real time stats and scores will be shown. In the app, users are able to chose what teams and leagues they want to receive information about. Apple Sports can now be downloaded through the App Store and offered in the U.S., U.K. and Canada



There will also be a connection with Apple TV and other streaming apps when wanting to watch various sports live. The app is available to all iPhone models.

# FOX FOOTBALL EXPANSION

Fox has announced the college football coverage will expand to the Big Ten, Big 12, and Mountain West games this fall. They also plan to have the top matchup's aired on specifically Friday nights.



Fox is also competing with ESPN's College GameDay as trying to shine more light on Big Noon Saturday games. The change will also air more Big Ten and Big 12 schools especially with the conference realignment and new schools joining either of these conferences.

# EA SPORTS

EA Sports has now allowed college football players to appear in their games with an added bonus of getting \$600 and more opportunities of Name, Image and Likeness through other EA Sports deals.



EA Sports and athletes will stay connected for the entirety of their career which will even include if a player transfers to another team. The only time an athlete will be off the game is if they decide to no long be apart of the ESPN deal.

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# WNBA CAMPAIGN

As the 2024 WNBA Draft is approaching, a new 90's inspired campaign has been announced on Friday, April 5th. With the anticipation of the new draft class with women such as Caitlyn Clark and Cameron Brink recently declaring for the draft.



The ad will also include current WNBA players. Since women's college basketball has increased in viewership, the WNBA is eager to see the same growth as Phil Cook the Chief Marketing Officer (CMO) for the WNBA says, "That was just a great invitation for us to jump together and see if we can get them to partake in the same consumption of the WNBA." The interactions with women's sports will continue to increase and the CMO would like to see the same done in the WNBA.



# FLORIDA STATE & CLEMSON

Multiple conferences have taken a big hit as realignment has been used more. The Pac-12, Big East and Southwest Conference have gotten smaller to the point of diminishing. The ACC could be next. Florida State and Clemson are suing the ACC due to grant rights.



As of now, Florida and Clemson could go anywhere but ultimately it will come down to the money. Both teams would like to be apart of the SEC but if the Big 10 and SEC pass on them, the Big 12 would be the next option.

# ALMOST NOT NATIONAL CHAMPIONS

The Kansas Jayhawks won the 2022 NCAA Men's National Championship. But, prior to being handed the trophy, Bill Self was willing to sacrifice his coaching abilities rather than punish the whole team to still be eligible to play in the tournament.



This was due to five Level 1 Violations the basketball team was facing from being caught up in the 2017 allegations against the basketball team and even a charge against Bill Self.

# MOST WATCHED COLLEGE WOMEN'S BASKETBALL GAME

The Women's NCAA Final Four Game aired between Iowa and UConn on April 5th. As Caitlin Clark has dominated women's collegiate basketball, this game drew 14.2 M viewers and peaked at 17 M viewers.



Later a tweet (X post) from Richard Deitsch, writer for The Athletic mentions that this game surpassed the World Series games, NBA finals, every Daytona 500 since 2013 and more which is mentioned [here](#).

# WOMENS SPORTS BAR

Minnesota creates an all women's sports bar and the bar has quickly captured attention to many fans around the area. With women's sports viewership increasing, having the bar has been nothing but positive. So many families have been know to bring in their younger daughters in which has been very special to see that women can be in sports too.



The owner, Jillian Hiscock came up with the bar name from the 1992 movie titled, *A League of Their Own* based on the first women's professional baseball league.

# SURPRISING COLLAPSE OF THE PAC 12

With the diminishment of the Pac-12 conference, president Charlie Baker was surprised on this change. As of now the Pac-12 in 2024 will have 2 teams. Some of the changes that have been made include UCLA, USC, Washington and Oregon joining the Big Ten. Colorado, Arizona, Arizona State and Utah will now be apart of the Big 12. With two other colleges (California Berkeley and Standford) joining the ACC.



Although the changes are made already, one of the biggest things that they were worried about includes how to help the remaining 2 teams in the Pac-12. This is also not limited to the fact that this change will “impact student athletes at all institutions.” With the collapse of the Pac 12 they are still wanting to make sure that students are still able to be “student-athletes” despite teams moving to different conferences.

# KENTUCKY'S FORMER SWIM COACH

Former swim coach Lars Jorgensen, had many interactions with 2 members of the UK Swim Team. With the most allegations that were proven true after 2 members came forward with possible allegations in August of 2019. The former swim coach was reported through Title IX and included more allegations from the start year of 2013.



Jorgensen was officially removed off the swim team staff on June 28th 2023 as he resigned after the Title IX report came out of his alleged behavior towards his athletes. If this were to not happen Lars Jorgensen would have made \$477,500 for the 2024-2025 season but, with these allegations being true the settlement amount of money came to only \$75,000 making him lose out on the other \$402,500 he could have made.

# NAIA'S TRANSGENDER ATHLETIC BAN ON WOMEN'S SPORTS

Only athletes who were assigned the female gender at birth will be allowed to participate in women sports competitions. The vote was 20-0 showing the large amount of support for this ban to be in effect for smaller colleges.



NAIA president Jim Carr also believes "...it aligns with the reason Title IX was created. You're allowed to have separate but equal opportunities for women to compete." This change has made the NAIA the "first national college governing body to mandate that athletes compete according to assigned sex at birth." But during NCAA competitions, this ban is not in effect.

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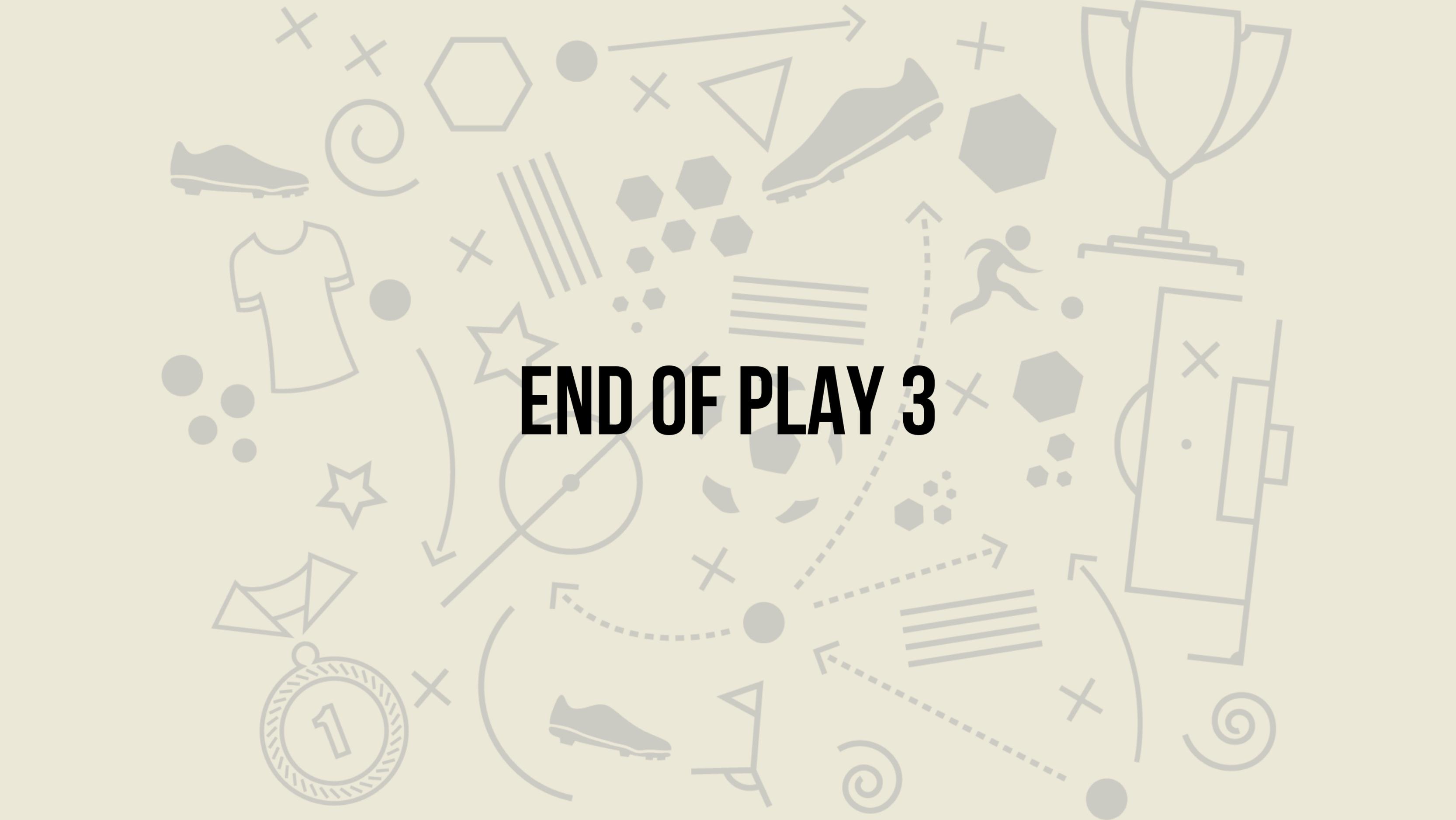
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