

# PODCAST

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**Colville & Dippel**  
LLC

1309 E Broadway Blvd  
Tucson, AZ 85719

**O** 520.884.9041

**F** 520.623.1681

ArizonaDepos.com

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JOSH CENTOR: Welcome to Mondays with Myles, Dr. Brand. The NCAA is expanding Final Four seating. What's this all about?

DR. MYLES BRAND: Well, it's more people want to see the games. I mean, we have a random drawing for tickets for the Final Four right now. And we can't come close to satisfying those who want to attend, most especially those of the colleges and universities that are going into the Final Four. So this gives us a great opportunity to provide more seating.

Here's what's really interesting. We're setting it up so that the lines of sight in the new arena setup will be better for many of the seats than the current lines of sight.

JOSH CENTOR: Really?

DR. MYLES BRAND: Absolutely. And we're looking for arenas now and requiring arenas to have the best technologies, very big flat screens, so that wherever you're sitting in the arena, you can now also view the replays and -- and some of the parts of the game on the flat screens.

JOSH CENTOR: So you're telling me that 70,000 plus fans now at each Final Four, beginning in 2009, there're still going to be better seats than there were

1 maybe this year in Atlanta?

2 DR. MYLES BRAND: I think so. And certainly in  
3 the last couple of arenas. We had to jerry rig these  
4 arenas for various reasons. I think this works much  
5 better. The lines of sight will be better. There'll be  
6 more opportunities to see the game. I don't think we'll  
7 still satisfy the demand, but we'll come closer. And the  
8 new technologies make a big difference. You can feel part  
9 of the action.

10 I remember seeing football games, not  
11 necessarily sitting in the best seats -- sitting in the  
12 nose bleed seats. But when I could watch the replay on  
13 the big flat screens, that made all the difference. And I  
14 think the new technology is going to help us along those  
15 lines.

16 JOSH CENTOR: But if you were Joe fan, and your  
17 team makes it to the Final Four, are you still going to  
18 have any chance at grabbing a ticket? Will this help?

19 DR. MYLES BRAND: It will help. Again, not  
20 everyone will get in. And we'll probably still need a  
21 lottery to decide who gets the tickets, but there'll be  
22 far more there. And here's something really interesting,  
23 Josh. One of the things we want to do is create a  
24 collegiate environment. We want to make sure that the  
25 students, the regularly enrolled students have a better

1 chance to sit up front. So what we're going to do is on  
2 the ends of the court have four sections devoted to  
3 students. They can stand, they could shout all they like.  
4 And we're going to put it at a very low price, so that  
5 whichever team is going to bring their student contingent,  
6 and that hasn't been possible before, and I think by  
7 bringing in the students and the bands, even though there  
8 is a larger arena, we'll have students much closer to the  
9 side of the court, up front, where they haven't been for  
10 20 or 30 years. And I think it's going to change the  
11 environment for the better.

12 JOSH CENTOR: I think that voucher system is  
13 really important, because Final Four tickets are  
14 expensive. I mean, it's a premier event. But students  
15 are going to be able to afford tickets with this voucher  
16 system.

17 DR. MYLES BRAND: Yeah. We want students, A,  
18 to afford tickets -- \$15, \$20 a seat, which is darn good  
19 for an event like that -- hundreds of dollars normally.  
20 But secondly, we're using a voucher system because we  
21 don't want students just to get tickets to resell them.  
22 So you're going to have to have your student ID, both to  
23 purchase the ticket and to get in.

24 JOSH CENTOR: So we are going to actually seat  
25 many more students, if we are going from 50,000 to 70,000,

1 80,000? Are we going to see a significant number of  
2 students at the games now, to change that, as you said,  
3 collegial environment?

4 DR. MYLES BRAND: We'll see about 4- to 6,000  
5 students upfront, where we haven't seen before. And just  
6 because we have more seats, we'll see more students  
7 scattered throughout the arena. I think it'll be a much  
8 more collegiate environment, many more students. I have  
9 to tell you when the student sections are there cheering,  
10 it makes all the difference.

11 JOSH CENTOR: I agree with you. And I look  
12 forward to going to this year's Final Four and maybe  
13 hanging out with the students, because that's where the  
14 fun will be.

15 DR. MYLES BRAND: That's where the fun will be.

16 JOSH CENTOR: Thanks, Dr. Brand.

17 DR. MYLES BRAND: You bet.

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<p style="text-align: center;"><b>A</b></p> <p><b>able</b> 3:15  <b>Absolutely</b> 1:17  <b>action</b> 2:9  <b>afford</b> 3:15,18  <b>agree</b> 4:11  <b>arena</b> 1:13,20  3:8 4:7  <b>arenas</b> 1:18,18  2:3,4  <b>Atlanta</b> 2:1  <b>attend</b> 1:8</p> <hr/> <p style="text-align: center;"><b>B</b></p> <p><b>bands</b> 3:7  <b>beginning</b> 1:24  <b>best</b> 1:19 2:11  <b>bet</b> 4:17  <b>better</b> 1:14,25  2:5,5,25 3:11  <b>big</b> 1:19 2:8,13  <b>bleed</b> 2:12  <b>Brand</b> 1:3,5,17  2:2,19 3:17 4:4  4:15,16,17  <b>bring</b> 3:5  <b>bringing</b> 3:7</p> <hr/> <p style="text-align: center;"><b>C</b></p> <p><b>CENTOR</b> 1:2  1:16,23 2:16  3:12,24 4:11  4:16  <b>certainly</b> 2:2  <b>chance</b> 2:18 3:1  <b>change</b> 3:10 4:2  <b>cheering</b> 4:9  <b>close</b> 1:8  <b>closer</b> 2:7 3:8  <b>colleges</b> 1:9  <b>collegial</b> 4:3  <b>collegiate</b> 2:24  4:8  <b>come</b> 1:7 2:7  <b>contingent</b> 3:5</p>	<p><b>couple</b> 2:3  <b>court</b> 3:2,9  <b>create</b> 2:23  <b>current</b> 1:15</p> <hr/> <p style="text-align: center;"><b>D</b></p> <p><b>darn</b> 3:18  <b>decide</b> 2:21  <b>demand</b> 2:7  <b>devoted</b> 3:2  <b>difference</b> 2:8  2:13 4:10  <b>dollars</b> 3:19  <b>Dr</b> 1:3,5,17 2:2  2:19 3:17 4:4  4:15,16,17  <b>drawing</b> 1:6</p> <hr/> <p style="text-align: center;"><b>E</b></p> <p><b>ends</b> 3:2  <b>enrolled</b> 2:25  <b>environment</b>  2:24 3:11 4:3,8  <b>especially</b> 1:9  <b>event</b> 3:14,19  <b>expanding</b> 1:3  <b>expensive</b> 3:14</p> <hr/> <p style="text-align: center;"><b>F</b></p> <p><b>fan</b> 2:16  <b>fans</b> 1:24  <b>far</b> 2:22  <b>feel</b> 2:8  <b>Final</b> 1:3,7,10  1:24 2:17 3:13  4:12  <b>flat</b> 1:19,22 2:13  <b>football</b> 2:10  <b>forward</b> 4:12  <b>four</b> 1:3,7,10,24  2:17 3:2,13  4:12  <b>front</b> 3:1,9  <b>fun</b> 4:14,15</p> <hr/> <p style="text-align: center;"><b>G</b></p>	<p><b>game</b> 1:21 2:6  <b>games</b> 1:6 2:10  4:2  <b>gives</b> 1:10  <b>going</b> 1:10,25  2:14,17 3:1,4,5  3:10,15,22,24  3:25 4:1,12  <b>good</b> 3:18  <b>grabbing</b> 2:18  <b>great</b> 1:10</p> <hr/> <p style="text-align: center;"><b>H</b></p> <p><b>hanging</b> 4:13  <b>help</b> 2:14,18,19  <b>hundreds</b> 3:19</p> <hr/> <p style="text-align: center;"><b>I</b></p> <p><b>ID</b> 3:22  <b>important</b> 3:13  <b>interesting</b> 1:12  2:22  <b>it'll</b> 4:7</p> <hr/> <p style="text-align: center;"><b>J</b></p> <p><b>jerry</b> 2:3  <b>Joe</b> 2:16  <b>Josh</b> 1:2,16,23  2:16,23 3:12  3:24 4:11,16</p> <hr/> <p style="text-align: center;"><b>K</b></p>	<p>2:2,19 3:17 4:4  4:15,17</p> <hr/> <p style="text-align: center;"><b>N</b></p> <p><b>NCAA</b> 1:3  <b>necessarily</b> 2:11  <b>need</b> 2:20  <b>new</b> 1:13 2:8,14  <b>normally</b> 3:19  <b>nose</b> 2:12  <b>number</b> 4:1</p> <hr/> <p style="text-align: center;"><b>O</b></p> <p><b>opportunities</b>  2:6  <b>opportunity</b>  1:11</p> <hr/> <p style="text-align: center;"><b>P</b></p> <p><b>part</b> 2:8  <b>parts</b> 1:21  <b>people</b> 1:5  <b>plus</b> 1:24  <b>possible</b> 3:6  <b>premier</b> 3:14  <b>price</b> 3:4  <b>probably</b> 2:20  <b>provide</b> 1:11  <b>purchase</b> 3:23  <b>put</b> 3:4</p> <hr/> <p style="text-align: center;"><b>Q</b></p>	<p style="text-align: center;"><b>S</b></p> <p><b>satisfy</b> 2:7  <b>satisfying</b> 1:8  <b>scattered</b> 4:7  <b>screens</b> 1:19,22  2:13  <b>seat</b> 3:18,24  <b>seating</b> 1:3,11  <b>seats</b> 1:14,25  2:11,12 4:6  <b>secondly</b> 3:20  <b>sections</b> 3:2 4:9  <b>see</b> 1:6 2:6 4:1,4  4:6  <b>seeing</b> 2:10  <b>seen</b> 4:5  <b>setting</b> 1:13  <b>setup</b> 1:14  <b>shout</b> 3:3  <b>side</b> 3:9  <b>sight</b> 1:13,15 2:5  <b>significant</b> 4:1  <b>sit</b> 3:1  <b>sitting</b> 1:20 2:11  2:11  <b>stand</b> 3:3  <b>student</b> 3:5,22  4:9  <b>students</b> 2:25,25  3:3,7,8,14,17  3:21,25 4:2,5,6  4:8,13  <b>sure</b> 2:24  <b>system</b> 3:12,16  3:20</p> <hr/> <p style="text-align: center;"><b>T</b></p> <p><b>team</b> 2:17 3:5  <b>technologies</b>  1:19 2:8  <b>technology</b> 2:14  <b>tell</b> 4:9  <b>telling</b> 1:23  <b>Thanks</b> 4:16  <b>things</b> 2:23</p>
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<b>think</b> 2:2,4,6,14 3:6,10,12 4:7	<b>2009</b> 1:24			
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