



News Local Issues Sports Entertainment Video Photos Blogs Obituaries Marketplace Site Map

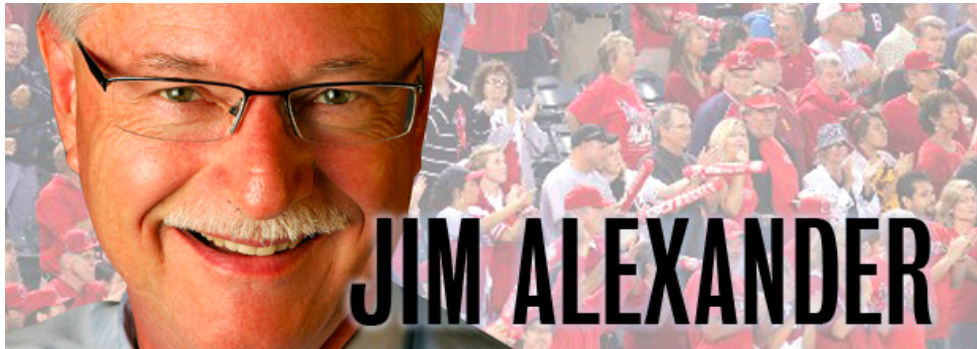
+ submit a news tip



*Our dream team will  
make your smile beam!*



LOMA LINDA UNIVERSITY  
School of Dentistry  
Koppel Special Care  
Dentistry Center  
909-558-4663

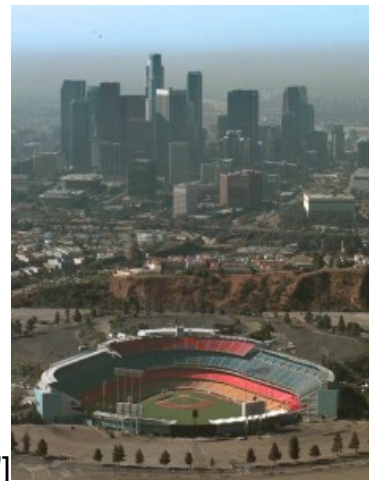


## COLUMN: Angels, Dodgers intriguing off the field

Posted on | April 9, 2012 | 0 Comments

Like

Be the first of your friends to like this.



[media-credit name="Associated Press" align="alignnone" width="227"]  
[media-credit]

### Dodger Stadium

Will we be visiting Chavez Ravine Live five years from now, a complex of shops and apartments and restaurants — oh, and parking garages — in the shadow of the ballpark, meant to help defray the \$2.15 billion cost of rescuing the Dodgers from the clutches of Frank McCourt?

(With Underfunded Frank, remember, sharing in the development profits.)

And will Angel fans find themselves looking at a white elephant five years down their road, with Albert Pujols aging not-so-gracefully, his skills in decline but the team still on the hook for the remaining \$140 million of his 10-year, \$240 million contract?

The massive shift in SoCal baseball over just the last five months has plenty of moving parts. So This Space turned the floor over to

two local experts: Jill S. Harris, a University of Redlands economics professor who also lectures at Cal State San Bernardino, and Toby Miller, a UC Riverside professor and chair of the department of media and cultural studies.

The consensus: We're heading into the great unknown.

TV rights, obviously, are the great equalizer. The Angels' anticipated deal with Fox enabled owner Arte Moreno to sign Pujols and C.J. Wilson last winter. The assumption of a bidding war over Dodgers' TV rights in 2014 factored into the Guggenheim Partnership, fronted by Magic Johnson and veteran baseball executive Stan Kasten, being willing to overpay for the Dodgers.

Live sports were once a loss leader. Now networks and advertisers love them, because they may not be DVR-proof but they're close.

"Sports is one of the real winners of the fracturing of the TV market," Miller said. "It's harder to be certain who the audience is and harder to make sure they're watching the way you want them to. Sports are still what Rupert Murdoch 20 years ago called a 'battering ram,' a way of getting through to the audience."

While renovating Dodger Stadium itself figures to be an early priority, the surrounding land — for which the buyers of the ballclub entered into a joint venture with McCourt — may very well be developed sooner rather than later.

"That sounds like part of the whole appeal, aside from two billion other appealing reasons," Harris said. "They have a vested interest in not just the organization and the broadcast rights but revitalizing the area."

"It could dwarf the TV contract. Media contracts come and go, but if they do the development properly, that would mean some significant gains to them."

But that may be a harder sell to Dodger fans.

"Marquee signings are things fans like," Miller said. "They can relate to it. They understand the fee has to be paid but they can find a way through to see that as valuable."

"It's very difficult (to justify) when you're talking about the McCourt divorce, or when you're talking about the prospect of one of the more beautiful ballparks in the country, and certainly the most storied in California, being turned into a car park/development."

Will the new Dodgers ownership really spend lavishly on talent? Their rivals obviously fear as much, which is why the Giants wrapped up an extension with pitcher Matt Cain and the Reds did likewise with former MVP Joey Votto last week.

"You assume they want to win games," Harris said. "But from the standpoint of profit and revenue maximization, it may not be the first thing on the agenda. It would surprise me if they immediately change their M.O. in terms of talent acquisition. I'd expect, quite frankly, for them to kind of hang back until they know what they're really going to focus on, development wise."

"... This consortium has very deep pockets. Nevertheless, this is uncharted territory here. Exactly how much time do they have before they decide to invest in things that are going to bring them guaranteed revenue? And how much are they prepared to invest in players in the meantime?"

Who ultimately pays? Guess. Ticket prices, concessions and merchandise and parking, cable and satellite bills ... all ultimately figure to go up.

"They (complaints) will get some air time and print time initially," Harris said. "But we all pay it and go on our merry way."

**Category:** [Jim's Columns](#), [Major leagues](#), [Pro Sports](#)

**Tags:** [Albert Pujols](#) > [Angels](#) > [Arte Moreno](#) > [Dodger Stadium](#) > [Dodgers](#) > [Frank McCourt](#) > [Magic Johnson](#) > [TV rights](#)

Comments

PE.com is now using Facebook Comments. Comments are subject to Facebook's [Privacy Policy](#) and [Terms of Service](#) on data use. If you don't want your comment to appear on Facebook, uncheck the 'Post to Facebook' box. To find out more, [read the FAQ](#).



Add a comment...



Post to Facebook

Posting as Toby  
Miller [\(Change\)](#)

[Comment](#)

- Search for:
- [Subscribe to this feed](#)

- [Today's Poll](#) [What's this?](#)

When you visit Nevada, where is your favorite place to stay?

- ☐ Las Vegas Downtown
- ☐ Primm/Stateline
- ☐ Reno
- ☐ The Las Vegas Strip
- ☐ Laughlin
- ☐ No preference

## • Recent Posts

[COLUMN: Remembering Scott Raftery](#)  
[ARREOLA: Stiverne fight postponed again](#)  
[COLUMN: For volleyball Lancers, process is slow](#)  
[BASKETBALL: County line shootout in JC playoffs](#)  
[SKATING: Omori to World Juniors this week](#)

## • Categories

[Jim Alexander's Blog](#)  
[College Sports](#)  
[Basketball](#)  
[Football](#)  
[Other College](#)  
[High School Sports](#)  
[Jim's Columns](#)  
[Jim's Videos](#)  
[Pro Sports](#)  
[Major leagues](#)  
[Minor leagues](#)  
[NBA](#)  
[NFL](#)  
[NHL](#)  
[Ontario Reign](#)  
[Other Pro Sports](#)  
[Riverside Sports Hall of Fame](#)  
[Uncategorized](#)

## • Archives

[February 2013](#)  
[January 2013](#)  
[December 2012](#)  
[November 2012](#)  
[October 2012](#)

[September 2012](#)  
[August 2012](#)  
[July 2012](#)  
[June 2012](#)  
[May 2012](#)  
[April 2012](#)  
[March 2012](#)  
[February 2012](#)  
[January 2012](#)  
[December 2011](#)  
[November 2011](#)  
[October 2011](#)  
[September 2011](#)  
[August 2011](#)  
[July 2011](#)  
[June 2011](#)

## • Tags

[Angels](#) [Auto Club Speedway](#) [baseball](#) [basketball](#) [Big West](#) [boxing](#) [Brian Wickstrom](#) [Cal Baptist](#) [Cal State San Bernardino](#)  
[Chargers](#) [Chris Arreola](#) [CIF](#) [Corona Centennial](#) [DirecTV](#) [Dodgers](#) [ECHL](#) [football](#) [golf](#) [high school football](#) [Hockey](#) [Jim](#)  
[Wooldridge](#) [Josesito Lopez](#) [Kings](#) [Lakers](#) [men's basketball](#) [men's tennis](#) [men's volleyball](#) [NFL](#) [Olympics](#) [Ontario Reign](#) [Quakes](#)  
[RCC](#) [San Diego State](#) [softball](#) [Stanley Cup](#) [swimming](#) [Time Warner](#) [UCLA](#) [UCR](#) [UCR basketball](#) [UC Riverside](#) [USC](#) [Vista](#)  
[Murrieta](#) [women's basketball](#) [women's volleyball](#)

## • OnCampus

[SOFTBALL: RCC off to a strong start](#)  
[BASKETBALL: SCIAC honors for Redlands players](#)  
[BASKETBALL: Redlands' Brensdal top SCIAC player](#)  
[BASKETBALL: Playoff schedule for JC women](#)  
[BASKETBALL: Playoff schedule for JC men](#)

## • Facebook



**PE Columnist: Jim Alexander**

Like



**PE Columnist: Jim Alexander**

The Column:  
Friends and  
colleagues  
remember CIF  
associate  
commissioner  
(and onetime  
Temecula  
Linfield  
Christian  
softball coach  
and athletic  
director) Scott  
Rafferty, taken  
far too soon by

99 people like [PE Columnist: Jim Alexander](#).



## • Twitter

**Tweets**

**Follow**



**Jim Alexander**  
@Jim\_Alexander

10h

Not sure how #NHLDucks held on,  
but they did, 3-2.



**Jim Alexander**  
@Jim\_Alexander

10h

That's ex-Ontario Reign Devin  
Setoguchi, by the way, who scored  
on #NHLDucks.  
#anythingforalocalangle



**Jim Alexander**  
@Jim\_Alexander

10h

At this point I vote for sloppy. Maybe  
jumping to a 3-0 lead wasn't the  
best thing for #NHLDucks.



**Jim Alexander**  
@Jim\_Alexander

10h

Bad ice tonight, or are the boys just  
sloppy? #nhlducks



**Helene Elliott**  
@helenenothelen

1 Mar

Always enjoy Laker games to see  
stars sitting courtside. Guess I'm

Tweet to @Jim\_Alexander

• Links

- Anaheim Calling (Ducks, NHL)
- Anaheim Ducks
- Angels
- Auto Club Speedway
- Battle of California (Kings, Ducks, San Jose Sharks, NHL)
- Bruins Nation (UCLA)
- Cal Baptist
- Cal State San Bernardino
- Chivas USA
- Clippers
- Clips Nation (Clippers, NBA)
- Dodger Thoughts (Dodgers, MLB)
- Dodgers
- Forum Blue and Gold (Lakers, NBA)
- Frozen Royalty (Kings, NHL)
- Gaslamp Ball (Padres, MLB)
- Halos Heaven (Angels, MLB)
- Inland Empire 66ers
- LA Galaxy
- LA Kings
- Lake Elsinore Storm
- Lakers
- Mayors Manor (Kings, NHL)
- Ontario Reign (ECHL)
- Rancho Cucamonga Quakes
- San Diego Chargers
- Tribute to Troy (USC)
- UCR athletics



Video Search

PE.com

Search



**Crime Blotter: Rialto coach shot in park will not face charges**  
Published: 3/1/2013  
Category: News &

## Politics



### **Jurupa Fire: Fire Crews Gain Ground on Blaze**

Published: 3/1/2013

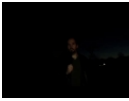
Category: News & Politics



### **JURUPA FIRE: Cal Fire morning update**

Published: 3/1/2013

Category: News & Politics



### **PE WAKE UP CALL: Jurupa fire lays down overnight**

Published: 3/1/2013

Category: News & Politics



### **JURUPA VALLEY: Baby Burned in House Fire**

Published: 3/1/2013

Category: News & Politics

## Home

[Video](#)  
[Photos](#)  
[Twitter](#)  
[Facebook](#)  
[About Us](#)  
[Contact Us](#)  
[Advertise With Us](#)

## Local News

[Riverside County](#)  
[Southwest](#)  
[San Bernardino County](#)  
[Archives](#)  
[Columns](#)  
[Obituaries](#)  
[Politics](#)  
[Special Reports](#)  
[Traffic](#)  
[Weather](#)

## Other News

[California](#)  
[Nation](#)  
[World](#)  
[Lottery](#)  
[Noticias En Español](#)

## Sports

[MLB](#)  
[NBA](#)  
[Boxing](#)  
[College](#)  
[NFL](#)  
[Golf](#)  
[HS Game Time](#)  
[NHL](#)  
[Motor Sports](#)  
[Other](#)  
[Outdoors](#)  
[Soccer](#)

## Business

[National](#)  
[Local Profiles](#)  
[Real Estate News](#)  
[Stock Market](#)  
[Business Wire](#)  
[Market Wire](#)  
[PR Newswire](#)

## Opinion

[Editorials](#)  
[Letters To The Editor](#)  
[Local Views](#)  
[Write Your Legislator](#)

## Entertainment

[Arts](#)  
[Attractions](#)  
[Casinos](#)  
[Celebrities](#)  
[Dining](#)  
[Events](#)  
[Family](#)  
[Movies & TV](#)  
[Music](#)  
[Puzzles](#)  
[Theater](#)  
[TV Listings](#)  
[Video](#)

## About You

[Readers' Choice](#)  
[Horoscopes](#)  
[Girl Scouts](#)

## Tools

[E-mail Newsletters](#)  
[Mobile Sites & Apps](#)  
[RSS Feeds](#)

## Cars

[Buy A Car](#)  
[Sell A Car](#)  
[Browse Newspaper Ads](#)

## Real Estate

[Search Homes for Sale](#)  
[Search Rentals](#)  
[Search Foreclosures](#)  
[Inland Home Sales Listings](#)

## Jobs

[Search for a Job](#)  
[Post Your Resume](#)  
[Post a Job Opening](#)

## Marketplace

[Business Directory](#)  
[Deal of the Day](#)  
[Search Classifieds](#)  
[Place Classified Ad](#)  
[Legal Guide](#)  
[Legal Notices](#)  
[Browse Print Ads](#)  
[Shopping](#)

[Home](#) | [About Us](#) | [Site Map](#) | [Contact Us](#) | [Advertising solutions](#)  
| [PE Careers](#)

© 2013 Enterprise Media • 3450 Fourteenth Street, Riverside, California 92501 [Terms of Service](#) | [Privacy Policy](#)