

6-23-2008 College World Series

1 (File: 20080623mwm)

2 JOSH CENTOR: Welcome to "Mondays With Myles".

3 Dr. Brand, we've spent the last few weeks watching the
4 best of the best in college baseball. The College World
5 Series has become an extremely popular event. Why is that?

6 DR. MYLES BRAND: You know, it hasn't happened
7 recently. It happened for some time. The College World
8 Series, the Road to Omaha, has been very popular amongst fans
9 and players and baseball teams for a long period of time.
10 It's just a great event. It's the World Series of college
11 baseball, and everyone wants to see it, and obviously, the
12 athletes want to participate in it.

13 JOSH CENTOR: What do you think it means to that city,
14 Omaha?

15 DR. MYLES BRAND: It means a lot to the city, Josh.
16 You, no doubt, know that we just signed a 25-year deal with
17 the City of Omaha in order to continue presenting the College
18 World Series in Omaha. And the City of Omaha, in its
19 recommendation to us to stay that long, agreed, and the city
20 council passed funding, for a brand-new stadium to replace
21 Rosenblatt.

22 So while Omaha has all that great tradition and
23 history, it will continue for a long period of time because of
24 the actions of the City of Omaha.

25 JOSH CENTOR: Many of our championships, especially

1 the high-profile ones, travel around. They go to different
2 cities from year to year. They repeat cities every few years.

3 But why do we keep baseball in Omaha.

4 DR. MYLES BRAND: It is a special case, and you're
5 right to point that out. We're, I think now, in the 59th
6 year, we're in Omaha this year. It's just that the people of
7 the city of Omaha have embraced us at the grassroots level, as
8 well as the leadership level. The fans like to go there.
9 Tradition plays a role as well. It is a unique situation.

10 JOSH CENTOR: Why isn't regular season college
11 baseball as popular as maybe football or basketball?

12 DR. MYLES BRAND: You know, it's a hard thing to say.
13 But even in the professional leagues, there's something about
14 the playoffs that matter.

15 As you know in baseball, there are a lot more games
16 than there are in basketball, and certainly a lot more games
17 than there are in football. And I think the number of
18 opportunities that you have, as a fan, to watch has a role to
19 play.

20 There are some professional baseball stadiums that
21 fill up, but most don't. And I think the same thing is in
22 college baseball. The conference games, the regionals leading
23 to the College World Series and the World Series itself is the
24 most popular event, and people like to see the end of the
25 season games. They may follow the games, but they don't tend

1 to attend them as much.

2 JOSH CENTOR: Well, you noted something earlier in the
3 conversation that struck me. A couple years ago, I was in
4 Omaha, and I spent about a week out there during the event,
5 and the entire city transforms for this event. It is just a
6 special experience for the student-athletes, for the fans who
7 travel, but mostly for the people in that area, that region,
8 that look forward to it all year long.

9 DR. MYLES BRAND: You're absolutely right. That's
10 what makes it so special. You know, if you have an event in a
11 city year after year, that city can get jaded. The volunteers
12 can get tired. The interest levels can wane. And that's one
13 of the main reasons why we keep moving around to different
14 cities in other sports.

15 But there's something about Omaha. There's something
16 special about the people of Omaha and their appreciation for
17 this series. And the history and tradition just makes a big
18 difference. So this is a unique case. I couldn't imagine us
19 signing a 25-year contract to go back to the same city right
20 now for any other sport. And there are some great cities out
21 there that are very supportive of what we do. But with
22 respect to baseball, Omaha is unique.

23 JOSH CENTOR: Well, it certainly is. And you
24 mentioned a new stadium. Was that a condition for the 25-year
25 deal?

1 DR. MYLES BRAND: No, it definitely was not. Omaha
2 wanted to extend the contract. We usually made a contract 3
3 to 5 years, which still is very -- we don't do that with
4 anyone else either, but we were doing that with Omaha. And
5 Omaha said, Look, we want a long-term guarantee. And we said,
6 You know. Okay. And as part of their offer, they said, We'll
7 either dramatically renovate Rosenblatt, or we'll put up a new
8 stadium. And our response was, Well, what is it you're going
9 to do? It's up to you; It's your money. You tell us what you
10 want to do.

11 And by itself, the City of Omaha decided that they so
12 much wanted this very long-term contract that they were going
13 to make a commitment, a very strong and large commitment, in
14 order to attract the NCAA for this period of time. And when
15 they came forward with that offer, we responded positively.

16 JOSH CENTOR: Well, it's some commitment from the City
17 to the game of college baseball and to the College World
18 Series and the NCAA. And clearly, we're going to see the
19 College World Series in Omaha for many years to come.

20 DR. MYLES BRAND: Certainly so.

21 JOSH CENTOR: Thank you, Dr. Brand.

22 DR. MYLES BRAND: My pleasure.

23

24

25