

THE NBA: NOT YET A GLOBAL SPORT LEAGUE IN NEWSPAPER COVERAGE

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INTRODUCTION

With several names that were difficult to pronounce and a variety of ethnic backgrounds on display, the 2007 National Basketball Association (NBA) Finals may have looked more like a United Nations assembly gathering to some U.S. television viewers than a game featuring well-known former U.S. collegiate stars. The San Antonio Spurs captured their third NBA title in five seasons by sweeping the Cleveland Cavaliers in a series dominated by players born and raised outside of the United States.

Tony Parker, a native of France, became the first foreign-born player to be honored as NBA Finals most valuable player (MVP) after leading San Antonio in scoring during the series. Tim Duncan, the Spurs' two-time NBA regular-season MVP, was born and raised in the Virgin Islands, which is a U.S. territory but not a state. San Antonio's No. 3 scorer in the 2007 NBA Finals was Manu Ginobili, an Argentinean who was joined by countryman and Spurs' starting forward Fabricio Oberto. Additionally, Francisco Elson (The Netherlands) and Beno Udrih (Slovenia) were among the six international players on the Spurs' 12-man playoff roster. Meanwhile, Cleveland started Zydrunas Ilgauskas (Lithuania) and Sasha Pavlovic (Serbia), while Anderson Varejao (Brazil) played more minutes in the NBA Finals than any other Cavalier reserve.

The international presence on the Spurs and Cavaliers has become commonplace in the NBA, as the 2006-07 season featured a record 83 international players representing 32 different countries on opening-day rosters (National Basketball Association, 2006). Those figures marked a substantial increase from the 32 international players from 18 countries who began the 1996-97 season on NBA teams (National Basketball Association, 2006).

It would seem that NBA commissioner David Stern's long-stated goal of the globalization of his league has helped fuel the influx of more international talent (Eisenburg, 2003). NBA globalization has arguably been more successful in other areas, such as marketing to other nations, international merchandise sales, foreign telecasts of NBA games, and most notably the league's increasing popularity in China. However, it is unclear if these contemporary trends have resulted in substantial local print media coverage of the NBA in countries outside of the U.S. It is also unknown if U.S. and international newspapers provide more coverage to individual basketball players based on their nationality.

REVIEW OF LITERATURE

GLOBALIZATION AND MARKETING OF THE NBA

Since Stern became commissioner in 1984, the NBA has evolved from a league with an almost exclusive U.S. fan-base to arguably the most popular professional sport league in the world (Eisenburg, 2003; Euchner, 2008). Prior to Stern's arrival, the NBA's only contact with foreign markets came through a 1979 exhibition game hosted by the Chinese national team that featured the Washington Bullets (Lynch, 2004). In 1984, Brazil-native Oscar Schmidt became the first foreign player drafted by an NBA team, although Schmidt never signed with an NBA team (Euchner, 2008). However, by opening day of the next season, 10 international players from eight different countries were on NBA rosters.

The increase in foreign players on team rosters has undoubtedly aided the extensive global marketing campaign launched by the NBA in 1989 (Fay & Snyder, 2007). Since 1991, the NBA has had its teams and/or players partake in preseason or exhibition games in Australia, Canada, China, France, Germany, Great Britain, Greece, Italy, Japan, Mexico, and Spain (Andrews, 1999; Euchner, 2008; Lynch, 2004). But the NBA's international reach has been much greater thanks to its efforts through events like basketball workshops, coaching clinics, community service projects, and fanfares. In just the summer of 2007 alone, the NBA held 262 international events in 162 cities spanning five continents (Euchner, 2008). In 1995, the NBA expanded its membership to Canada when the expansion Toronto Raptors and Vancouver Grizzlies began play, although the Grizzlies moved to Memphis, TN, following the 2000-01 season. Stern has expressed aspirations of holding regular-season games in major European cities, with the ultimate goal of adding expansion teams or even another division comprised of teams based out of Europe (Euchner, 2008).

Nowhere do Stern's globalization efforts appear to have been more successful than in China. With a booming economy, China is the fastest-growing market in the world, and basketball has undoubtedly become the country's most popular sport (Chinadaily, 2007; Lee, 2007). Since its population of roughly 1.3 billion accounts for more than 20% of the world's inhabitants, Stern has focused much of the league's international marketing efforts on reaching the Chinese market (Euchner, 2008; Warren, 2008).

The NBA's popularity and notoriety in China increased dramatically after the Houston Rockets selected 7-foot-6 Chinese native Yao Ming with the first pick in the 2002 NBA Draft (Lee, 2007). Yao, the first Chinese player in the history of the NBA, became an immediate sensation, earning selections to the NBA all-star game in each of his first six seasons (Bradsher, 2007; Lee, 2007). Now, approximately 89% of Chinese citizens aged 15-54 are aware of the NBA and an estimated 300 million Chinese are fans of the NBA (Euchner, 2008; Warren, 2008). In comparison, an estimated 130 million Chinese identify themselves as fans of soccer, which is generally regarded as the most popular sport in the world (Euchner, 2008; Fay & Snyder, 2007). "NBA" is the most searched sports term on Baidu.com, the leading Internet search engine in China, while nearly one-third of NBA.com traffic comes through the Chinese version of the Website, where content is published in Mandarin (Bradsher, 2007; Business Wire, 2008; Lynch, 2004).

NBA merchandise profits from China exceed \$10 million annually, as NBA products are sold through more than 50,000 outlets throughout the country (Bradsher, 2007; Business Wire, 2008). Through merchandise sales, sponsorships, and broadcast rights, China is the NBA's second largest national source of total revenues behind only the United States (Balfour, 2007; Lee, 2007). But the NBA's global marketing success and increasing merchandise sales have not been limited to China over recent years. Overseas sales now account for nearly \$500 million (20%) of NBA merchandising revenues (Euchner, 2008; Warren, 2008). NBA apparel is sold in 100,000 stores in 100 countries on every continent on Earth with the exception of Antarctica (Euchner, 2008). From 2006 through 2007, NBA merchandise sales in Europe increased by 40% (Lloyd, 2007). In part thanks to the success of players like Manu Ginobili (Argentina), the NBA has also become more popular in Latin America over recent years, and Stern is trying to improve the league's notoriety and appeal in Africa (Euchner, 2008). A major reason for the NBA's successful expansion into new markets has been the league's ability to generate foreign television exposure.

INTERNATIONAL TELEVISION COVERAGE OF THE NBA

After initially rejecting and then accepting an offer of free programming from Stern, CCTV (China's state-run television station) began broadcasting the NBA finals on tape delay in 1990 (Larmer, 2005). That initial providing of free programming to a foreign government has

certainly paid off for Stern in China. In Yao's first season in 2002, the NBA signed new television contracts with 12 provincial Chinese stations to broadcast 170 of its games, which was more than double the number broadcasted the previous year (Lamer, 2005; Oates & Pollumbaum, 2004). The league now has partnerships with 51 Chinese telecasters (Balfour, 2007; Business Wire, 2008). NBA officials estimate 300 million Chinese fans watch NBA games on TV or the Internet, a number nearly equal to the entire U.S. population (Euchner, 2008; Warren, 2008).

In the 2007-08 season, the NBA proclaimed its broadest global television distribution in league history (NBA.com, 2008). More than 900 games and 45,000 hours of NBA programming were slated to be broadcast in 43 languages on 202 television networks representing 215 countries (Euchner, 2008; NBA.com, 2008). It should be noted that the United Nations only recognizes 193 different nations on Earth, but the NBA classifies some disputed territories and independent provinces as countries. Televised NBA coverage reaches an estimated 3.1 billion viewers annually in 750 million households worldwide (Lamer, 2005; NBA.com, 2008).

In 1999, NBATV was launched, making the NBA the first major professional sport league to own a cable/satellite station (Euchner, 2008; Silver & Sutton, 2000). The 24-hour channel distributes NBA coverage to 30 different countries, including Iceland, Mexico, Russia, Turkey, and Venezuela (NBA.com, 2008). But many of these contracts were arranged by the NBA through its international marketing division, which attempts to increase the league's brand image and awareness, and occasionally does so by offering cheap or free programming to international television markets where basketball is not yet popular (Andrews, 1999; Brady, 2007). Thus, a better way to measure the NBA's international importance is through the coverage the league receives in newspapers across the world, since newspaper sports editors often have limited print space and thus usually publish stories on sports they deem most interesting to their local readers (Hardin, 2005; Kian, 2007).

SAMPLING SELECTION

The Lexis Nexis Academic advanced search engine was used to locate newspaper articles, columns, and editorials on or related to the 2007 NBA Finals published between June 6 (the day before the first game of the NBA finals) and June 15 (the day after the last game of the finals). Search terms used to locate international and domestic newspaper articles were *San Antonio, Cleveland, Spurs, Cavaliers, Cavs, National Basketball Association, NBA*, and both the first and last names of each of the 30 total players on the two teams' 2007 rosters.

In July, 2007, the Lexis Nexis Academic service available to U.S. universities listed 51 publications as major newspapers, although two of these papers no longer publish. These newspapers are all published exclusively in English or publish an English version. A majority of the 50 newspapers (N=30) were based in the U.S. However, the remaining 19 newspapers were from 11 other countries: Brazil, Canada (2), China, Great Britain (5), Ireland, Israel, Japan, Malaysia, New Zealand (3), Scotland (2), Singapore. Scotland joins Great Britain as part of the United Kingdom, but they are distinguished as separate counties by Lexis Nexis Academic. The search terms were used to locate all newspaper articles and columns on the 2007 NBA Finals published during the time frame in each of the 19 international publications (as shown in Table 1) classified as major newspapers by Lexis Nexis Academic.

The NBA receives substantial U.S. media coverage. However, it is unclear if national or local papers would provide different amounts of coverage to U.S. and international NBA players. The three most heavily circulated daily newspapers in the U.S. and the only three distributed daily throughout the country are (in order of highest Monday-Friday circulation) *USA Today*, *Wall Street Journal*, and *The New York Times* (BurrellesLuce, 2007). However, *Wall Street Journal* is a business-specific publication that provides infrequent sports coverage. Therefore, articles on or

related to the NBA finals published in *USA Today* and *The New York Times* from June 6-15, 2007, were located via Lexis Nexis Academic and examined for this study, since those are the two most prominent U.S. national newspapers that provide regular sports content.

Although neither was classified as one of 50 major newspapers by Lexis Nexis Academic, the two most popular newspapers in the host cities of the NBA finals' participants – *The Plain Dealer* out of Cleveland and *San Antonio Express-News* – were also used in this study to examine local coverage in all articles on or related to the NBA finals in each newspaper. In 2007, *The Plain Dealer* ranked 19th amongst most circulated daily newspapers in the U.S., while *San Antonio Express-News* ranked 32nd (BurrellesLuce, 2007).

It is unclear if the nationality of players will impact the amount of coverage they receive in international publications, major U.S. newspapers, or two smaller U.S. newspapers representing the two participating teams' host cities.

METHODOLOGY

A basic content analysis was used to count the number of total articles related to the NBA finals in each publication, and the number of references per publication on each individual player for both teams. Two graduate students, working independently of each other, searched for all articles on the NBA finals in the 24 newspapers examined. The lead researcher, a former sports writer at several major newspapers, determined which stories focused on the 2007 NBA Finals before any coding procedures were undertaken.

Two graduate students coded all articles independently to add intercoder reliability. The presence of a second coder assures results are not the subjective interpretation of a single researcher, and thus add objectivity and trustworthiness to a content analysis (Neuendorf, 2002). Each reference to a player's full name in each article was coded once, as were times when only a player's first name, last name, or nickname were used. For simplicity and consistency, pronouns of any type were not coded. The full texts of all articles, including headlines, were coded. Box scores, photo captions, and statistical listings that were not included within the text were not counted as articles and thus not coded. A simple listing of a game under events or telecasts was not counted as an article on the NBA finals.

RESEARCH QUESTIONS AND RATIONALE

Results could not be predicted, since no similar research projects have been attempted. Therefore, research questions were employed rather than hypotheses for this exploratory study. However, examining the number of articles on the NBA finals published in specific international newspapers versus U.S. newspapers provides evidence to the extent of the NBA's global popularity. Moreover, finding out the number of times specific players are mentioned by name in those newspapers will show if nationalistic bias exists in U.S., or other countries' newspaper coverage of the NBA.

RQ1: How many overall articles and columns on the 2007 NBA Finals were published in the selected U.S. local, U.S. national, and international newspapers?

RQ2: How often were U.S.-born and international players referenced in international articles compared to selected U.S. local and U.S. national newspapers?

RESULTS AND DATA ANALYSIS

Results from coding include the total number of articles published on the 2007 NBA Finals in each newspaper, as well as the number of references toward each individual player in each newspaper. No tests for statistical significance were included, because the entire population of 2007 NBA Finals articles in these newspapers were examined.

Players' full names, first names, last names, or nicknames were coded 3,849 times by one graduate student and 3,846 times by a second graduate student. An examination of the coding discrepancies by the author determined that 3,850 was the correct number of references. Thus, the intercoder reliability rate was 99.9%, a very high percentage but one that is not surprising considering the simplicity of just counting names from published text.

RQ1: How many overall articles and columns on the 2007 NBA Finals were published in the selected U.S. local, U.S. national, and international newspapers?

As shown in Table 2, a total of 254 articles from the 24 examined newspapers focused on the 2007 NBA Finals. Approximately 220 (86.6%) of articles were published in the four U.S. newspapers, with 59.8% (n=152) of all articles derived from the two teams' local newspapers: (Cleveland) *Plain Dealer* and *San Antonio Express-News*. Just 34 (13.4%) total articles on the NBA finals were published in the 20 international newspapers included in the search, with 27 (79.4%) of the 34 international articles coming from the two Canadian newspapers.

Published articles appeared in only four of the 11 countries that had newspapers included in the search: Canada, Ireland, Malaysia, New Zealand. The combined 15 newspapers representing Brazil, China, Great Britain, Israel, Japan, Scotland, and Singapore all published no articles on or related to the 2007 NBA Finals. Therefore, 97.2% of all articles were published in North American newspapers.

RQ2: How often were U.S.-born and international players referenced in international articles compared to selected U.S. local and U.S. national newspapers?

Where to place Tim Duncan was the only difficult decision in categorizing Cleveland and San Antonio players as domestic (born and raised in the U.S.) or international (raised in a country outside of the U.S.). Duncan was raised in St. Croix of the Virgin Islands, a U.S. territory but not a state. Duncan played and excelled on the college level in the U.S. at Wake Forest University. Of the eight other international players on the Cleveland or San Antonio 2007 rosters, only Spurs' reserve Francisco Elson (University of California) played college basketball in the U.S. Duncan was also a member of the U.S. Olympic men's basketball team in 2000. However, the U.S. Virgin Islands sends its own delegation as a country to the Olympics. In fact, Tim Duncan's sister, Tricia, actually swam for the U.S. Virgin Islands national team in the 1988 Summer Olympics (Kernan, 2000). Tim Duncan was classified as an international player in this study, although he could have easily been slotted as a domestic player. Rosters for both teams and the players' native countries are shown in Table 3.

As shown in Tables 4 and 5, U.S. players were referenced more overall times in U.S. newspapers (N=2028) than international players (N=1359). The 21 U.S. players on the two teams' rosters averaged 96 total references in the four combined U.S. newspapers examined. However, Cleveland superstar LeBron James accounted for 45.9% (n=931) of all references to U.S. players in domestic papers. No other U.S. player accounted for higher than 10.9% of the total references of U.S. players in domestic papers. Subtracting James, U.S. players were referenced by name an average of 54.9 times per individual player by the combined four U.S. newspapers. In contrast, the nine international players were referenced an average of 151 times by the four U.S. newspapers. Thus, international players on average received much more coverage than U.S. players in U.S. newspapers. However, Duncan was referenced more often (N=413) than any other international player in U.S. papers. If Duncan was counted as a domestic player, coverage would have been more similar by the U.S. press. With Duncan's inclusion as a U.S. player, U.S. players would have averaged 111.4 combined references in the four U.S. newspapers compared to 118.3 references on average for international players.

The two local newspapers referenced players from their cities' teams more than the opponents. (The Cleveland) *Plain Dealer* referenced Cavalier players an average of 9.3 times (n=833) in its 90 articles on the NBA finals compared to an average of 6.1 times (n=552) for Spurs' players in articles. The *San Antonio Express-News* showed even more hometown emphasis in its articles, averaging 10.1 references (n=626) of San Antonio players per article on the NBA finals compared to 5.6 attributions (n=345) of each Cavalier per article.

The champion Spurs had twice as many international players on its roster than the Cavaliers, so it was not surprising the *San Antonio Express-News* provided more coverage to international players. Approximately 45% (n=437) of all *Express-News* references were to international players, including 61.5% of all references of just Spurs' players. However, those percentages dropped to 31.3% and 40.3%, respectively, if Duncan was counted as a domestic player instead of international.

In addition to counting the number of times specific domestic and international players were mentioned in each of the various newspapers and newspaper categories (U.S. local, U.S. national, international), it was also worth investigating how many times individual players' names or nicknames appeared in the title/headline of articles, since headlines are the first thing readers see in the text of articles and some readers may not continue after the headline. Tables 4-7 show the number of times a player's name appeared in articles under each newspaper or newspaper categories, with the number of times that player's name appeared in the headline/title of a newspaper article listed in parentheses. James' name appeared in headlines 55 times in the four examined U.S. papers, which was more than three times more often than the next closest individual in that category – 2007 NBA Finals MVP Tony Parker (N=17).

Coverage of domestic and international players in the U.S. national papers was similar to those of the hometown papers. References toward U.S. players accounted for 62% of all names published in *The New York Times*, although the nine international players averaged 17.7 references each in *The New York Times*, while the 21 domestic players were noted an average of 12.3 times each. *USA Today* provided even more coverage of international players than *The New York Times*. International players were 47% of all the names of players published in *USA Today*. International players each averaged 38.3 references in *USA Today*, while U.S. players averaged just 18.7 references in the national paper of their home country.

It is difficult to compare any of the international newspaper results shown in Tables 6 and 7 to the U.S. local and U.S. national newspaper findings in Tables 4 and 5, since only the two Canadian newspapers provided more than token coverage of the NBA finals. James accounted for an even higher percentage (62%) of references of U.S. players in the foreign newspapers than he did in the four U.S. publications (45.9%). Moreover, Table 6 shows that James and San Antonio defensive specialist Bruce Bowen – who defended James for most of the series and thus was often mentioned in conjunction with James within text – were the only U.S. players that had their names appear at least once in each of the five international newspapers that published articles on the 2007 NBA finals. James also dominated the headlines of international articles as his name or nickname appeared 10 times in international headlines, compared to a total of just four attributions in headlines of international papers for the other combined 20 U.S. players on the two teams' rosters.

San Antonio's three international star players – Duncan, Parker, and Ginobili – were noted most often among international players by the foreign press as shown in Table 7. International players accounted for 38.9% (n=184) of all references in international articles compared to 40.1% of the total references in the four U.S. newspapers. In other words, international players

received more overall references and a higher percentage of references in the U.S. papers than they did in the five international papers that provided coverage of the NBA finals.

By himself, James (N=173) was referenced nearly as often by the international press as the nine international players combined (N=184). James also appeared in more headlines (N=10) in international papers than all nine international players combined (N=6) and as often as the other 29 international and U.S. players on the two teams' combined rosters (N=10).

SUMMARY AND DISCUSSION

The NBA markets itself as an international sport league with ardent fans throughout the world (Brady, 2007; Janoff, 2005). Evidently, sports editors at daily newspapers outside of the U.S. must not believe the NBA is of much interest to their local readers. The most surprising result of this study was the dearth of articles on the 2007 NBA Finals published in newspapers based outside of North America and, in particular, outside of the United States and one Canadian city.

From the 20 international newspapers examined, 15 newspapers published no articles or columns on the NBA finals. Most of these newspapers could have easily published the available wire copy from news services (e.g., Associated Press) but chose to give no attention to the NBA finals. Of the 11 countries represented amongst those 20 newspapers, seven published no articles on the NBA finals: Brazil, China, Great Britain, Israel, Japan, Scotland, Singapore. From that list, Brazil, China, and Great Britain have players in the NBA (NBA.com, 2008). Ironically, among the five Brazilians on NBA rosters in 2006-07 was Anderson Varejao, who was a key member of the Cleveland Cavaliers. Stern has made increasing his league's popularity in China one of the NBA's prime missions (Euchner, 2008; NBA.com, 2008), and an international-high five newspapers from Great Britain were included for examination. However, none of the six newspapers from those two countries published a single article on the 2007 NBA Finals.

It should be noted the only Chinese newspaper examined in this study, the *South China Morning Post*, is based out of Hong Kong, a Chinese territory but one that may have more cultural ties to the United Kingdom than China. Thus, the NBA's popularity in China may have not spread to Hong Kong. Still, the fact that the *South China Morning Post* is published in English should have increased the likelihood it publishing NBA articles, since U.S. business persons traveling abroad can read them. In fact, all of these 20 international newspapers are published exclusively in English or at least produce a version in English. However, it could be argued publishing in English should increase the likelihood of these newspapers printing articles on the NBA..

The two Canadian newspapers produced 79.4% of all international articles in the population. Both of those papers – *The Globe and Mail* and *The Toronto Star* – are based out of Toronto, currently the only non-U.S. city to host an NBA franchise. This shows that Stern's goal of placing NBA expansion franchises in other continents may be the best if not the only way to generate local print media coverage within those markets.

The NBA boasts of its cosmopolitan appeal by noting that its telecasts are shown in 215 different countries (Euchner, 2008; NBA.com., 2008). However, Falcous and Maguire (2006) concluded the NBA is constrained in its ability to fully control its brand image internationally. The NBA occasionally offers free or cheap programming to get on television in many foreign markets (Andrews, 1999; Brady, 2007). But what are shown on these television markets are often pre-packaged highlights designed to attract mostly youth audiences (Emerson, 1993; Falcous & Maguire, 2006). Thus, the majority of NBA fans in international markets may be

youths who are less likely to read daily newspapers but are more likely to help increase traffic on Web sites that provide NBA content.

The only minor surprise in the amount of U.S. coverage of the 2007 NBA Finals was that the Cleveland *Plain Dealer* (N=90) published considerably more articles than the *San Antonio Express-News* (N=62), even though the San Antonio Spurs won the NBA title by sweeping the Cleveland Cavaliers in four games. However, the victory marked the Spurs' third NBA title in five years and fourth championship over eight years. Competing for a championship may have been more exciting to the fans of the Cavaliers as the city of Cleveland had not won a major team sports title since the Browns captured the National Football League title in 1964 (Grange, 2007). No U.S. city with at least three teams in the four major professional team sport leagues (Major League Baseball, NBA, National Football League, National Hockey League) has a longer on-going streak without winning a single title in any of the four most popular men's pro sport leagues (Grange, 2007).

Little analysis can be offered on the number of references used by domestic and international newspapers on U.S. and foreign players since there was so little coverage of the NBA finals by the international publications examined. It was interesting that U.S.-born Cleveland superstar LeBron James accounted for an even higher percentage of all references in international articles (62%) than James did for articles in U.S. papers (45.9%). Even with James dominating ink-space in most newspapers, international players in the NBA finals were referenced more often on average than the U.S. players in all newspaper categories examined (U.S. local, U.S. national, international). Still, it is noteworthy that on average international players received a higher overall percentage of references in U.S. newspapers than in international publication, thus nullifying charges of favoritism or even nationalism by the U.S. press. Of course, the prevalence of coverage of international athletes was at least in part due to the success of the Spurs, whose top three scorers – Duncan, Ginobili, and Parker – were international players.

There is very little research on the international media coverage of the NBA and most figures in this area are provided by the NBA. Therefore, future quantitative and qualitative academic studies need to be completed on the amount and types of coverage the NBA and its players receive through various types of local foreign media (i.e., television, newspapers, Internet, sport magazines, etc.). Researchers could also examine the amount of coverage international players receive from media outlets in their host countries compared to NBA players from different nations. Finally, it may be difficult, but it would be ideal to examine media coverage the NBA receives in local foreign markets in languages other than English.

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TABLE 1

INTERNATIONAL NEWSPAPERS EXAMINED

International Newspapers	Base Country
<i>Daily Telegraph</i>	Great Britain
<i>The Daily Yomiuri</i>	Japan
<i>The Dominion Post</i>	New Zealand
<i>Financial Times</i>	Great Britain
<i>Gazeta Mercantil Online</i>	Brazil
<i>The Globe and Mail</i>	Canada
<i>The Guardian</i>	Great Britain
<i>The Herald</i>	Scotland
<i>The Independent</i>	Great Britain
<i>The Irish Times</i>	Ireland
<i>Jerusalem Post</i>	Israel
<i>New Straits Times</i>	Malaysia
<i>The New Zealand Herald</i>	New Zealand
<i>The Observer</i>	Great Britain
<i>The Press</i>	New Zealand
<i>The Scotsman</i>	Scotland
<i>South China Morning Post</i>	China
<i>The Straits Times</i>	Singapore
<i>The Toronto Star</i>	Canada

TABLE 2

SOURCES FOR ALL ARTICLES

Newspaper	Total Articles	% of Total Articles
<u>U.S. NATIONAL PUBLICATIONS</u>	68	26.8%
<i>The New York Times</i>	18	7.1%
<i>USA Today</i>	50	19.7%
<u>U.S. LOCAL PUBLICATIONS</u>	152	59.8%
(Cleveland) <i>Plain Dealer</i>	90	35.4%
<i>San Antonio Express-News</i>	62	24.4%
<u>INTERNATIONAL PUBLICATIONS</u>	34	13.4%
<i>The Globe and Mail</i> (Canada)	8	3.1%
<i>The Irish Times</i>	2	0.8%
<i>The New Zealand Herald</i>	1	0.4%
<i>New Straits Times</i> (Malaysia)	4	1.6%
<i>The Toronto Star</i> (Canada)	19	7.5%
TOTAL	254	100%

TABLE 3

NATIONALITIES FOR 2007 NBA FINALS' ROSTERS

(Note: Starters have an asterisk by their names)

Cleveland Player	Native Country
Shannon Brown	United States
Daniel Gibson	United States
Drew Gooden*	United States
Zydrunas Ilgauskas*	Lithuania
Larry Hughes*	United States
LeBron James*	United States
Damon Jones	United States
Dwayne Jones	United States
Donyell Marshall	United States
Ira Newble	United States
Sasha Pavolvic*	Serbia
Scott Pollard	United States
Eric Snow	United States
Anderson Varejao	Brazil
David Wesley	United States
San Antonio Player	Native Country
Brent Barry	United States
Matt Bonner	United States
Bruce Bowen*	United States
Jackie Butler	United States
Tim Duncan*	Virgin Islands
Francisco Elson	Netherlands
Melvin Ely	United States
Michael Finley*	United States
Manu Ginobili	Argentina
Robert Horry	United States
Fabricio Oberto*	Argentina
Tony Parker*	France
Beno Udrih	Slovenia
Jacque Vaughn	United States
James White	United States

TABLE 4

U.S. NEWSPAPER REFERENCES OF U.S. PLAYERS

Players	<i>Plain Deal</i> 90 Articles	Local Papers 152 Articles	<i>USA Today</i> 50 Articles	U.S. Total 220 Articles
Barry	11	35 (1)	19 (1)	58 (2)
Bonner	2	7	-	7
Bowen	76	154 (3)	40	211 (3)
Brown	-	-	-	0
Butler	-	2	-	2
Ely	-	10	-	10
Finley	13	45 (2)	15	62 (2)
Gibson	72 (3)	126 (4)	71 (3)	221 (9)
Gooden	37	41	9	54
Horry	13	96 (3)	34 (3)	168 (7)
Hughes	66 (4)	101 (4)	22 (1)	127 (5)
James	469 (26)	631 (37)	143 (14)	931 (55)
Jones, Da	21 (1)	24 (1)	1	26 (1)
Jones, Dw	-	-	-	0
Marshall	37 (2)	57 (2)	5	68 (2)
Newble	21 (2)	21 (2)	-	21 (2)
Pollard	4	10 (1)	-	10 (1)
Snow	16	25	16 (1)	42 (1)
Vaughn	2	7	9	16
Wesley	2	2	9 (1)	12 (1)
White	-	2	-	2
Total	862 (38)	1376 (60)	393 (24)	2028 (91)

TABLE 5

U.S. NEWSPAPER REFERENCES OF FOREIGN PLAYERS

Players	<i>Plain Dealer</i> 90 Articles	Local Papers 152 Articles	<i>USA Today</i> 50 Articles	National Papers 68 articles	U.S. Total 220 Articles
Duncan	107 (1)	240 (2)	125 (4)	173 (5)	413 (7)
Elson	1	28 (1)	2	2	30 (1)
Ginobili	63 (1)	182 (8)	58 (1)	81 (1)	263 (9)
Ilgauskas	23 (1)	53 (2)	18 (1)	30 (1)	83 (3)
Oberto	14	27	8	9	36
Parker	150 (10)	234 (14)	106 (1)	158 (3)	392 (17)
Pavlovic	10	16	21 (2)	40 (2)	56 (2)
Udrih	-	9 (1)	1	1	10 (1)
Varejao	47 (2)	63 (2)	9	13	76 (2)
Total	415 (15)	852 (30)	348 (9)	507 (12)	1359 (42)

TABLE 6

INTERNATIONAL NEWSPAPER REFERENCES OF U.S. PLAYERS

Players	Globe and Mail 8 Articles	Irish Times 2 Articles	New Straits 4 Articles	New Zealand Herald 1 Article	Toronto Star 19 Articles	Total Int. Papers 34 articles
Barry	1	-	2	-	-	3
Bonner	-	-	-	-	7	7
Bowen	2	1	4	1	8 (1)	16(1)
Brown	-	-	-	-	-	-
Butler	-	-	-	-	-	-
Ely	-	-	-	-	-	-
Finley	1	-	1	-	1	3
Gibson	21 (1)	1	4	-	20 (1)	46 (2)
Gooden	1	-	-	-	2	3
Horry	1	1	-	-	3	5
Hughes	2	-	4	-	2	8
James	71 (5)	13	21 (1)	4	64 (4)	173 (10)
Jones, Da	1	-	-	-	1	2
Jones, Dw	-	-	-	-	-	-
Marshall	-	-	-	-	-	-
Newble	-	-	-	-	10 (1)	10 (1)
Pollard	-	-	-	-	-	-
Snow	1	-	1	-	-	2
Vaughn	1	-	-	-	-	1
Wesley	-	-	-	-	-	-
White	-	-	-	-	-	-
Total	103 (6)	16	37 (1)	5	118 (7)	279 (14)

TABLE 7

INTERNATIONAL NEWSPAPER REFERENCES OF FOREIGN PLAYERS

Players	Globe and Mail 8 Articles	Irish Times 2 Articles	New Straits Times 4 Articles	New Zealand Herald 1 Article	Toronto Star 19 Articles	Total Int. Papers 34 articles
Duncan	16	21	16 (1)	-	20 (1)	73 (2)
Elson	-	-	2	-	2 (1)	4 (1)
Ginobili	8	5	2	-	12	27
Ilgauskas	2	-	1	-	9	12
Oberto	3	-	1	-	3	7
Parker	11	5	9	-	28 (3)	53 (3)
Pavlovic	1	-	-	-	1	2
Udrih	-	-	-	-	-	-
Varejao	2	-	-	-	4	6
Total	43	31	31 (1)	0	79 (5)	184 (6)