

as Associate Editor, Sporting News Today; **JASON BOYD** as Associate Editor, Sporting News Today; and **LISA PAZDRIC** as designer, Sporting News Today (*THE DAILY*).

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Executive Transactions

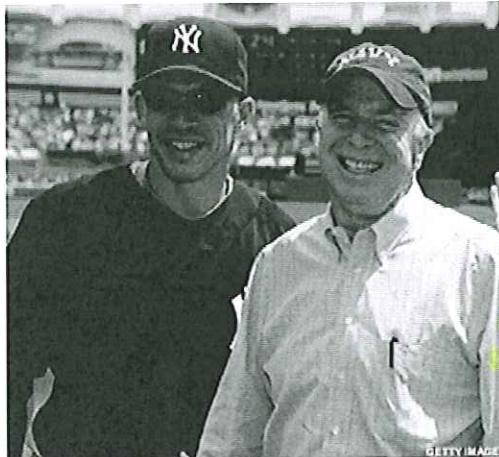
In this week's SPORTSBUSINESS JOURNAL, John Ourand reports MLB Network President & CEO **TONY PETITTI** has hired former Miss Universe VP/Business Planning **TONY SANTOMAURO** as Senior VP/Finance & Administration, Former ABC/ESPN Art Director **CHRIS MALLORY** as Creative Dir, NFL Network's **SUSAN STONE** as VP/Operations, ABC's **MARK HADEN** as VP/Engineering, MLB Dir of Advertising & Marketing **MARY BECK** as Senior VP/Marketing and NFL Net Affiliate Sales VP **ART MARQUEZ** as Senior VP/Affiliate Sales & Marketing. Petitti's "next step is to hire on-air talent to staff the mix of studio shows and at-game programming" (*SPORTSBUSINESS JOURNAL*, 7/21 issue).

EXECS: In a separate piece, John Ourand reports Turner Sports has hired **JON DIAMENT** as Exec VP/Ad Sales & Marketing, effective July 28. Diament, who had been with CNN for 18 years, replaces **TRISH FROHMAN**, who in April announced her departure from the company. Diament will be based in N.Y. and will report to Turner Sports President **DAVID LEVY** (*SPORTSBUSINESS JOURNAL*, 7/21 issue)...Lowe's Motor Speedway (LMS) VP/Events **ROGER SLACK** is leaving the track, effective in early-August. Slack has been with LMS for 11 years and supervised events at The Dirt Track at LMS (*CHARLOTTE OBSERVER*, 7/20)...Limousine firm BostonCoach has named former New Boston Garden Corp. President **LARRY MOULTER** CEO. Moulter led the construction of TD Banknorth Garden (*BOSTON.com*, 7/19)...FSN Midwest named **ALLAN FLOWERS** Coordinating Producer (*FSN*)...The CBA Lawton Fort Sill Cavalry named former Fresno State Univ. women's basketball coach **STACY JOHNSON-KLEIN** Marketing GM (*KMPH.com*, 7/18).

Do you have an executive announcement? If so, please send to editorial@sportsbusinessdaily.com.

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Names In The News



McCain (r) Meets With Girardi Before Yesterday's A's-Yankees Game

Presumptive Republican presidential candidate **JOHN MCCAIN** attended yesterday's A's-Yankees game at Yankee Stadium with former N.Y. Mayor **RUDY GIULIANI**. Before the game, McCain, Giuliani, and Giuliani's wife **JUDITH** went onto the field, chatting with Yankees manager **JOE GIRARDI** and A's manager **BOB GEREN** (*AP*, 7/20).

HOME GAME: In L.A., Jeff Gottlieb wrote what "Silicon Valley is for programmers and Nashville is for musicians, Manhattan Beach has become for professional athletes." There are Lakers, Clippers, Dodgers and NHL Kings players who live there, in addition to volleyball players, soccer players and football players. All of these athletes "can be found in a city of about 35,000 people pressed into less than four square miles." SportsStar Relocation President Ed Kaminsky, whose firm helps athletes find homes, said that the "only areas across the country that might have as many pro players are the far larger

Scottsdale, Ariz., and South Florida." AVP Commissioner **LEONARD ARMATO** said an attraction of Manhattan Beach is "beautiful people wearing small amounts of clothing" (*L.A. TIMES*, 7/20).

CUBS' SCOUT: The Cubs have retained Tom Dick & Harry, Chicago, to work on "We Believe: Chicago and Its Cubs," a "theatrical documentary celebrating the love affair between the city and the team." Filming