

issues, it would be helpful for these franchises to develop year-round programs to sustain the momentum of their efforts that take place during the season.

4. **A professional sports team, with an emphasis on sales and marketing, needs to balance the need to sell seats with its community mission.** Hiring a different staff to take on a social issue is important. A sports franchise needs people who understand social marketing and can build bridges in the community.
5. **An individual team may not be in the position to eliminate tobacco advertising because it does not own the arena.** A team can only make sure that tobacco ads are out of camera range so that they are not visible to the TV-viewing audience.

## COMMUNICATIONS

Articles about the Nets anti-tobacco program have appeared in *The New York Times*, the *Daily News* (New York), the *Naples Daily News* (Florida), and the *Herald News* (North Jersey). Radio and television PSAs were aired during both seasons on local TV and radio stations including Fox Sports Channel, WABC, and WOR-AM, the Nets' flagship radio station. See Bibliography for details.

## NEXT STEPS

The Nets are continuing aspects of the anti-smoking campaign through "Team Up," its new community action and volunteer program. This program addresses a range of issues important to youth, and the anti-smoking message will be one component of this program. The Nets have also received inquiries from other franchises that are interested in developing anti-tobacco campaigns. The Nets have new ownership since November 1998, who are committed to the anti-smoking message. In the last two years, the Nets turned down a \$500,000 sponsorship from Marlboro. As a result of the relationship built with the Nets through these grants, RWJF, through its Sports & Philanthropy project (Grant ID#s 037939 and 038221), was instrumental in helping the Nets establish the New Jersey Nets Foundation, which is focusing its efforts on at-risk youth in urban communities in New Jersey.

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