

MEETING OF THE  
UNITED STATES FOOTBALL LEAGUE  
HELD ON  
JANUARY 18, 1984  
IN THE GRAND ROOM  
OF THE HYATT REGENCY HOTEL  
NEW ORLEANS, LOUISIANA

P R E S E N T

ARIZONA WRANGLERS	Dr. Ted Diethrich Mr. Bruce Allen
BIRMINGHAM STALLIONS	Ambassador Marvin Warner Mr. Jerry Sklar
CHICAGO BLITZ	Dr. James Hoffman Mr. Ron Potocnik
DENVER GOLD	Mr. Bill Roth Mr. Andy Blanding
HOUSTON GAMBLERS	Mr. Bernard Lerner
JACKSONVILLE BULLS	Mr. Fred Bullard, Jr. Mr. Bill Cash
L.A. EXPRESS	Mr. William Oldenburg Mr. Martin Mandell Mr. Don Klosterman
MEMPHIS SHOWBOATS	Mr. Charles Thornton
MICHIGAN PANTHERS	Mr. Vince Lombardi
NEW JERSEY GENERALS	Mr. Donald Trump Mr. Jay Seltzer

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1	NEW ORLEANS BREAKERS	Mr. Joseph Canizaro Mr. Randy Vataha
2	OAKLAND INVADERS	Mr. Howard Friedman
3	OKLAHOMA OUTLAWS	Mr. William Tatham, Jr. Mr. Bruce Kebric
4	PHILADELPHIA STARS	Mr. Myles Tanenbaum Mr. Carl Peterson
5	PITTSBURGH MAULERS	Mr. J. Paul Martha
6	SAN ANTONIO GUNSLINGERS	Mr. Clinton Manges Mr. Bud Hahn Ms. Marynell Maloney
7	TAMPA BAY BANDITS	Mr. John Bassett
8	WASHINGTON FEDERALS	Mr. Dick Myers
9	USFL LEAGUE OFFICE	Commissioner Chet Simmons Mr. Steve Ehrhart Mr. Peter Hachazy Ms. Beth Cavanaugh
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16	REPORTED BY:	
17		Simone R. Bertucci, Shorthand Reporter
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1 the other owners are committed to  
2 making this franchise work, and we  
3 just have a tough road to hoe with  
4 the Redskins' success right now.  
5 Hopefully when they finish the Super-  
6 bowl we'll get on with it.

7 AMBASSADOR WARNER:

8 How many tickets have you sold  
9 so far?

10 MR. MYERS:

11 Roughly 10,000, Marvin, and last  
12 year we were about 3,000 ahead of that.

13 AMBASSADOR WARNER:

14 How much do you charge?

15 MR. MYERS:

16 I think it's 18, 16, 14 and 12,  
17 give or take a dollar on the last  
18 few tickets. Eighteen is the high  
19 price.

20 COMMISSIONER SIMMONS:

21 Thank you, Dick. Anything else?  
22 John Bassett, the managing partner of  
23 Tampa Bay Bandits and also the Chairman  
24 of the League's Executive Committee.

25 MR. BASSETT:

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1 Mr. Commissioner, we echo as a  
2 club your comments, thinking League.  
3 Also, I would like to commend the  
4 Chicago people on their brochure, it's  
5 a magnificent piece of work, Doctor  
6 and Ron.

7 We're in pretty good shape. The  
8 Redskins are great, the Bucks were  
9 very bad this year, that helped us.  
10 Fortunately, they're worse off the field  
11 in terms of their public relations  
12 and their visibility with their owner  
13 and their coach than they are on the  
14 field, so we've been very fortunate  
15 in that. It's a small market, as you  
16 know, the seventeenth biggest market  
17 in the country. But due to a solid  
18 base last year, an acceptable record,  
19 and the vibrant personality of some  
20 of our players and our coach, the  
21 addition of Reynolds who has helped  
22 tremendously-- and Los Angeles with  
23 Newton should be able to do the same  
24 thing this year -- we've been able to  
25 increase our season ticket base.

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1 We've been able to this year for the  
2 first time have the time to get  
3 corporate sponsors for about half of  
4 our games which we didn't have last  
5 year. We've been able to set up an  
6 exhibition schedule this season which  
7 generated income which it didn't last  
8 year, it was very costly. We've been  
9 able, through the Commissioner's  
10 office and what have you, vis-a-vis  
11 the negotiations with ABC to televise  
12 preseason games and be able to get a  
13 good local television contract  
14 which although it's not generating  
15 an awful lot of dollars, it does bring  
16 back the exposure which is very, very  
17 important.

18 On the negative side we've had  
19 difficulty, and I understand many of  
20 the teams in the League have, in  
21 resigning some of our radio sponsors.  
22 Those of you who sold their rights on  
23 a three year package, I wish we had  
24 done that last year. We're spending  
25 a lot of time trying to get the radio

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1 people back. There is no evidence,  
2 unfortunately, across the country that  
3 any of our radio stations or networks  
4 for our particular USFL games had any  
5 kind of a meaningful impact and we're  
6 finding some trouble there. The main  
7 trouble that we're finding, of course,  
8 I suppose is the same as everybody  
9 else. My friend Don Trump I think has  
10 done an incredible job on a national  
11 basis for the upgrading of the credi-  
12 bility of this League. It's been my  
13 view for a year and a half that if you  
14 die in New York you die everywhere.  
15 They're the heart and the rest of us  
16 in one sense or another are the  
17 fingers or the toes or the knees, but  
18 the national media is in New York  
19 and that's where the thought processes  
20 across this country begin. And Don  
21 has certainly been able to pump the  
22 adrenalin into that heart and the  
23 Demerol into it so that the United  
24 States Football League is now a force  
25 there, where it wasn't before, with

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1 the exception of Herschel Walker.  
2 Unfortunately, irrespective of what  
3 some of our teams may think, most of  
4 the players can read, and they see  
5 these kind of income parameters and  
6 that's been very difficult for us.  
7 We have a consistent line of players  
8 who insist they will not play for what  
9 their contracts are, who wish to  
10 renegotiate. The National Football  
11 League players -- when I think that  
12 we signed a starting NFL defensive  
13 end two and a half or three months  
14 ago, who's played five years, been  
15 to the Pro Bowl, and we were able  
16 three and a half months ago to sign  
17 him for now what a fourth round draft  
18 choice wants, that is of real concern  
19 to us, the financial long term  
20 economic stability of anybody's  
21 particular franchise. We have real  
22 concern about that. We financed our  
23 team on the basis of a plan which was  
24 sold to us by David Dixon a year and  
25 half ago or two and a half years ago.

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1 are no other questions we'll go to  
2 New Jersey, and Donald Trump, the owner  
3 of the New Jersey Generals.

4 MR. TRUMP:

5 Thank you, Chet. When we purchased  
6 the Generals, I will tell you the team  
7 was a shambles and in my opinion the  
8 League was heading very rapidly downhill  
9 and I do mean that. I think that the  
10 job that was done -- I can tell you  
11 from a team standpoint and from, as you  
12 started off, by talking about the  
13 perception, and that's all there is,  
14 Chet, is the perception. The perception  
15 of the League has never been stronger.  
16 I had breakfast with the head of CBS  
17 the other day and he told me, Donald,  
18 what's happened in the last two months  
19 to that League is incredible. Jimmy  
20 the Greek was with us at breakfast,  
21 of all people, and he said it's the  
22 greatest single promotion that I've  
23 seen in thirty years of sports. Now,  
24 I'll tell you the problem. The problem  
25 I have is that I have people, notably

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1 the Philadelphia team, back-biting.  
2 They're wonderful people, Carl Peterson  
3 is a nice guy, he's a good football  
4 man. We have a problem, folks, when  
5 I read in today's U.S.A. Today that  
6 Carl Peterson is going to an owner's  
7 meeting, criticized Donald Trump:  
8 "The guy is really going off spending  
9 money," which is really a lot of crap.  
10 Now, Carl Peterson called up a lot of  
11 the owners, because they called me or  
12 they called somebody in the organization  
13 and told me. And I signed a man named  
14 Lawrence Taylor. You've got to under-  
15 stand, Lawrence Taylor cannot play  
16 football in this League for four years,  
17 so obviously I'm not doing it to help  
18 our team. I signed Lawrence Taylor,  
19 paid him a good sum of money for the  
20 credibility of our League. He's the  
21 most important player -- probably the  
22 most important player in the NFL. Now,  
23 all of a sudden -- and by the way, I  
24 have to compliment our Commissioner on  
25 this -- we had called Carl Peterson and

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1 he didn't want to know about it --  
2 we're going to build a dynasty -- we're  
3 going to build a dynasty with a player  
4 that can't play for four years, right?  
5 Where are we going to be in four years?  
6 I got permission from the Commissioner  
7 because he realized the importance of  
8 this signing. Then after he was signed  
9 we had nothing but problems with  
10 Philadelphia: "We want draft choices.  
11 We want Herschel Walker. We want this,  
12 we want that." Unbelievable. The  
13 publicity on Lawrence Taylor, as Jimmy  
14 the Greek said, whatever you paid him,  
15 Donald, you got it back five different  
16 times. It's incredible. Not only the  
17 credibility of the League but what that  
18 represented to the League. Then I hear  
19 rumors that Carl Peterson is calling  
20 various people throughout the League  
21 saying that I paid too much for Lawrence  
22 Taylor. Well, right alongside of the  
23 story on Lawrence Taylor, or on Carl  
24 Peterson's statement, is the story on  
25 Lawrence Taylor that Trump resold

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1 Lawrence Taylor back to the Giants for  
2 a \$750,000.00 profit.

3 MR. OLDENBURG:

4 Bravo, split it up with us.

5 MR. TRUMP:

6 I have to tell you that if I see  
7 anymore of this crap, Carl -- I'm going  
8 to tell you to your face -- about how  
9 you're going to tell me of practices,  
10 my practices, how you're going to tell  
11 me about what I should pay Lawrence  
12 Taylor -- that I paid too much for the  
13 guy. Between you and I, I could get  
14 more than \$750,000.00 but I really just  
15 want to prove a point. I'm getting  
16 tired of it. Now, we've given  
17 tremendous credibility to this League.  
18 John Bassett understands -- and I don't  
19 say this in a bragging way because it  
20 has nothing to do with bragging. If  
21 I didn't, I'd tell you, "Hey, folks,  
22 I failed." We've given tremendous  
23 credibility to this League. The head  
24 of CBS has become a good friend of mine.  
25 Chet, as you know, you call him, he

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1 doesn't return your call. I have lunch  
2 with him, I have dinner with him -- is  
3 that a correct statement? The head of  
4 ABC, Leonard Goldenson, is a good  
5 friend of mine. Michael Weisman, the  
6 head of NBC Sports has become a good  
7 friend of mine. They love our League  
8 now, because of what happened. And  
9 I don't mean this in a disrespectful  
10 sense. Last year you had a man in New  
11 York, New Jersey who was a wonderful  
12 man but when the cameras went on him,  
13 he walked around like this (indicating).  
14 He didn't want to talk. "I have no  
15 comment." What we've done is we've  
16 gotten a tremendous exposure at a  
17 profit. Now, I might buy a linebacker,  
18 I might pay \$25,000.00 too much. So  
19 Atlantic City is doing better than  
20 Philadelphia, is that correct? But  
21 truthfully, truthfully, the problem  
22 that we have is you have two kinds of  
23 owners in the League. The linebacker  
24 that I pay a little too much money  
25 because I don't have the time to waste,

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1 the guy that we do this for, he's not  
2 any better than a lot of the guys that  
3 you people have for \$35,000.00. The  
4 only difference, he happened to be  
5 playing, he got lucky, some coach saw  
6 him in the NFL and signed him up. But  
7 I doubt that we're going to have a very  
8 much better team than anybody else.  
9 I would think Philadelphia is probably  
10 a better team than us. Carl is an  
11 excellent football man, but Carl is not  
12 a promoter and Myles is not a promoter.  
13 Myles comes up to my office about a  
14 month ago to see me, he wants to have  
15 a little meeting. The next day I read  
16 about this goddamn confidential meeting  
17 in the newspaper where he's saying  
18 everything that I'm talking about. I  
19 write him a letter, a somewhat nasty  
20 letter -- oh, good, Myles, I'm glad  
21 you're here -- I write him a nasty  
22 letter and I say the next time you want  
23 to get publicity don't do it at my  
24 expense, and I'll have the goddamn  
25 camera crews waiting for you the next

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1 time we have a meeting. I don't like  
2 it, I really don't like it. Now either  
3 the back-biting has to stop or it  
4 doesn't have to stop. If you want to  
5 play the game, I can play it myself.  
6 I don't like having you talking about  
7 Trump, the guy that's just throwing  
8 around money. The money that I throw  
9 around is for the good of the League,  
10 and remember that, Carl, it's important.  
11 And your team is probably a better team  
12 than mine, but it's given the League  
13 credibility. Now, we have two types  
14 of owners. We have owners that  
15 basically, what are they are spending,  
16 another \$25,000.00 or another \$50,000.00  
17 it doesn't matter. And we have owners  
18 where it matters a lot. Not everybody  
19 and this is one of the reasons I don't  
20 really like the guideline concept --  
21 not everybody has to spend the money.  
22 Tad Taube does a good job, the Oklahoma  
23 people do a good job, they're going to  
24 have good teams without spending the  
25 money. What you do have to do for the

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1           credibility of this League is you have  
2           to -- the guys that can do it -- one  
3           of the advantages that I have, one of  
4           the advantages that Bill has, you have  
5           Los Angeles, we have New York. It's  
6           not the worst thing that I lose more  
7           money than someone else because  
8           eventually if everything works out  
9           well our franchise is going to be a  
10          good franchise, if it all works out  
11          well. So in theory I have maybe a  
12          little bit more equity because it's  
13          in New York as opposed to some other  
14          location. But it's very important to  
15          the League, I mean very important to  
16          the League that some people go out --  
17          and not everybody has to do it -- but  
18          we have to be there. I feel that we  
19          are very, very close, and we're really  
20          on the brink of something very big and  
21          it's all taking place over the last two  
22          months. When Carl wrote me a letter  
23          saying how successful last year was,  
24          I wrote him back and I said if that's  
25          your definition of success, I'd hate

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1 like hell to see failure, because last  
2 year was not successful for this League,  
3 in my opinion. The television ratings  
4 were not good in my opinion. Your  
5 stadium attendance, generally speaking,  
6 wasn't very bad except for certain  
7 cities like Philadelphia. I feel that  
8 it's very important to do a number of  
9 things to make this League successful.  
10 This is just not my feeling, this is the  
11 feeling of some of the greatest pros  
12 in sports. This is the feeling of a  
13 Howard Cosell. This is the feeling of  
14 a Neil Pilson who heads CBS. It's the  
15 feeling of a lot of the pros, and I  
16 know it's right. All it is is a gut  
17 instinct and the gut instinct has been  
18 what's been able to make me successful  
19 over the last ten years.

20 Now, a number of things have to  
21 happen. We should have a good year,  
22 we really should have a good year.  
23 CBS -- just in the confines of this  
24 room -- is extremely interested in this  
25 League, extremely interested. NBC is

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1 more than extremely interested in the  
2 League. ABC is playing ~~hardball~~ with our  
3 Commissioner for their own little  
4 reasons. The reason that they -- and  
5 I had dinner with Leonard Goldenson  
6 before I left -- the reason that ABC  
7 has a problem in giving us what we want  
8 is very simple: ABC after this season,  
9 assuming they exercise an option, has  
10 two years left on our contract. ABC  
11 knows what they have. Leonard told me  
12 that they know exactly the value of the  
13 property that they have and they are  
14 very high on this property, they are  
15 more high than they ever dreamed they  
16 would be in the second year. And by the  
17 way, again, it all relates to what's  
18 happened in New York over the last two  
19 and a half months, it all relates to  
20 that, just so you'll understand. They  
21 are very high on the property. What  
22 ABC wants to do, they want an extension;  
23 we cannot give them an extension. ABC  
24 does not want to promote the hell out  
25 of us, fight like hell for us, do

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1 everything necessary to make us  
2 successful so at the end of two years  
3 we sign up with CBS because we got the  
4 big ratings and everything else. Now,  
5 we can say they're bad guys. If we  
6 were in their position we would have  
7 the exact same attitude. They have two  
8 years left on a contract effectively,  
9 and they want us -- they made a lot of  
10 money with us -- and they want us very  
11 badly, but what they really want and  
12 they'd do almost anything for, is an  
13 extension. Now, when we get down to  
14 the crux, the crux is that if we get  
15 the kind of money that we're going to  
16 need to justify this League, it has to  
17 switch over at some point in the  
18 relatively near future, it has to switch  
19 over to the fall-winter season. Chet  
20 Simmons had a meeting with Jim Spence  
21 of ABC. I had a hundred meetings with  
22 the smartest guys, the people that know,  
23 the people with a gut. Chet Simmons  
24 at the meeting for the first time  
25 realized, with Steve Ehrhart, that --

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1 Jim Spence said look, Chet, the most  
2 you can get during the spring season,  
3 spring-summer season, is a 7 rating.  
4 If we have a great boxing match, if we  
5 have a great anything, the most you can  
6 get is a 7 rating, maybe a 7½ rating.  
7 And, Chet, I'll tell you, you know, I  
8 like you very much, but your attitude  
9 on this subject just bewilders me that  
10 you don't take the bull by the horns.  
11 It really bewilders me. You learn that,  
12 and then I see Chet on television  
13 saying that we're hoping to get a 10.  
14 You are being set up so goddamn badly  
15 by saying that, that it's going to be  
16 very embarrassing to this League. You  
17 won't get more than a 7. If you got  
18 more than a 7 or a 7½ it would be  
19 almost a miracle and it will show the  
20 success of the League. If we average  
21 7, we would do one hell of a job. We  
22 are being set up with this talk about  
23 a 10.

24 Now, if you put an NFL game on  
25 during this time, if you put a top

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1 boxing match on during this time, you  
2 would get a 7, a 7½, maybe an 8, but  
3 you're not going to be getting the kind  
4 of ratings that you need because during  
5 the spring people are out playing tennis  
6 and playing golf and playing every other  
7 goddamn thing that they're out playing.  
8 During the fall it's freezing out, it's  
9 snowing right now in New York, they're  
10 consigned to the house. You have five  
11 times the viewers. There's an article  
12 in this week's Sports Illustrated  
13 saying, very effectively, that the  
14 reason the USFL will not, despite all  
15 its tremendous rash of credibility that  
16 it's gotten over the last three months,  
17 will not be able to compete with the  
18 NFL, because the television revenues  
19 gotten during this time slot will never  
20 be equal to the NFL's television  
21 revenues because the NFL plays during  
22 a season when people sit home and watch  
23 television. The reason I came into this  
24 League was on the basis that we build up  
25 for a couple of years and then we switch

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1 If I didn't think we were going to  
2 switch I would have been out of here so  
3 fast -- I wouldn't have been in to  
4 start off with. But, we have a couple  
5 of things, stadiums, we win that, anti-  
6 trust. There's no way that a municipal  
7 stadium can be tied up for a period of  
8 two hours or three hours for one  
9 football game every two weeks that they  
10 can tie up a \$200,000,000.00 stadium.  
11 And already we've won that because you  
12 have places like Washington, and you  
13 have other locales where you had  
14 stadiums tied up on a yearly basis and  
15 they said, no, we don't have to take  
16 that argument. Well, it's no different  
17 whether you try to get it in the spring-  
18 summer of whether you get it in the  
19 fall.

20 Now, a number of things have to  
21 be done but I would like everybody, if  
22 this could be passed out, I would like  
23 everybody to read it and look at it and  
24 study it perhaps before we go to the  
25 next speaker, because I think it's the

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1 single most important issue. Those  
2 people that are not selling tickets  
3 right now will sell many more tickets  
4 during the traditional season. I don't  
5 feel like being the psychiatrist to  
6 train 200,000,000 people to watch  
7 football during a season when it's an  
8 off season. I'll tell you a little  
9 analogy, I gave it to John Bassett the  
10 other day. We went to a restaurant  
11 with a friend of mine, a sophisticated  
12 guy. He ordered fruit and the waiter  
13 said the fruit is delicious but it's  
14 off season. My friend looked at him  
15 and he said well, I'll tell you what,  
16 if it's off season I don't want it; I  
17 don't eat off season fruit. And it's  
18 no different with football. I don't  
19 feel like working my ass off for five  
20 years. People want football in the  
21 fall. John Bassett was riding down here  
22 and his chauffeur looks at him and says,  
23 "Oh, that League, I like that League,  
24 but it would be a hell of a lot better  
25 if they moved it into the fall."

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1 Is that a correct statement, John? And  
2 how many times have you heard it?

3 MR. BASSETT:

4 He was a cab driver, not a  
5 chauffeur. That's just the difference  
6 in our style, Don.

7 MR. TRUMP:

8 If you move to the fall you'll  
9 have a chauffeur. There are three  
10 reasons this move has to be made. I  
11 came down with Marvin, it was the first  
12 time I really discussed it with him --  
13 a lot of people haven't given it any  
14 thought -- I believe within five  
15 minutes, and I can't speak for Marvin,  
16 but I believe within five minutes he  
17 was convinced, because there are three  
18 very basic reasons. The No. 1 reason  
19 is television revenue. You will get  
20 substantially more television revenue  
21 during this season. No. 2, and very  
22 important, is that we can now challenge  
23 the NFL to games -- Don, is that correct?  
24 If we have a good team -- you take  
25 Michigan, take Philadelphia, take some

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1 of our good teams -- we can't challenge  
2 these people because our guys are home  
3 relaxing when they're out playing  
4 football. We cannot challenge them to  
5 games and that's a very big vital  
6 ingredient. We have the potential  
7 after a couple of years, after just a  
8 couple of years, of our championship  
9 team challenging their championship  
10 team, the winner of the Superbowl, to  
11 a Super Galaxy Bowl or a Galaxy Bowl.  
12 The revenues from that one goddamn game  
13 will be more than the revenues that  
14 this whole League is going to make in  
15 that stinking \$14,000,000.00 revenue  
16 package that it has with the television  
17 network during this crappy season that  
18 we're playing in. The revenue from that  
19 one game would be hundreds of millions  
20 of dollars to this League. And, I'll  
21 tell you folks, unless you have a death  
22 wish, you've got to switch. We have the  
23 right to challenge.

24 The third thing -- and by the way,  
25 even locally in New York I could

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1 challenge the Jets, I could say we're  
2 going to kick your ass and challenge  
3 the Jets and we would build up more  
4 interest --

5 MR. OLDENBURG:

6 You wouldn't do that, Don.

7 MR. TRUMP:

8 I would never do it, I don't like  
9 to beat them.

10 The third thing is the psychology.  
11 People want to watch football during  
12 the traditional season. And let's say  
13 that's the least important. I give it  
14 in the context and order that I think  
15 is appropriate: Television revenues,  
16 the challenge to the NFL and the  
17 psychology. Now, stadiums you'll get.  
18 In New York, I have to tell you, you  
19 have a great situation. New York is  
20 in all fairness, again, the most  
21 important because that's where ABC,  
22 CBS and NBC are. New York -- stupidly  
23 the NFL just took a team out of New  
24 York, stupidly. We could move a team  
25 into New York City. We can go back and

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1 move into New York and be the biggest  
2 event that's happening in sports in a  
3 long period of time, and we'll be  
4 embraced. We will literally be  
5 embraced. We'll move into Shea Stadium  
6 and they'll end up building a new  
7 stadium for us. Mario Palma called me  
8 before I left. He said, Donald, if  
9 only you guys -- because I love what  
10 you're doing -- if only you guys played  
11 during a football season we could  
12 really do something with you, and he's  
13 absolutely right. People are always  
14 going to look at us -- you know, I'm  
15 tired of signing a Herschel Walker or  
16 a Rozier or this and that -- they're  
17 always going to look at us as second  
18 rate as long as we play during this  
19 spring football crap, they're always  
20 going to look at us as a second spring  
21 team.

22 Now, the NFL, the biggest fear  
23 they have -- and I know this -- you know  
24 they had their meeting at the Grand  
25 Hyatt. I own the Grand Hyatt Hotel and

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1 they had their meeting there so they  
2 were checking for bugs and everything,  
3 the only thing they didn't check is  
4 waiters that have 140 I.Q., you know  
5 guys handing out water and stuff, they  
6 never checked. The biggest fear these  
7 people have -- I don't think they're  
8 going to have their meetings there  
9 anymore.

10 MR. HOFFMAN: :

11 Where did the USFL have its  
12 meeting?

13 MR. TRUMP:

14 We had it in a shithouse. It's  
15 so incredible. We have our draft in  
16 the Roosevelt Hotel which is going to  
17 be knocked down in six months to make  
18 way for an office building, a flea-  
19 bitten craphouse. The NFL has its  
20 meeting at the Grand Hyatt -- now they  
21 might not have it there again but they  
22 had their draft at the Grand Hyatt.  
23 I call up, I say where is the meeting.  
24 They tell me -- and I criticize you  
25 for this stuff, Chet, and I mean it --

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1 they tell me that it's at the Roosevelt.  
2 I said why is it at the Roosevelt?  
3 They said because we couldn't get into  
4 the Grand Hyatt. Nobody ever called  
5 me, nobody ever called me. I promise  
6 you that you would have gotten into  
7 the Grand Hyatt. The same money, the  
8 same money.

9 So what happens, these reporters  
10 go into this craphouse and it looks  
11 second rate, for no more money you  
12 could have had in the right place. The  
13 biggest single fear of the NFL, the  
14 biggest single fear is that this League  
15 is going to switch over to the winter  
16 season, because they know that in three  
17 years, which is a very short period of  
18 time, their 2.7 billion dollar television  
19 package -- whatever the hell the  
20 ridiculous number is -- is coming due,  
21 and they know that Pilson is a friend  
22 of mine. They know that Weisman is a  
23 friend. They know about the relation-  
24 ship with Leonard Goldenson. And we're  
25 sitting here with an alternative during

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1 prime time television Sundays when  
2 people are watching the tube. And  
3 despite that, it's like knocking my  
4 goddamn head against the wall to talk  
5 to Chet, who I happen to like very much,  
6 but this issue is just unbelievable.

7 And what should happen, in my  
8 opinion, is the following: No. 1, we  
9 should play the season and do as well  
10 as we can and we shouldn't let them  
11 set you up, Chet, because they're  
12 setting you up. We should say we are  
13 playing this season and we in another  
14 year are planning to switch, because  
15 we're built up and we feel -- nobody  
16 knows that my 290 pound black linebacker  
17 is not as good as some Dallas Cowboy.  
18 I'll say he's better -- they'll say  
19 hey, he's better, Trump reports he's  
20 better -- who the hell knows. Just  
21 hopefully, we don't have to play those  
22 bastards. We should, No. 1, let the  
23 people understand, Chet, what this  
24 season is. We should let the people  
25 know that if an NFL game were played

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1 during this time the most they could  
2 get would be a 7 rating, and you  
3 shouldn't be out there saying that  
4 we're going to try and get a 10 because  
5 you're going to be crucified. You see  
6 what Sports Illustrated -- has everyone  
7 read that article in Sports Illustrated  
8 where they said that 10 would be  
9 phenomenal. Phenomenal means that  
10 Mohammed Ali fights for a World  
11 Heavyweight Championship, that's what  
12 phenomenal is, and I hate to tell you  
13 that's not going to happen. If we got  
14 the same and even a little bit more  
15 than we got last year it would be  
16 almost good. You should say we're  
17 looking to get a 5 or a 5½, and if we  
18 get more, great. When I build something  
19 for somebody I always add fifty or  
20 sixty million dollars onto the price.  
21 My guys come in, they say it's going to  
22 cost \$75,000,000.00; I say it's going  
23 to cost \$125,000,000.00 and I build it  
24 for a hundred. Basically, I did a  
25 lousy job but they think I did a great

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1 job. So, you have to do the same with  
2 the television.

3 The most important issue facing  
4 this League is going to be moving to  
5 a professional and traditional season,  
6 and if we don't do it we're doomed.  
7 And I can tell you, Carl Peterson and  
8 Myles Tanenbaum, your ticket sales with  
9 your good team will go twice as high,  
10 three times as high without any  
11 advertising. Every team in this room  
12 suffers from one thing: People don't  
13 want to watch spring football. Now,  
14 there are a lot of people that do watch  
15 it, but these are sick, sick football  
16 people. At the end of the Superbowl,  
17 if you would have told me that I would  
18 have owned a football team -- I was  
19 nauseous of football, I wouldn't have  
20 watched a game -- you know, you've had  
21 enough. We are bucking that. When you  
22 go and ask the cab drivers and ask the  
23 people, they really don't -- there are  
24 going to be 15,000 people, 20,000, but  
25 you watch what happens when you challenge

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1 the NFL, and it's their biggest fear.  
2 And I'll tell you what it's going to  
3 lead to, and this should never be  
4 stated -- Carl, I hope you don't repeat  
5 this to the newspapers, really -- it  
6 should never be stated outside of this  
7 room. I believe that it's going to end  
8 in one of two things. Either we're  
9 going to have a League that's going to  
10 be just as valuable as the NFL because  
11 we're going to have the big television  
12 contracts, et cetera, et cetera, which  
13 is fine with me, or we're going to have  
14 a merger. And the merger is going to  
15 take place sooner rather than later,  
16 because that's the biggest fear that  
17 they have. I'll tell you one other  
18 little point. People say you pay a  
19 player \$9,000.00 too much a year. They  
20 say what's your advertising budget?  
21 I say we don't have an advertising  
22 budget, we don't have to advertise in  
23 New York. So far, we have sold 27,000  
24 tickets. We expect to open with  
25 40,000 and possibly more than that.

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1 A reporter called yesterday and said  
2 what are you going to do with Lawrence  
3 Taylor? I said we're going to sell  
4 Lawrence Taylor, we're going to make  
5 a \$750,000.00 profit and then with the  
6 \$750,000.00 profit we're going to buy  
7 five other NFL players, and he cracked  
8 up, he freaked out. We're getting such  
9 press that we don't have to spend money  
10 on the advertising. You know, those  
11 ads are expensive. You start taking  
12 ads at \$1,000.00 a day, \$1,000.00 a day,  
13 it adds up to a lot of money --  
14 \$10,000.00 a day, whatever the hell it  
15 might be.

16 The most important issue, just to  
17 get back to it and leave it indelible,  
18 is that we must switch seasons.

19  
20  
21 REDACTED  
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24 CONFIDENTIAL  
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REDACTED

We should now focus on this season. We should now -- not that it's a surprise like we've got a problem -- we should now let the public know that we are seriously considering switching our season, then we should say we will switch our season. We should play this spring-summer and we should do as well as we can in this crappy period. After this spring-summer we should take a rest next spring-summer and we have a

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1 year and a half to get our stadiums  
2 organized, to go in, to get everything  
3 done. We should go into the fall  
4 season -- we're going to have a merger  
5 during that year and a half period,  
6 because when the NFL sees that we're  
7 there, and in another year from that  
8 point we're going to be negotiating  
9 for their 2.7 billion dollars worth of  
10 fall money, you're going to end up  
11 either a merger or -- you can talk  
12 about all the horseshit, your ticket  
13 sales, it's all crap compared to this  
14 point, because this League will be the  
15 most successfull thing in sports, and  
16 the biggest subject in sports if we  
17 switch. If we don't switch it's not  
18 going to be successful.

19 Jimmy the Greek -- just to end --  
20 I really need breakfast with Jimmy the  
21 Greek -- and yet I got to like the guy,  
22 he's a character. He said to me, you  
23 know, Donald, I've lost millions. I've  
24 made millions but I've lost them. Right  
25 now I'm down to nothing. I'm a bad

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1 gambler, I've got a bad habit. He  
2 said that League of yours, last year  
3 I had no interest in it whatsoever,  
4 none whatsoever, I never watched one  
5 game. I've really gotten interested  
6 in it now, but one thing you have to  
7 do, if you switch seasons you've got  
8 yourself a big winner. If you don't  
9 switch seasons I don't think you can  
10 ever make it. But if you switch seasons,  
11 you've got yourself a big winner. And  
12 those NFL guys, you've got them reeling  
13 because you're the one guy that tells  
14 everybody you're considering switching  
15 seasons and that's the one thing they're  
16 afraid of. I think this is an issue  
17 that has to be addressed and has to be  
18 addressed immediately. This should be  
19 our last spring season. We should  
20 switch, we can solve our ABC contract,  
21 we can solve everything. I guarantee  
22 you folks in this room that I will  
23 produce CBS and I will produce NBC and  
24 that I will produce ABC, guaranteed,  
25 and for a hell of a lot more money than

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1 the horseshit you're getting right now.

2 To end, I just told my good friend  
3 over here, Joseph, the importance of  
4 what we're all doing, and it really  
5 is important, and John Bassett knows  
6 it better than anybody. We'll make  
7 this thing work. We're all out in  
8 front in our communities, me in New  
9 York and you guys in Philadelphia, and  
10 this and that. But if this fails it  
11 will go with us to the grave. This is  
12 what I had just told Joe -- The New  
13 York Times found out that I had  
14 purchased a huge, incredible piece of  
15 property in Manhattan, over a hundred  
16 acres. I'm going to be building a  
17 one billion five hundred million dollar  
18 development in a prime location, it's  
19 the big railroad yards on the westside  
20 of Manhattan. The Times found out about  
21 it -- thousands of jobs, 4,000 apartment  
22 units, shopping centers, everything.  
23 They had an article this big (indicating),  
24 a little article on the page, nobody  
25 even saw it. I hire a football coach

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1 whose been fired by the Jets -- front  
2 page of the Daily News, the Post, the  
3 Times -- Lawrence Taylor, for  
4 \$750,000.00. Here's a billion and a  
5 half and they give you two paragraphs.  
6 Lawrence Taylor for \$750,000.00, it's  
7 the biggest story in New York that  
8 Trump is selling Lawrence Taylor for  
9 a \$750,000.00 profit. And I just told  
10 Joe that once you have a certain amount  
11 of money, this is more important, this  
12 is actually more important. Purely in  
13 an economic sense the other is more  
14 important, but most of us are at a  
15 point where that's not necessarily  
16 going to be the guiding light. When  
17 you can announce a job like that and  
18 nobody gives a shit, and yet you  
19 announce that you hired a frigging  
20 football coach and it's like the biggest  
21 story and the whole city is talking  
22 about it, as they say, the city is  
23 abuzz, can you believe this crap? This  
24 is very important, and I don't want to  
25 be a loser. I've never been a loser

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1 before, and if we're losers in this,  
2 fellows, I tell you what, it's going  
3 to haunt us -- you, Marvin, everytime  
4 there's an article written about you  
5 it's going to be you owned this  
6 goddamn team which failed, and every-  
7 time there's an article about anybody,  
8 we owned teams that failed, and I'm  
9 not going to be a failure. But you're  
10 going to be a failure if you don't move  
11 this League into a traditional time  
12 when you can challenge, when you can  
13 get the television revenues, et cetera.

14 COMMISSIONER SIMMONS:

15 It's obvious that this is not  
16 something that Mr. Trump has thought  
17 up today. He's had the opportunity to  
18 discuss this at various opportunities  
19 and I thought that it had to be brought  
20 on the floor as we are all in an open  
21 discussion, and I think that the  
22 respect for each and every owner has  
23 to be recognized in this meeting. I'm  
24 just sorry certain parts of it had to  
25 be personalized, which I don't believe

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1 is what we really should be doing in  
2 this room. I think we have to express  
3 our opinions. I think Don has expressed  
4 it and he's been articulate on his own  
5 feelings. I think that the League has  
6 to look at every possible eventuality,  
7 every option must be held open, and I  
8 think that we will have an opportunity  
9 to be able to talk and rebut on what  
10 we want to do from the point of view  
11 that's held by Don Trump. I think that  
12 it's possibly in the best interest  
13 right now that we are maybe a quarter of  
14 the way through the League in expressing  
15 their own opinions and their own  
16 philosophies, that we continue with  
17 that unless we do want to take up Mr.  
18 Trump's conversation right now. It  
19 would be my personal preference to  
20 continue unless Don or Jay has anything  
21 he wants to add beyond that on the  
22 progress of the team in New Jersey.  
23 If not, I would just move along to Mr.  
24 Canizaro and let him give us his  
25 comments, philosophies and the progress

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1 of his own team here in New Orleans.

2 MR. OLDENBURG:

3 Mr. Commissioner, I would just  
4 like to make this point. I think --  
5 Donald, you can take shots at me or  
6 anybody in this room -- if we don't  
7 get excited, we might as well forget  
8 about it. I didn't take offense when  
9 he was talking about this other guy.  
10 I think we had better shoot at each  
11 other. I'm a little guy but I've got  
12 broad shoulders. I'm going to make  
13 some mistakes. Pick up the phone,  
14 Howard, come scream at me. That's what  
15 this goddamn League needs. I commend  
16 you for it, Donald.

17 MR. HOFFMAN:

18 To give you a little bit of  
19 encouragement, I just got a phone call  
20 and was offered \$12,000,000.00 for a  
21 franchise, so I don't think it's all  
22 that bad.

23 COMMISSIONER SIMMONS:

24 Joe, are you ready?

25 MR. CANIZARO:

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1 First of all, I'd like to thank  
2 the League for allowing us to move to  
3 New Orleans. I am most delighted by  
4 the reaction of the press and the  
5 people of this community and believe  
6 that you will find in the League very  
7 strong support for this club. I'm  
8 proud of the job that Randy has done  
9 and I'm going to let him discuss the  
10 details of what we're doing. I'd like  
11 to make two comments. One, I think  
12 what Don Trump might be saying, and I  
13 think what we need to listen to is that  
14 while we were going around the room I  
15 heard principally our short term  
16 opportunities and problems. I think  
17 Don is saying it's time, if you really  
18 believe what we're doing, that we also  
19 have a long term plan. Not that you  
20 don't -- I might not know about it,  
21 Chet, I'm sorry if I'm uninformed, and  
22 Randy told me I was going to make some  
23 dumb statements. It seems as though  
24 we ought to have some goals and some  
25 objectives. That's the way I do my

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1 business, I want to be successful  
2 short term, but then I want to be  
3 moving in a direction, and I'd like to  
4 know at some point if our real objective  
5 is to eventually merge or if our real  
6 objective is to be a totally separate  
7 League working in a separate time frame.  
8 And I think that those goals and  
9 objectives might well come not only  
10 from our own decision making process,  
11 but from a study of that marketplace.  
12 We in real estate are known to do  
13 market studies. You may have, and  
14 probably have done studies before, but  
15 I think after the one year you have got  
16 a lot more going for you, and especially  
17 now -- and I must say that I've seen  
18 more ink and more about the USFL today  
19 than I've ever seen before -- I think  
20 especially now maybe there's some  
21 attitudes that have changed, and an  
22 updated study about the market might  
23 be the most beneficial to us and might  
24 help act as a guide in formulating our  
25 long range planning. I would very much

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1 like to see us pursue that so that even  
2 as we negotiate, Chet, with T.V. or  
3 radio or anybody else, it's always  
4 beneficial to know where we're trying  
5 to get five or ten years from now.  
6 That would have been obviously  
7 extremely tough when you're trying to  
8 start up a league. I think through  
9 last year your focus was right, you've  
10 gotten here, and I think it's very  
11 successful. I really think that that's  
12 the long and the short of what Don might  
13 be saying in a very emotional vein  
14 because he's very much convinced about  
15 what he says. I'd like to know if what  
16 he says is correct, and that is, if we  
17 were to move the season would we in  
18 fact get a bigger piece of T.V., would  
19 we in fact get a bigger audience. I  
20 don't know that for a fact. I think  
21 Don believes it. I might if I had some  
22 other evidence. And I'd like to address  
23 Clinton just for a minute.

24 Clinton, it sounds to me like  
25 you're spending an awful lot of money

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1           trying to get a stadium and a facility  
2           ready and you're obviously very  
3           committed to putting on a good football  
4           game, and especially I hope your first  
5           one and I just want you to know as far  
6           as our club is concerned we will do  
7           anything, anything we can to help you.  
8           I like what I've heard around the  
9           table, and that is all of us working  
10          together to help each other. I think  
11          that for you to be ready on opening  
12          day with us is as important to each of  
13          these teams as it is to you, and I'm  
14          going to be right here to do whatever  
15          I can. You can call on us for coaching,  
16          for players, for money, whatever you  
17          need, we want to help you.

18          MR. MANGES:

19                 We appreciate that very much,  
20                 Joe, and as far as all of the members  
21                 of this League, if there is anything  
22                 that we can do to help any one of you  
23                 at anytime, let us know.

24          MR. CANIZARO:

25                 With that, I'll turn it over to

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1 take a break and come back and restart  
2 with Vince. Myles, if you would like  
3 to pick up. Carl did give us his  
4 perception and we'd like to hear from  
5 you now.

6 MR. TANENBAUM:

7 Fundamentally, there are four  
8 ingredients that I was going to touch  
9 on. I assume that Carl did deal with  
10 two, which is the product and the  
11 marketing and the efforts that we have  
12 to date. We expect that we'll be  
13 putting on a competitive show and it  
14 will be well executed and we'll be  
15 playing pretty good football this  
16 spring. One thing that I would just  
17 like to mention as it relates to  
18 Philadelphia. We have an exceptionally  
19 bad situation in Philadelphia in terms  
20 of radio and television. Just to get  
21 our radio arrangement, local radio  
22 arrangement, last year, if you recall,  
23 we went right down to the line on it.  
24 It was a very poor deal not only  
25 financially but in terms of exposure.

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1 This year we went after a number of  
2 other stations and we ended up with  
3 only one station and not a popular one.  
4 Television, there are only five local  
5 television stations, one of which is  
6 owned by CBS, the other two are ABC and  
7 NBC affiliates. The other one carries  
8 Phillys baseball which competes with  
9 us and therefore can't even carry any  
10 of our games because of the conflict,  
11 leaving one T.V. independent station  
12 and they feel they have too much sports  
13 already.

14 MR. TRUMP:

15 Maybe I could help. I'd be very  
16 glad to with CBS or ABC.

17 MR. TANENBAUM:

18 I appreciate that. What I'm getting  
19 to is that attacking that market has  
20 been very difficult because we have not  
21 had the radio. We're also an hour's  
22 drive from Atlantic City. I think our  
23 business collectively is entertainment,  
24 subheading sports, subheading football.  
25 We're competing with something nice to

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1 do, whatever the time is, whether it  
2 be day or night, spring or fall. We  
3 are, as Donald points out, in a period  
4 where there's perhaps more to do than  
5 there might be in the cold weather.  
6 But that is part of our competition.  
7 We are still firmly committed to  
8 Philadelphia and we think that we can  
9 make it go there. That brings me to the  
10 third subject which is financial. When  
11 we came into this League we were  
12 presented with a concept in terms of  
13 budget and a concept in terms of player  
14 cap, salary cap rather, in regard to  
15 players. We stepped up and tried in  
16 each and every instance to comply with  
17 what we gathered was not only the  
18 consensus but the views of our partners  
19 in this League, and we did. We went  
20 after the two blue chip players last  
21 year and we did succeed in obtaining  
22 them and it gave us credibility, I  
23 think it gave the League credibility.  
24 We attempted and succeeded in staying  
25 within the salary cap rules at that

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1 time and we're looking at this year  
2 as another instance of doing the same  
3 and picking up two more blue chippers.  
4 We look now at the financial position  
5 and say that the existing capitalization  
6 of seven and a half million dollars is  
7 not adequate and we're going to pony up  
8 another \$6,000,000.00 and that will be  
9 our new capitalization. We're doing  
10 that with a view towards strengthening  
11 ourselves so that in terms of our  
12 commitment dollars to this franchise,  
13 to this League, and to stay with it.  
14 We have gone, in our terminology at  
15 least, all out for this season. We  
16 think it's a very important year for  
17 us locally. We've got to put the fans  
18 in the stadiums. That is the ultimate  
19 test of the credibility.

20 With regard to the League, I have  
21 always regarded myself as a team player.  
22 Each of us has his own perceptions of  
23 how we conduct ourselves. And as a  
24 team player, you have to begin -- each  
25 of us -- in knowing what the rules are

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1 and committing ourselves to those rules  
2 or making an effort within the system  
3 to change those rules. It's the rule  
4 of law, it's the rule of man, and it's  
5 the only way that I can see that  
6 eighteen diverse, independent, competi-  
7 tive organizations can work together.  
8 I don't want to recite some of the  
9 rules that some of us have not observed,  
10 but unless we are prepared, each of us,  
11 to observe those rules, we're going to  
12 have a lot of problems among the teams.  
13 There was nothing personal in any  
14 remarks that were offered concerning  
15 any of the owners or the League, except  
16 to the extent that the rules were  
17 broken. And when rules are broken, an  
18 organization such as the League can  
19 break down. And I think it's a very,  
20 very serious matter.

21 Next, looking ahead, each of us  
22 made commitments based upon what we  
23 thought some of those rules were. For  
24 example, the time of year that we would  
25 be playing. For example, the way in

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1 which we would be conducting our  
2 affairs. There's a draft of a revised  
3 constitution. I urge that you read it  
4 and make comparisons with the prior  
5 constitution and you will find that  
6 there have been significant changes in  
7 those rules -- proposed -- it's just a  
8 draft. But this is serious business  
9 for each of us and I think that as a  
10 caution to you and hopefully that we  
11 will have a coming together with  
12 representatives from each of the teams  
13 as we discussed last night with Steve  
14 Ehrhart, so that we do know what those  
15 rules are and if we don't care for them  
16 as drafted or as they had been, or if  
17 you want to go back to what they were,  
18 we ought to make the effort to do so,  
19 and then live within those rules.

20 This is not a passing fancy to me,  
21 this League, nor our team and involve-  
22 ment in it. I think I have worked very  
23 hard from the time that I did get  
24 involved, beginning with the initial  
25 drafting of the constitution and the

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1 work since then. I have read very  
2 carefully documents that relate to the  
3 League, including the ABC letter of  
4 intent and a document which they tendered  
5 to us as a purported draft of a -- or  
6 it wasn't a draft -- of a purported  
7 agreement that carries out the letter  
8 of intent, which it really doesn't.  
9 It puts us, in my judgment, as a  
10 business proposition, it puts us --  
11 and I've read it very, very carefully,  
12 and I'm sure each of you has as well;  
13 I'm sure Donald has because of his  
14 comments -- that puts us in the position  
15 where they have in that draft until  
16 September 1st, to exercise an option  
17 with regard to next year. Now, I don't  
18 believe that at all. I think that their  
19 option has expired, and I think that we  
20 can step up and play with them and deal  
21 with them properly. I think we should  
22 only deal with them properly. I would  
23 love to accept Donald's guarantee that  
24 if we switch to the fall that he will  
25 have us ABC, NBC and CBS contracts.

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1 I'm not sure how he intends to assure  
2 us of that guarantee, but I'd love it  
3 if I could get a guarantee like that.  
4 But in my perception of it, right now  
5 we are in a position where in order to  
6 make what we're doing credible we have  
7 to at least let people believe that  
8 when they are coming out this spring  
9 to see spring football that we think  
10 it's worthwhile, that we don't think  
11 it's second rate. Now, in this room  
12 we can agree that it's second rate if  
13 that's what you choose to do, but I  
14 think that it's unfortunate for this  
15 League to sell spring football while  
16 we broadcast to the press that we're  
17 making a mistake and we're going to  
18 switch to the fall. And I think that  
19 it's something that we owe to each  
20 other to hold our tongues in those kinds  
21 of expressions. And when that statement  
22 is made and a reporter comes around and  
23 asks you what you think of it, I think  
24 it's pretty hard to say that it was  
25 a brilliant statement. I found it hard,

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1 at least; maybe you all can say it.  
2 But that is what has led to some of the  
3 emotions that were expressed. I am not  
4 a television person, but I am a numbers  
5 person, and I totally agree with  
6 Donald that the numbers in television  
7 ratings which relate directly to what  
8 the advertising value is going to be,  
9 is going to be largely inhibited on  
10 Sunday afternoon or even Saturday  
11 afternoon, particularly as we head into  
12 the spring no matter how popular our  
13 game may get at that time of the year.  
14 I have made several people bets  
15 concerning it and I'll make Donald a  
16 bet right now and it will be the same  
17 bet that 100 years from now spring  
18 football will be more popular than in  
19 the fall -- and well within that time.  
20 But my point is that it is true that  
21 we will have trouble on Sunday afternoon  
22 drawing big ratings. I don't think we'll  
23 have the same trouble in the evenings.  
24 I think that we have a product that is  
25 going to be better attended with night

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1 games. I think we have a product that  
2 can draw a better television audience  
3 at night, and the thought of going into  
4 the fall with Sunday afternoon already  
5 preempted, and dividing that television  
6 audience -- unless we're going to play  
7 in the morning, and it's too damn cold  
8 to play at night -- that thought of  
9 dividing that television audience and  
10 expecting that the ratings are going  
11 to stay there is hard for me to buy.  
12 Moreover, I totally agree that if I  
13 were the NFL and I perceived anybody  
14 coming on the scene and wanting to  
15 divide that television time, I would  
16 be very upset. So I think they would  
17 be using good judgment to be upset  
18 about the prospect of our getting into  
19 the fall. I think it would also be  
20 poor judgment on our part, but I'm  
21 willing -- very candidly, I'm willing  
22 to do and be engaged in and involved in  
23 a total study of it so that we don't  
24 just talk about it, but that we study  
25 it, try to see where the time slots

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1 will be, what the ratings could be,  
2 how we can possibly carry it out, how  
3 we can get into the stadiums -- there's  
4 a terrific stadium in North Jersey,  
5 I hope each of you get the opportunity  
6 to play there. When we play the  
7 Generals I'm looking forward to that  
8 and getting a nice check on the way  
9 home. But, in the fall you cannot get  
10 into that stadium, there is no room,  
11 there are two teams playing there. And  
12 to give up that market is a problem.  
13 But all I'm suggesting is that we ought  
14 to study it. I agree with Donald, we  
15 ought to study it, but I don't think  
16 that it is in our best interest to be  
17 broadcasting to the world that we're  
18 playing in a poor time. There are  
19 other matters that I think that are  
20 more immediate, one of which has to do  
21 with the financial viability of each of  
22 our franchises. My view of it from the  
23 start was that whatever we lose in each  
24 of these years is out investment, and  
25 so long as we can see down the line a

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1 greater value in our investments we  
2 should each be willing to make that  
3 investment. We also have favorable  
4 tax aspects for making that investment.  
5 So there's something that's worthwhile  
6 in doing it, and we can afford, each of  
7 us, to continue to carry that program  
8 and if, in the case of Philadelphia,  
9 it requires more capital, there will be  
10 more capital. But right now, we have  
11 readjusted our sights and we're  
12 committing on that basis. But the  
13 investment has to be worth in the end  
14 what it is, what we're looking at. Pay  
15 per view television gives us that  
16 opportunity down the line. Evening  
17 attendance increases and television  
18 payments for evening telecasts, I think,  
19 are much more an opportunity for us and  
20 I think that we ought to be carefully  
21 considering how we can go about doing  
22 that in short term and seeing at the  
23 same time how we can work out for a  
24 longer term commitment and involvement.  
25 From the standpoint of preventing

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1 ourselves individually, collectively,  
2 from being drowned in red ink, I think  
3 that we are better advised to try to  
4 stay within, as best we can, the  
5 suggested guidelines as it relates to  
6 compensation. Otherwise, what we may  
7 find is the kind of changes that have  
8 occurred. In this room today there  
9 are eighteen franchises, seven of which  
10 were there at the announcement in May  
11 of 1982, one is here as an original  
12 twelve, but wasn't there at that  
13 announcement and came along just after  
14 that. So there are eight ownerships  
15 out of the eighteen that played last  
16 year. There are four new ownerships  
17 of those original twelve and I think in  
18 each instance that the new owner  
19 represents a significant improvement.  
20 The additional six are, I think, also  
21 quality organizations and I think that  
22 we have a great opportunity for next  
23 year. On the other hand, there were  
24 four turnovers and there will be more.  
25 The League must recognize that and must

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1 take steps related to it. We have to  
2 anticipate turnovers, we have to be  
3 looking at new markets, we have to be  
4 looking at new ownership groups so that  
5 in the event that somebody loses heart,  
6 stumbles, or whatever it may be, that  
7 that franchise can carry on. Al  
8 Taubman who is not here today, and I  
9 don't know whether Vince intends to  
10 make any reference to this, but I will.  
11 Al Taubman has said to several of us  
12 that he personally -- and he's a very  
13 successful, wealthy man -- he personally  
14 is not prepared to indefinitely put up  
15 with the red ink. We each can have our  
16 own perceptions in regard to it. I  
17 respect his views. My urging on him  
18 is that down the line, stay with it  
19 because there is value and we need a  
20 team in Detroit, and hopefully that's  
21 what's going to happen. I'm in  
22 Philadelphia, candidly, because we live  
23 here, but also I can't imagine leaving  
24 Philadelphia because it is a large  
25 metropolitan area that's needed for

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1 television ratings. We must have a  
2 team there. I think that each of us  
3 has to work with a view towards our  
4 respective markets. There are several  
5 markets here that are tough and each of  
6 us needs to encourage the other, and  
7 it doesn't do us any good to rip down  
8 the other guy, nor does it do us any  
9 good to criticize the League or the  
10 time we play. And that's my view.

11 COMMISSIONER SIMMONS:

12 Donald, I would like to take a  
13 break if I can.

14 MR. TRUMP:

15 Yes, but before you take a break,  
16 while it's fresh, I would just like to  
17 respond. You talk about ripping down,  
18 but I would appreciate not having you  
19 on the front page of the newspapers  
20 talking negatively, No. 1. No. 2, Al  
21 Taubman is not going anywhere. He's  
22 got a game coming up, he had the  
23 Senator here last time, and the Mayor  
24 and everybody else. There's no way that  
25 Al is going anywhere. Myles, you

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1 mentioned that the statements are made  
2 to the press, and therefore insinuating  
3 that I wouldn't be a team player. Let  
4 me tell you something, statements that  
5 are made by me are saying all the  
6 alternatives that we have, that one of  
7 the very great alternatives is the  
8 possibility of a move, and there's not  
9 a goddamn thing wrong with saying that.  
10 In fact, it's a positive thing, because  
11 it scares the hell out of the NFL and  
12 it's a positive thing and it's good for  
13 the League, not bad, it's good for the  
14 League. And this isn't a personal  
15 thing, Myles, I'm trying not to make it  
16 personal -- he related the meeting to  
17 the press so I'll relate part of the  
18 meeting just to the inner confines of  
19 this room. One of the things that  
20 Myles said to me is that he has -- and  
21 he's an excellent guy and he was a friend  
22 and I hope he's going to continue to be  
23 a friend -- but that one of his long  
24 suits is not promotion. I know  
25 Philadelphia very well. In my opinion,

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1           they have a hell of a team and they  
2           should really fill those stands. I  
3           went to school in Philadelphia and I  
4           know it very, very well, and they  
5           should fill those stands, they should  
6           be more successful than they are as  
7           an entity. He said that he is not a  
8           successful promoter, that he does a  
9           hell of a job but he's never been a  
10          good promoter and that he respects my  
11          promotional abilities. Is that a  
12          correct statement, Myles?

13       MR. TANENBAUM:

14                Absolutely.

15       MR. TRUMP:

16                Well, I'm telling you, Myles, that  
17                as somebody that knows, whatever the  
18                instinct is that I have, and it's not  
19                only been in this, it's been in every  
20                deal I've done, and you know it, because  
21                you're in my business -- that this  
22                League is not going to make it. And,  
23                Myles, you're kidding yourself. This  
24                League is not going to make it in this  
25                season and I just leave you with that.

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1           Sports Illustrated is doing a huge  
2 story Superbowl week -- and maybe it's  
3 a bad story, who the hell knows. I  
4 said let me ask you a question, how are  
5 you starting this story out? He said --  
6 and it may not start out this way -- he  
7 said Superbowl Sunday, the heading of  
8 the story is, "Think of a Galaxy Bowl --  
9 the winner of our team playing the  
10 winner of their team, the winner of the  
11 Superbowl -- Galaxy Bowl, the best out  
12 of three." This is a writer for Sports  
13 Illustrated, their top guy doing the  
14 biggest story of the issue, in their  
15 Superbowl Sunday issue, on what's taken  
16 place, this phenomenon that's taken  
17 place in New Jersey. He starts off the  
18 goddamn story, Don, by saying, "Galaxy  
19 Bowl, think of it." In two years the  
20 Superbowl will be nothing, the Galaxy  
21 Bowl will be the big event, the winner  
22 of the Superbowl versus the winner of  
23 us. Now, Myles, I'm telling you this  
24 as a friend, you're making a big mistake.  
25 I'd love you to review my documents,

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1 but I don't want you to do my promotional  
2 thinking, and I'll tell you why, Myles.  
3 You're making one hell of a big mistake.  
4 The guy that I'm waiting to hear from  
5 is Don Klosterman.

6 COMMISSIONER SIMMONS:

7 Let's take a ten minute break.

8 (A break was taken at this point  
9 in the meeting.)

10 COMMISSIONER SIMMONS:

11 I want to continue with the club  
12 reports, philosophies and points of  
13 view, and starting with the Michigan  
14 Panthers, Vince Lombardi is here, the  
15 President of the Michigan team. Vince.

16 MR. LOMBARDI:

17 Mr. Commissioner, I'm going to  
18 make my comments very brief because  
19 I can't wait to hear what Don Klosterman  
20 is going to say. We've sold in excess  
21 of 17,000 season tickets and that in  
22 and of itself is gratifying since we  
23 probably didn't sell 5,000 last year.  
24 My people tell me they anticipate  
25 perhaps in the area of 23,000 season

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1 tickets and an average attendance of  
2 40,000. I think that's a little  
3 optimistic but I'm very happy to hear  
4 that. I think our season ticket sales  
5 have to be put into context in that we  
6 have a very low season ticket price,  
7 eight and a half dollars, so not much  
8 of that gets to the bottom line,  
9 particularly since we have a very  
10 onerous stadium lease, and I know those  
11 of you who have been here before are  
12 familiar with that. Interesting enough,  
13 we found out very recently that the week  
14 that we signed the stadium lease the  
15 Silver Dome negotiated an addendum with  
16 the Lions to the effect that anything  
17 that the Silver Dome offered us, they  
18 had to offer the Lions. The essence of  
19 that is, of course, that the Silver  
20 Dome won't give us anything other than  
21 what they offered the Lions simply  
22 because the reverse would be that if  
23 they gave us a better deal they would  
24 have to also give it to the Lions. In  
25 truth, we're considering very strongly

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1           restraint of trade action against our  
2           parties, and we think perhaps we'll get  
3           some movement if we begin that parti-  
4           cular suit. Unlike a lot of you who  
5           have chosen to save your monies until  
6           now to spend a marketing fashion, we  
7           chose to take advantage of the champion-  
8           ship that we won, and we chose to spend  
9           our money earlier -- and mostly on  
10          television. You could not watch an NFL  
11          game in Detroit this fall without seeing  
12          any number of advertisements on behalf  
13          of the Panthers featuring Al Taubman.  
14          He was a regular Lee Iacocca this fall.  
15          And witness the fact that again, the  
16          season ticket sales are not bad, but  
17          they're not good enough. In truth,  
18          considering the championship, con-  
19          sidering the money that we spent, I  
20          would term them disappointing. They  
21          must get better. I really would just  
22          leave it at that and maybe pick up just  
23          for a second on the points that Don  
24          Trump raised. I really think that's  
25          the critical discussion here today and

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1 I would hope once we go around the  
2 table that that particular issue will  
3 come back, because I think it's very  
4 important.

5 Don, you and I talked about it so  
6 you know how I feel, and I think it's  
7 very important that Don hear from  
8 everybody else here so that he has a  
9 sense of where his partners are. I  
10 would just pick up on one thing that  
11 you said, Don, something to the effect  
12 that if I spend \$25,000.00 too much for  
13 a linebacker because I don't have time  
14 to negotiate his contract, it's no big  
15 deal. I find that to be an incredible  
16 statement. And the best thing that I  
17 could put on it, I guess, is that I  
18 guess it shows that you're relatively  
19 inexperienced in this business because  
20 if you don't realize what that does to  
21 everybody else in this room, I hope you  
22 would go to school on it. We can't  
23 have that attitude in this League.  
24 We're in a race between our expenses  
25 and our revenue. Our expenses are so

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1 far out ahead right now that it's not  
2 even close. If we don't somehow get a  
3 handle on our expenses and allow time  
4 for our revenues to catch up, however  
5 you want to do that, I would not be  
6 very optimistic about the future of  
7 this League. Obviously our biggest  
8 expense is player salaries. And again,  
9 if we don't try and reach some agreement  
10 on how we're going to approach that,  
11 I'm not real optimistic as to the future  
12 of this League. With that, I'll just  
13 pass to the next team with the under-  
14 standing that there will be a full  
15 discussion of the points that Don  
16 raised.

17 MR. TRUMP:

18 I was just curious as to how Al  
19 is leaving the League when he's on  
20 television trying to promote it.

21 MR. LOMBARDI:

22 I don't think there's any  
23 suggestion that the Michigan Panthers  
24 will leave the League before the League  
25 leaves itself.

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1 MR. TRUMP:

2 Well, Myles made the suggestion.

3 MR. LOMBARDI:

4 I understand that. I sat with  
5 Mr. Taubman this week and told him what  
6 his loss was going to be after two  
7 years, and it's certainly not up to  
8 me to tell you that number, but it's  
9 an incredible number, far, far in  
10 excess of what any of you people have  
11 got on the line.

12 MR. TRUMP:

13 What is it, about one-tenth of an  
14 NFL team, the value of an NFL --

15 MR. LOMBARDI:

16 Well, that's not for me to say,  
17 but I'm telling you it's an incredible  
18 number, a lot more than any of you  
19 people have on the line.

20 COMMISSIONER SIMMONS:

21 Vince, I'll move and accept your  
22 request that that conversation be taken  
23 up after everybody has had a chance to  
24 give their report. I move to the  
25 Memphis Showboats, to Charles Thornton,

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1 MR. BULLARD:

2 Has Pepper cut his hair? The last  
3 time Pepper was at Georgia Tech his  
4 hair was down to here and he looked  
5 like a little girl.

6 MR. THORNTON:

7 I think he's losing some of it.

8 COMMISSIONER SIMMONS:

9 The next franchise to report will  
10 be the Los Angeles Express, and, we've  
11 had a tremendous buildup for Don, but  
12 I think in deference to your ownership  
13 position, if you want to take part in  
14 this report, we'd certainly be happy to  
15 have you give it.

16 MR. OLDENBURG:

17 I thought you'd never ask. I'm  
18 going to turn it over to Don very  
19 quickly. Well, I've enjoyed being the  
20 new kid on the block listening to  
21 everybody's ideas and thoughts and I  
22 think it's important. I think it's  
23 important that you also know where I'm  
24 coming from, and to save a lot of time  
25 I would just say that I can echo what

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1 Donald Trump has said. I came into the  
2 League with pretty much the same idea  
3 that Donald had, and as Vince has  
4 requested, I would look forward to a  
5 full-blown discussion on it, not  
6 tomorrow but today, assuming time  
7 permits, Commissioner, later today.  
8 I also believe that you do not save  
9 souls in an empty church and if you're  
10 going to boogie-woogie with the king  
11 of rock and roll you'd better get some  
12 dancers. We are going to go after high  
13 priced talent. I already have with the  
14 gentleman on my left. I put together  
15 a team, a front office team that I felt  
16 was the best in the USFL. I was told  
17 by Al Davis' attorney, Joe Alioto, the  
18 other day that that's wrong, it's  
19 probably the best front office in  
20 football. That front office is Don  
21 Klosterman, Sid Gilman, and now John  
22 Hadl, our coach. I'm proud of that and  
23 we intend to give Don everything that  
24 he needs to help this League and our  
25 team. With that, I want to turn it

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1 over to the Duke because he does have  
2 a lot to say and I think all of us will  
3 enjoy listening. Don Klosterman.

4 MR. KLOSTERMAN:

5 Well, I'm on the spot here, I  
6 didn't realize I was going to be an  
7 orator at this meeting. First of all,  
8 I want to congratulate all members of  
9 the League for the product that you put  
10 out last year. I thought that given  
11 the consideration as to the time that  
12 you had to gear up, I thought you did  
13 a fantastic job. I was an observer  
14 watching every move that you made and  
15 I, for one, must congratulate you for  
16 the job that you did last year. I  
17 really came here to report on the Los  
18 Angeles Express, what we were doing to  
19 catch up, but when Donald Trump spoke  
20 I thought -- I recalled a meeting in  
21 the AFL. You see, I started in the  
22 American Football League from day one,  
23 so I know what it's like to be in a  
24 fledgling league. I knew this concept  
25 of spring football for twenty-five

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1 years because Dave Dixon has been a  
2 friend of mine and we used to argue  
3 about it for many, many years, and I  
4 always argued the point that I could  
5 never figure out a reason why it should  
6 be played in the spring, because of the  
7 tradition of playing in the fall.  
8 Anyway, when Donald Trump got up and  
9 spoke about the necessity of moving  
10 to the fall, I must tell you that it  
11 reminded me of a meeting in 1964, I  
12 believe it was. The ownership of the  
13 American Football League were concerned  
14 about the expenditures and the players  
15 and where the League was going, and  
16 Sonny Werblin came on the scene.  
17 Donald Trump is doing the very same  
18 thing that Sonny Werblin did for the  
19 American Football League. He gave us  
20 a strong franchise in New York City,  
21 he brought Joe Namath and he brought  
22 show business and he brought us to our  
23 feet and he brought the NFL to their  
24 knees. I say to you that you are geared  
25 up now, you're a respectable League,

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1 you have credibility. I think we play  
2 this year, in my judgment, in the spring  
3 and we should give every consideration,  
4 in fact I think it's almost a mandate,  
5 that we move to the fall. I don't know  
6 it all, but I know a lot of people in  
7 the National Football League, I just  
8 left there, and they all wondered why  
9 you were playing in the spring, because  
10 there are no prospects of a merger.  
11 You can't have one unless you go to the  
12 fall. We've signed a lot of key players,  
13 we have signed sixteen of our twenty  
14 draft choices and we intend to go after  
15 the other four which are the top people,  
16 and I think by next year we would be  
17 geared up to play the National Football  
18 League. Your franchises are now worth  
19 seven and a half million to ten million  
20 and I can foresee if you would announce  
21 this they would immediately go to  
22 \$15,000,000.00. I know a lot of people  
23 who have a lot of money and they all  
24 looked at the Los Angeles Express  
25 franchise and they said I'd do it in

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1 a minute, Don, if they played in the  
2 fall. And I'm a new kid on the block  
3 here, too, and I have great respect  
4 for what you've done, but I think it's  
5 shortsighted if you don't consider  
6 moving to the fall. They are so  
7 concerned about it -- I'm talking about  
8 the National Football League -- because  
9 it puts them in an immediate merger  
10 position. There's nothing else they  
11 could do, they must merge. They have  
12 concerns about their bottom line.  
13 Salaries have gone up to \$10,000,000.00;  
14 they were four million a couple of years  
15 ago. Art Modell's player salary is  
16 \$10,000,000.00. So, they're concerned.  
17 They have to do something about it, but  
18 they're not going to do anything about  
19 it with us playing at this time of the  
20 year. But I think that you have a  
21 proven product and by the time we go  
22 over there you're going to have a League  
23 that people are going to be looking  
24 forward to competing with the National  
25 Football League. I will guarantee this,

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1 that if you were to announce that here  
2 today that in 1985 we're going to be  
3 playing in the fall, that everybody's  
4 season ticket sales will soar. I think  
5 they will increase twenty-five to fifty  
6 percent.

7 We're in Los Angeles and it's a  
8 very competitive market. We have the  
9 Dodgers, the Lakers, we've got all  
10 sorts of competition for the sports  
11 dollar. I talked to the television  
12 and radio stations and they all -- and  
13 I know them all very well, the general  
14 managers, the owners of the stations --  
15 and they said, Don, we'd love to help  
16 you, but they said you're foolish.  
17 They started this talk and I just kept  
18 fighting it, trying to figure out a  
19 position why we should be playing in  
20 the spring. They all said you come to  
21 the fall and our radio rights would  
22 probably go up to five hundred thousand  
23 to a million dollars in a couple of  
24 years, but they won't do it in the  
25 springtime. So, again, I really came

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1 here to give you a progress report.  
2 We're coming along, we're going to be  
3 a very good football team in a couple  
4 of years. I honestly feel that this  
5 is a very, very vital subject that  
6 should be dealt with immediately. I'm  
7 new here, but I'm old in the game. I  
8 can assure you one thing, that unless  
9 you merge -- and the NFL is looking to  
10 merge, you're killing them, absolutely  
11 killing them. I know them all very  
12 well. As I said, I've spoken to them  
13 as recently as a month ago when I was  
14 going to stay in the League and sign  
15 players for the National Football  
16 League. But, I am convinced that you  
17 should consider this immediately based  
18 on my experience in the National  
19 Football League and my experience in  
20 Los Angeles in particular. And, as I  
21 said, I've been in in 1964 when the  
22 merger talks started. So, I'll leave  
23 it at that. There may be some questions  
24 that you might want to ask of me, but  
25 I think this is so vital that I want

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1 to dedicate my report to that. Thank  
2 you.

3 COMMISSIONER SIMMONS:

4 Ambassador Warner.

5 AMBASSADOR WARNER:

6 Don, how would you fare competi-  
7 tively in the fall? If we have an  
8 independent League, how will you do in  
9 say, like the L.A. area?

10 MR. KLOSTERMAN:

11 We do fine. We go to Pasadena.  
12 You see L.A. has done very well there,  
13 it's a football stadium, and they want  
14 us. So, there would be no problem in  
15 Los Angeles.

16 MR. DIETRICH:

17 Would you explain how you think  
18 we're affecting the NFL?

19 MR. KLOSTERMAN:

20 Salaries, absolutely salaries,  
21 there's no doubt about it. When you  
22 start looking at the NFL, the players  
23 signed for last year.

24 MR. BASSETT:

25 A hundred forty million a year,

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1 Ted.

2 MR. DIETRICH:

3 I realize that, but don't they  
4 know that we don't have the same kind  
5 of revenue they do and they can outlast  
6 us? If I were the NFL with the kind of  
7 T.V. revenue they have, I wouldn't be  
8 that nervous about it, because it looks  
9 like a short fuse for us.

10 MR. KLOSTERMAN:

11 No, I disagree.

12 MR. LOMBARDI:

13 Just like we sit around here and  
14 criticize each other and we can't seem  
15 to control each other, they have the  
16 same problem over there. They can't  
17 control themselves any better than we  
18 can. The agents take their pants off  
19 just like they took our drawers off  
20 time and again. They don't do a good  
21 job negotiating contracts. The  
22 competition like we've presented to  
23 them, they don't know how to handle it.

24 MR. TRUMP:

25 Ted, we don't have to sign every

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1 player, all we have to do is to be  
2 there, just be there, sign one, sign  
3 two, sign five. If an NFL team loses  
4 five players, they're ruined, as a team  
5 they're ruined. We only have to sign  
6 a few players, we just have to be there.  
7 It's a very important point. I wanted  
8 to ask Don a question, basically two  
9 questions. First of all, is it your  
10 opinion that -- forgetting about the  
11 merger for a second -- is it your  
12 opinion that as a League we will get  
13 more attendance, more activity, more  
14 interest if we play in the fall, for-  
15 getting about the merger?

16 MR. KLOSTERMAN:

17 No question in my mind.

18 MR. TRUMP:

19 Second question. Do you feel the  
20 NFL would merge if we didn't move?

21 MR. KLOSTERMAN:

22 Absolutely not. They've already  
23 told me that. I know people who are  
24 involved in that decision making and  
25 there's no way that they'll even

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1 consider it.

2 COMMISSIONER SIMMONS:

3 If we could, I think it's important  
4 that everybody has had the opportunity,  
5 and I will come back and have an open  
6 conversation. I think there is some  
7 movement to perhaps put a study group  
8 to this, which I think is vitally  
9 important for us to do it. But if we  
10 could move along and hear from the rest  
11 of this side of the table, get their  
12 reports and make their comments and  
13 maybe react to Don's comments and also  
14 Don Klosterman's comments, and then we  
15 can come back and open up. Bill.

16 MR. OLDENBURG:

17 Commissioner, as you know, we just  
18 bought this thing three or four weeks  
19 ago, and Don and I are getting our heads  
20 together, but just to let you know, our  
21 first game, I do believe that this is  
22 the year for visibility. We're setting  
23 our goal to fill the stadium with  
24 100,000 fans and I can announce now  
25 that I made a deal with my very dear

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1 friend last night, Wayne Newton, who  
2 will perform in concert after our first  
3 game. So we will be promoting that.  
4 I think he performed for 450,000 people  
5 for the President of the United States  
6 on the 4th of July and we intend to  
7 duplicate that show, and I think that  
8 man can fill that stadium and we intend  
9 to publicize the hell out of it. That's  
10 our goal for the first game.

11 COMMISSIONER SIMMONS:

12 Don, can I just ask if there have  
13 been any changes or additions in  
14 staffing that we might be interested in  
15 knowing, if that's been done?

16 MR. KLOSTERMAN:

17 First of all, when I went in there  
18 I thought I was going to Proctor &  
19 Gamble, he had like twenty-two people,  
20 I couldn't believe it. And we sold  
21 8,000 season tickets as opposed to  
22 18,000 last year, so we are behind.  
23 We are, through the auspices of some  
24 of Bill's people, at IMI in San  
25 Francisco, our PR people, and we are

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1 retaining four people from last year's  
2 staff to do a very extensive job in  
3 our promotion, corporation sponsorship,  
4 and getting people into the stadium.  
5 I fortunately have a very good rapport  
6 with all of the editors of the news-  
7 papers in Los Angeles and the television,  
8 the General Manager of the L & L people,  
9 so I think we're going to get very good  
10 visibility, very good coverage, and I  
11 think that's what counts. I don't think  
12 we have to advertise, I think we just  
13 have to get the writers out, because  
14 we're going to get exposure from them.  
15 We announced yesterday that we signed  
16 Gordon Hudson to a contract for four  
17 years. He's the other half of the  
18 passing combination of Steve Young.  
19 We hope to add to our football team  
20 in the next couple of weeks. So we're  
21 coming along football-wise, and as far  
22 as the promotion, I can assure you that  
23 we have a staff working on that and  
24 we're going to be very aggressive. I  
25 might add that I have a very good

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1 friend that handles Michael Jackson  
2 and we're talking about him doing a  
3 concert after one of our games.

4 MR. TRUMP:

5 I just want to say that I think  
6 that this addition in Los Angeles has  
7 been an absolutely outstanding addition  
8 and I think, as owners, we are very  
9 fortunate to have Bill and Don.

10 MR. PETERSON:

11 Don, I would even second it.

12 COMMISSIONER SIMMONS:

13 Fred Bullard, the owner of the  
14 Jacksonville Bulls.

15 MR. BULLARD:

16 We don't have anything controversial  
17 to discuss. We've been moving along.  
18 Our ticket sales are 17,000 plus  
19 collected for and about 20,000  
20 subscribed to. We do have a little  
21 demonstration we want to give to you  
22 because we're quite proud of our  
23 marketing effort. Jacksonville is  
24 a difficult city to market in because  
25 it's such a great blue collar town,

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LERNER - HOUSTON

1 whether it be Steve Young or whether it  
2 be Billy Sims or Jim Kelly, or whoever  
3 it is -- I really believe that we should  
4 keep those negotiations quiet. I don't  
5 think that we should negotiate those  
6 contracts in the newspapers or publicly  
7 at all. I think that if you want to pay  
8 somebody a million dollars a year, more  
9 power to you, but let's not talk about  
10 it while you're doing the negotiating  
11 because all that does is give the kid  
12 extra leverage, it hurts all of us who  
13 are in present negotiations with a  
14 player, and I think the effectiveness  
15 of your negotiations will actually be  
16 better by keeping it in closed doors.

17 Now, I'd like to address some of  
18 the things that Donald had to say  
19 earlier. When I got into the League  
20 I always believed that it was best to  
21 duplicate what the NFL does, except  
22 do it in the spring. They had a good  
23 formula, I knew it was going to be  
24 difficult to change people's traditions,  
25 to teach them to view our product in the

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1 spring as well as our live audiences.  
2 I thought that it was an absolute good  
3 idea, because all of the things that  
4 we're doing right now are just the  
5 opposite of why the WFL failed. They  
6 tried to compete with the big giant,  
7 they couldn't play in the same stadiums,  
8 there weren't any television contracts  
9 and I realize there's no comparison  
10 between us and the WFL in terms of  
11 stability of ownership, I think that is  
12 the most important, stability of owner-  
13 ship. But, I would certainly be in  
14 favor -- just as we, before we went into  
15 this, we had television contracts in  
16 place, we had stadiums in place, we had  
17 owners in place, we had a lot of things  
18 in place. If those things could exist  
19 prior to us, if we entertained the idea  
20 of moving to the fall, if we had  
21 television contracts in place, if we  
22 had stadium arrangements worked out  
23 and we could survive our financial  
24 commitments by actually waiting eighteen  
25 months to play the next season, I

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1 think that it would be a viable  
2 alternative, and I think it would  
3 remove a major hurdle -- which I think  
4 we can overcome the hurdle of changing  
5 people's viewing habits and learning to  
6 watch football in the spring, but it's  
7 certainly a long term process in doing  
8 it. A lot of us may spend a lot of  
9 money changing those habits over the  
10 course of a number of years. And I  
11 bring up one more thing, which has sort  
12 of come up in the Billy Sims case that  
13 may be of interest. It's that the  
14 National Football League is like a big  
15 corporation with an exclusive product.  
16 If they felt like their exclusivity  
17 was being encroached on, meaning all  
18 of the most valuable players that exist  
19 play for them, and they felt like the  
20 USFL would be able to use those players  
21 as Billy Sims testified, "Why can't I  
22 play for the Gamblers in the spring and  
23 Detroit in the fall?" I believe John  
24 touched on that in a meeting we had  
25 sometime earlier. I'm not exactly an

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1 advocate of it. I believe that you  
2 have to control a football player for  
3 twelve months, I believe that he helps  
4 you off the field as well as on the  
5 field. I don't really know, from a  
6 physical standpoint, how many football  
7 players can really play a back to back  
8 season.

REDACTED

9  
10 I do know that if the  
11 National Football League all of a  
12 sudden felt that their great patent  
13 of owning these players would suddenly  
14 be shared with every team in the United  
15 States Football League, they would no  
16 longer have exclusivity of product,  
17 that they would want to talk. And I  
18 think any football player may decide,  
19 look, so what if my career only lasts  
20 three years, in effect, it really lasts  
21 six years because I've played in both  
22 leagues and made twice the money. And  
23 I just think that it's something that  
24 we ought to think about unless we change  
25 seasons.

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1 Thank you.

2 MR. HAHN:

3 Ron, what's your projection of  
4 what it's going to cost for that  
5 advertising program?

6 MR. POTOCHNIK:

7 Our budget, and which we feel we're  
8 right on budget, give or take probably  
9 five percent, is a \$480,000.00  
10 advertising budget.

11 COMMISSIONER SIMMONS:

12 Jim.

13 DR. HOFFMAN:

14 Well, there's two things, one is  
15 to talk about the League and whether we  
16 should switch it to the winter. Second,  
17 the team, we've signed twenty-two NFL  
18 players, the most noticeable are Vince  
19 Evans, Gary Lewis, Bob Simmons, starting  
20 guard on Kansas City, and then you can  
21 see the list, I think you've got the  
22 brochure. We're meeting Walter Payton's  
23 attorney this afternoon, and that's very  
24 close to a signing. I think it would  
25 be very important if we could switch to

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1 the winter. How we do that, I'm not  
2 sure, you know, the logistics of doing  
3 that, I think it certainly should be  
4 considered. We've had a tough go. We  
5 started with a 4 and 14 team and wound  
6 up with a bad press. Now the press is  
7 really on our side in Chicago. It's  
8 a little hard for me to tell since I'm  
9 in a suburb of Milwaukee. But it's  
10 been very good, especially the last  
11 two weeks, and I think that a signing  
12 this afternoon might make us fill that  
13 whole stadium. That's all.

14 COMMISSIONER SIMMONS:

15 Are there any questions or any  
16 explanations that we need from our  
17 Chicago franchise? I think the  
18 demonstration of their marketing  
19 campaign and the kind of money that they  
20 expect us to spend on it is an indica-  
21 tion of the willingness of Dr. Hoffman  
22 to step forward and spend the money  
23 necessary to go into what we knew a  
24 year ago is a very, very difficult  
25 market to deal with. Any questions for

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1 Marvin.

2 AMBASSADOR WARNER:

3 I want to again thank Joe Canizaro  
4 for a delightful evening, and I'm sure  
5 all of us appreciate his hospitality.  
6 He set a pretty high standard. I had  
7 made reservations for Don Trump at  
8 Wendy's in Birmingham.

9 I'd like to apologize for what  
10 went on last night at the dinner. It's  
11 been ten years since I've seen Bill  
12 Oldenburg, it's going to take me  
13 another ten years to get used to him.  
14 But I would like to again welcome Bill  
15 Oldenburg and Don Klosterman. I met  
16 Don many years ago and I think we're  
17 very fortunate to have Bill and Don,  
18 particularly in the area of professional  
19 football. He, as all of you know, is  
20 highly respected in the NFL and in the  
21 entire sports world. Even though on  
22 the trip down from New York yesterday,  
23 I said to Don Trump, whatever you say,  
24 say it very coolly and very quietly,  
25 and you know he took my advice. But,

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1 I think that what was said this morning  
2 and what we're in a position to do  
3 today is probably the most significant  
4 thing that can be done since the  
5 founding of the League. I believe that  
6 the basic question is as what Don  
7 presented, and that is, if you did  
8 convert would you sell more tickets or  
9 less tickets than you're selling now,  
10 and I believe the answer, at least in  
11 our case and perhaps the case of many  
12 of you but not all of you, is that you  
13 will sell more. I know what's on the  
14 minds of those of you who are in NPL  
15 cities and that is how do you go toe  
16 to toe with an existing franchise.  
17 Well, we go toe to toe in competition  
18 all the time. I'm in the banking  
19 business. There's a bank on every  
20 corner. I know this is different, and  
21 yet it's the same. I would like to  
22 think that because we are a younger  
23 team, because we're hungrier, hopefully,  
24 because of that we have the flexibility,  
25 the freshness, the youth, to compete.

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1 I'd like just for a moment of reflection  
2 to ask what would happen to each of our  
3 franchises today -- now there are  
4 certainly exceptions -- but what would  
5 happen to each of our franchises today  
6 if we went from the spring to a fall  
7 team? In the case of the Birmingham  
8 franchise, selfishly speaking, the  
9 value of my franchise, I think, would  
10 go up substantially. I don't know what  
11 my franchise is worth today, but my  
12 guess is it would go up several million  
13 dollars. I imagine if we were working  
14 in the fall my franchise could be worth  
15 ten, fifteen or twenty million dollars  
16 minimum. I understand the Dallas  
17 franchise is now priced fifty or sixty,  
18 whatever, million.

19 MR. TRUMP:

20 Seventy-five.

21 AMBASSADOR WARNER:

22 Seventy-five million. But if you  
23 think about your own particular franchise,  
24 what would it do? It would be different  
25 in different cities and I admit that.

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1 I think that in addition, Don, to what  
2 you've said about the reason for the  
3 NFL being concerned about us also has,  
4 besides the player competition, I  
5 think there's an additional reason,  
6 and that is, I don't believe they can  
7 get a satisfactory anti-trust bill  
8 passed without our cooperation. An  
9 anti-trust matter is sensitive both  
10 to us and to them. There's some  
11 question, and I think Myles expressed  
12 this, and I realize this is a matter  
13 of concern as to what would happen in  
14 the event there was an announcement of  
15 the consideration of our going into the  
16 fall playing season. I think it can be  
17 played either negatively or positively,  
18 is the bottle half full or half empty.  
19 There's a logical answer. Everybody  
20 here is very happy, of course, with the  
21 image that the League has assumed the  
22 last sixty days. And now with that  
23 positive image I think our answer, and  
24 it's certainly justified, Proctor &  
25 Gamble does it all the time, we've done

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1 good test marketing, and in that test  
2 marketing process that has taken --  
3 will have taken two years -- we have  
4 assembled, as Don has said, a very  
5 respectable playing record and playing  
6 staff. And I think it's very important,  
7 if we are seriously considering this,  
8 I think it's very important that we  
9 make such an announcement of considera-  
10 tion at the beginning of the season  
11 rather than the middle of the season or  
12 the end of the season, because in this  
13 climate which is positive, not only  
14 will it draw a tremendous amount of  
15 press attention and television attention  
16 corporate attention from the networks,  
17 but also it will indicate that we now  
18 feel we have become of age and we can  
19 compete on the same or similar level  
20 to the NFL. I would not like to cross  
21 off the possibility of doing something  
22 similar to baseball, and that is, the  
23 baseball industry has its minor leagues.  
24 We could have a similar administrative  
25 staff, perhaps some changes in the

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1 coaching staff, certainly some changes  
2 in the player staff -- but we could  
3 certainly have spring football. It  
4 wouldn't cost us anything in certain  
5 areas and it would cost some additional  
6 amounts in other areas. But it would  
7 be a great place to test young players,  
8 it would be a great place to bring in  
9 low budget players who could possibly  
10 graduate to the big league --

11 MR. OLDENBURG:

12 Great idea.

13 AMBASSADOR WARNER:

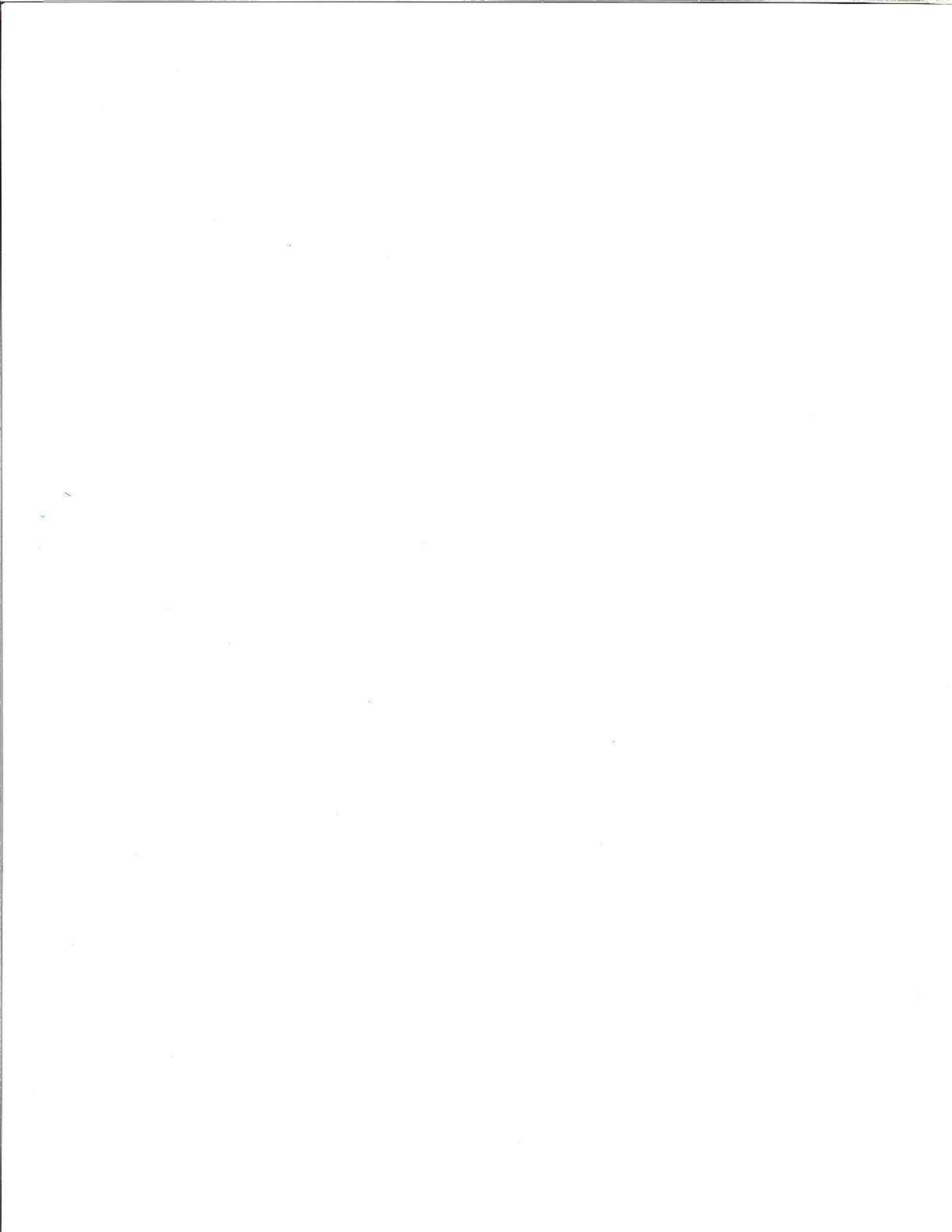
14 I think it has some possibilities.  
15 You can call it whatever you like,  
16 whether it's a second team or a minor  
17 league or whatever it might be. I  
18 would like to strongly suggest that  
19 each of us assume it upon ourselves to  
20 make our own market survey and see what  
21 we think the results would be in our  
22 particular area. I think that could  
23 be fairly easily done and rather  
24 inexpensive. And finally, I want to  
25 mention the unthinkable. If I was the

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1 NFL, I would certainly be wanting to  
2 pick off Don Trump in New York or pick  
3 off Phoenix, or pick off the tremendous  
4 promotional and professional abilities  
5 of Los Angeles under Bill Oldenburg  
6 and Don. If they want to cut the head  
7 of the chicken -- if our League in any  
8 way lost some of its important franchises  
9 it would be tremendously expensive to  
10 us as a group. So I really think we  
11 should be talking and working -- and  
12 Chet, I hope that before this meeting  
13 is concluded, as Dr. Diethrich has  
14 suggested, a committee be appointed  
15 with oponents and proponents of this  
16 idea so it can be fully explored. And  
17 I would hope that at the conclusion of  
18 the meeting that the least that could  
19 be done, and I believe it would be in  
20 our favor if it is, that because the  
21 League has gone so far and has done so  
22 well, and because of the caliber of our  
23 players and the caliber of our coaching  
24 staff, that we feel that we can compete  
25 on a toe to toe basis with any league,

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1 Ted Diethrich, principal owner of  
2 the Arizona Wranglers, and Bruce Allen,  
3 the General Manager.

4 DR. DIETRICH:

5 I'm going to reserve my comments  
6 about the change in season because as  
7 I understand we'll have a discussion  
8 after lunch. I would just say that I  
9 told the Ambassador and I told Donald  
10 at the break, we, from the standpoint  
11 of Phoenix, would look upon that quite  
12 favorably. I think it would increase  
13 the value of our franchise. We think  
14 that we are in a particular area of the  
15 country where the NFL, at least in the  
16 last few years, has ranked Phoenix as  
17 one of the areas they would like to get  
18 in. This brings me to one of the points  
19 I was going to make, and to give you  
20 some clarification, you may wonder what  
21 the press conference last week in  
22 Phoenix was about when they announced  
23 a stadium to be built at Firebird, which  
24 is just south of the City, and that  
25 Bart Star had been hired as the coach

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VOLUME II  
AFTERNOON SESSION

Continuation of the meeting of the United States Football League, held on January 18, 1984, in the Grand Room of The Hyatt Regency Hotel, New Orleans, Louisiana

COMMISSIONER SIMMONS:

I just want to make sure that we continue to have a quorum so that we can do the business of the League here today. Call the roll, Steve, if you would.

(Roll call was taken by Mr. Ehrhart as follows:)

Arizona	Present
Birmingham	Present
Chicago	Present
Denver	Present
Houston	Present
Jacksonville	Present
Los Angeles	Absent
Memphis	Absent

NFL  
 Best Exh. For ID 0766  
 P/E: [unclear] 10-24-85  
 Harvey B. Kramer  
 Coyle Reporting, Inc.



1	Michigan	Present
2	New Orleans	Present
3	New Jersey	Present
4	Oakland	Present
5	Oklahoma	Present
6	Philadelphia	Present
7	Pittsburgh	Present
8	San Antonio	Absent
9	Tampa Bay	Absent
10	Washington	Present

11

12

**COMMISSIONER SIMMONS:**

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25

Let me tell you just before we start, because Mr. Canizaro has requested that he be recognized for a motion as we start the second half of the afternoon session. These are the following things that we have to complete and I'm setting aside the conversation that we had this morning just for the present moment. We have to have the report of the Executive Board on the actions regarding squad size, cut down dates, et cetera, that we have to go through. We have a

1 to him and let him come back and report  
2 to us.

3 COMMISSIONER SIMMONS:

4 I think that the consideration  
5 of the tone and the words of the  
6 announcement have to be so couched that  
7 we don't interpret anything that's  
8 said in there that would have any  
9 immediate effect on any of the  
10 existing franchises and what they're  
11 attempting to do at the present time  
12 in the 1984 season. For example,  
13 I think if it came out and it said that  
14 we were studying a new season, quote  
15 unquote, just like that, in some  
16 conversation that I've had with a  
17 couple of the members of the League,  
18 they felt that that really in itself  
19 would be injurious -- irrespective  
20 of what would happen in the future --  
21 right now. So, I just do caution, and  
22 I think that we can start writing some  
23 things but I think the words are  
24 extremely important. Donald.

25 MR. TRUMP:

1 Chet, in effect, I think it should  
2 say that due to the tremendous success  
3 and credibility of the United States  
4 Football League and the vast rash of  
5 recent top draft choice and NFL player  
6 signings, we are going to -- the new  
7 League has unanimously approved a study  
8 group to study various things -- the  
9 only thing, to an extent, a minor  
10 extent, disagree on is couching all of  
11 the other items with it, because I  
12 think this is so much more vital than  
13 any of the others. They're all  
14 important, but this is so much more  
15 vital. I think it has to take that  
16 tone, Marvin: Due to the tremendous  
17 success and credibility of the United  
18 States Football League -- recent success  
19 you could say, and that's what it's  
20 got to be based around. That we are now  
21 in a position to put forward a study  
22 to see whether or not we would like to  
23 consider going to this time slot. I  
24 think it's very important.

25 MR. MARTHA:

1 I have a little bit of a problem  
2 with that. In Pittsburgh right now,  
3 we're on a real roll with selling  
4 season tickets and the fear I have --  
5 maybe it's an unfounded fear -- that  
6 we'll get a backlash. Rather than  
7 selling a prospective patron a season  
8 ticket, they might say, now, wait a  
9 minute. I'm already a Steeler season  
10 ticket holder, I'd better hold off  
11 there and just buy my tickets on an  
12 individual game basis until we find  
13 out where this USFL is going.

14 COMMISSIONER SIMMONS:

15 Again, I think that's what this  
16 study group is going to come back and  
17 say. I don't think there's anything  
18 in Joe's motion that said we're going  
19 to study it for the 1985 season, it's  
20 something that we're going to study,  
21 and if you start isolating the fact  
22 that you're looking at this for the  
23 1985 season, I think that you're putting  
24 a burden on this committee right now  
25 that is really unfounded because I think



1 they have to study the whole thing in  
2 its total perspective.

3 MR. TRUMP:

4 Chet, when you talk about the  
5 success of the League, you're right.  
6 It's because of the success, this  
7 rash of signings and everything else,  
8 that we are now starting to look at it.  
9 I think, Paul, that it could have the  
10 exact opposite effect. I think you  
11 might find that you'll actually sell  
12 more tickets. We did one thing, I  
13 don't know if it's applicable, but we  
14 sent out a letter, I signed a letter  
15 advising the last year's fans, who  
16 were non-existent this year until we  
17 got involved. And really, we would  
18 not have renewed probably more than  
19 ten or fifteen percent of last year's  
20 fans. We wrote them a letter saying  
21 that we are going to build a good team,  
22 an exciting team, and it's going to be  
23 something. The Giants and the Jets,  
24 you can't get a ticket, no matter what.  
25 It's the hottest ticket in town, as bad

1 as they are. We said that those people  
2 that signed with us, we're not going to  
3 forget them in two years or three years,  
4 we're not going to forget them. And  
5 you know, you're going to find, I  
6 think, Paul, that if this is couched  
7 correctly as Marvin says, you're  
8 actually going to sell more tickets.  
9 Can you get tickets for a Pittsburgh  
10 Steelers game?

11 MR. MARTHA:

12 No.

13 MR. TRUMP:

14 Okay. And there are a lot of  
15 people who would like to go to those  
16 games that can't get tickets, is that  
17 correct?

18 MR. MARTHA:

19 Well, there's an entire generation  
20 that has been precluded from Steeler  
21 season tickets because of the four  
22 Super Bowls.

23 MR. TRUMP:

24 That's a major statement you're  
25 making there, Paul. I believe you're

1 going to find out that it's going to  
2 have the opposite effect, but it should  
3 be couched under the guise of success.  
4 And because of the success, we are  
5 going to start looking. And I think  
6 it's going to have the opposite effect.

7 MR. MARTHA:

8 Well, just be careful, that's all  
9 I'm saying. We're selling season  
10 tickets on a daily basis right now,  
11 between 600 and 1100 a day.

12 MR. TRUMP:

13 Well, that's because you made an  
14 announcement, that's why.

15 MR. MARTHA:

16 But it's been going that way,  
17 Donald, for the last ten or eleven days.

18 MR. CANIZARO:

19 First of all, please, don't call  
20 it a study committee. I've had too many  
21 studies, studies, studies made in all  
22 kinds of areas. I do want to emphasize  
23 long-range planning and then I think  
24 that what you say after that would be  
25 that we're going to study and investigate,

1 To follow up, the other part of  
2 the drug program -- as you all knew, the  
3 budget that was approved for the  
4 Project Sports was much less than last  
5 year, but we have worked with Bryan  
6 Kittasawa (spelled phonetically), who  
7 will be working the plan on a reduced  
8 basis to have Project Sports in place.  
9 Instead of having some of the services  
10 that he had last year, he'll be working  
11 with your team physician, your team  
12 trainer and so on, to establish those  
13 services in each community. He's liable  
14 to be contacting each of you; get him  
15 in touch with your trainer and your  
16 phsician. There will be an intervention  
17 program for those drug problems on this  
18 basis. This will be the complement to  
19 the enforcement and of the drug  
20 problem which is the F.B.I. This will  
21 be intervention and will follow the  
22 philosophy that Project Sports had last  
23 year.

24 COMMISSIONER SIMMONS:

25 The last thing that I want to do



1 is I want to read a very rough draft  
2 of the statement that we have had put  
3 together by the Breakers PR Director.  
4 It's the subject that we discussed all  
5 morning. I'm going to read this draft.  
6 I think there are a few words that have  
7 to be changed. I'm going to read this  
8 to you and then I want some input so  
9 we can get exactly what we want out of  
10 this. "In a move to capitalize on the  
11 spectacular success of the first year  
12 of operation by the United States  
13 Football League, the club owners will  
14 form a long-range planning committee  
15 aimed at the future of the United  
16 States Football League. USFL  
17 Commissioner Chet Simmons announced the  
18 action following an all day meeting of  
19 the owners here Wednesday. 'With the  
20 great success of the 1983 inaugural  
21 season with a brilliant outlook and with  
22 a brilliant outlook for the upcoming  
23 campaign,' Simmons said, 'and with the  
24 growth in quality of the League  
25 personnel, players, coaches, staff, and

1 certainly taking into account the  
2 surging ticket sales, the USFL owners  
3 have formed this committee. The  
4 purpose of the group will be to  
5 recommend a five year campaign  
6 encompassing long-range goals and  
7 objectives. 'The League is operated  
8 by aggressive and forward thinking  
9 businessmen. We're going to do what  
10 other successful enterprises have done  
11 utilizing the principles of good  
12 business practices. We have reached a  
13 level of maturity which dictates such  
14 action.' A number of matters will be  
15 examined at the outset, according to  
16 Simmons, including such important  
17 subjects as maximizing revenue through  
18 television and marketing strategies,  
19 the quality of the product, expansion  
20 of the League in reaching a decision  
21 as to the number of teams to be added  
22 to the League as well as the timetable  
23 for such action, the playing season  
24 in relationship to the time of the  
25 year, relationship to the National

1 Football League, and labor relations.  
2 There is no doubt that the USFL has  
3 achieved a plateau in its first year  
4 unlike any other sports entity. We  
5 have seen a twelve team league expand  
6 by six cities and the resultant  
7 enthusiasm displayed not only in the  
8 original locations, but the new teams  
9 have added dimension to the League  
10 which has manifested itself into a  
11 national phenomenon. The USFL,  
12 however, and its owners, are aware that  
13 there is a definite need for constant  
14 perusal of its aims and desires and  
15 this committee, which will be extremely  
16 active and receptive to ideas, will be  
17 able to place these matters in their  
18 proper perspective. Joseph C. Canizaro,  
19 owner of the New Orleans Breakers, was  
20 named Chairman of the Long-Range  
21 Planning Committee and will meet with  
22 Simmons to name the other members of  
23 the group. We hope to have the makeup  
24 of the committee set within the next  
25 few days and then they can go to work

1 to formulate future plans for the  
2 USFL."

3 I think it's a damned good release  
4 and there's a couple of words we could  
5 probably clean up, but that's exactly  
6 what we're going to put out, based on  
7 our conversation.

8 MR. TRUMP:

9 I don't think it's quite strong  
10 enough, Chet, I have to tell you that.  
11 I think you really should say Mike  
12 Rozier is signed and Herschel Walker  
13 is signed, and because of all of these  
14 fabulous signings -- I just don't think  
15 it's strong enough. The paragraph  
16 where you talk about the players and  
17 this and that, you should say because  
18 of the tremendous star caliber players,  
19 including Herschel Walker and Mike  
20 Rozier -- et cetera, et cetera.

21 COMMISSIONER SIMMONS:

22 We can add those, that's not a  
23 problem. That's why I wanted you to  
24 hear it. Any other ideas from anybody  
25 for input into this?



1 MR. LERNER:

2 Would you read that one sentence  
3 there that refers to the time of the  
4 year?

5 COMMISSIONER SIMMONS:

6 The playing season in relation to  
7 the time of the year.

8 MR. TRUMP:

9 Why can't you say playing season  
10 in relation to the possible switching --  
11 why can't you say the fall season as  
12 opposed to the time of the year?

13 COMMISSIONER SIMMONS:

14 The relationship to the National  
15 Football League.

16 AMBASSADOR WARNER:

17 In due respect to all these  
18 authors, it seems to me that we're  
19 dancing around the -- since it's not  
20 going to cost you anything, I'd like  
21 you to read my roughly hewn statement.  
22 I said because of the progress, success,  
23 and credibility achieved by the USFL  
24 to date, Commissioner Chester Simmons,  
25 with the unanimous approval of all

1 owners, has announced the appointment of  
2 a research committee to consider  
3 changing its spring - summer season  
4 to the regular fall - winter football  
5 season. With the high caliber of  
6 personnel -- Heisman Trophy winners  
7 or whatever you want to say -- both  
8 players and coaches now in the USFL,  
9 said Commissioner Simmons, it's felt  
10 that the USFL can compete effectively  
11 in a professional performance with the  
12 NFL. If the research recommends itself  
13 to the owners, and the owners approve,  
14 a regular season play commencing the  
15 earliest in 1985.

16 COMMISSIONER SIMMONS:

17 Marvin, it was really recommended  
18 that we put the other things in because  
19 we do believe that there is going to be  
20 an impact on a number of markets.  
21 They're in the process right now of  
22 dealing with the season that they have  
23 to deal with. I'm not running around  
24 the issue, and I don't think this runs  
25 around the issue.

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1 MR. TRUMP:

2 Marvin's opening paragraph is  
3 much stronger, it's much more effective  
4 than the opening paragraph that you  
5 read.

6 AMBASSADOR WARNER:

7 I don't know how you feel about it,  
8 but the best thing we could -- I tell  
9 you, Joe, there's a little conflict  
10 between the guys who are presently in  
11 NFL towns, I understand that, as  
12 against those of us who are not,  
13 there's a conflict of interest there.  
14 Really, I think on this committee, I  
15 think there ought to be one representing  
16 the no NFL teams and someone representing  
17 the NFL teams. And if the announcement  
18 is made in Birmingham -- it will be in  
19 the Birmingham press -- it will increase  
20 our ticket sales.

21 MR. CANIZARO:

22 May I answer that. I have to tell  
23 you that there's been discussion by  
24 John Mecom himself about moving out of  
25 New Orleans at one point or another,

1 and I'm going to tell you, I'd be  
2 delighted to have to worry about who  
3 stays in this town between me and the  
4 Saints. I don't have a conflict. I  
5 think I'd survive, I'm a local owner.  
6 So, please understand that I don't think  
7 that that's a valid point as it relates  
8 to me.

9 MR. TRUMP:

10 I'm starting to like the Chairman  
11 of this committee already.

12 AMBASSADOR WARNER:

13 I started liking him last night  
14 at Antoine's.

15 MR. VATAHA:

16 Which statement are we going to  
17 use?

18 COMMISSIONER SIMMONS:

19 We'll mold them together.

20 The meeting is over.

21 \* \* \*



-----X  
UNITED STATES FOOTBALL LEAGUE :

LEAGUE MEETING

May 9, 1984 :

-----X  
Grand Hyatt  
Regency Room  
New York, New York

10:00 A.M.

NFL 769  
Bert. Exh. For ID 10-24-85  
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MR. ALFRED TAUBMAN: Thank you. On behalf of the future of the league, I want to say some words of good will. I sent out a letter, the day before yesterday and I hope most of you received it. The letter is not in any way intended to point out anyone in particular. I want to speak in general regarding good will and the future of this league. We must, in this league speak as one voice. If there is anything that will destroy us -- you talk about litigation, you talk about the cost of players, you talk about the cost of losses in our clubs, you talk about all these things and they are insignificant with regard to the fact that if we are going to have any credibility in terms of our future, it has to be on the basis that we will speak with one voice. That does not mean we have to agree. We can have all our disagreements within this room. We can shout at each other. We can disagree. We can be difficult. We can do all kinds

1  
2 of things. As long as it stays within this room.  
3 But, if we deal on this as 18 individuals and if  
4 we take positions openly, either in the press or  
5 in conversation with other people, that, one way  
6 or the other will be deemed that we are divided.  
7 We will lose in this league in the long run. The  
8 only way we are going to achieve any kind of future  
9 as a league and be successful is to speak with one  
10 voice with credibility.

11 I do not know how to do this and I am not  
12 coming here with any kind of recommendation on the  
13 specific basis. We do have a league office.  
14 Perhaps you are disappointed. Perhaps you think  
15 that the league office is not strong enough. I  
16 do not know. That is incidental. Whatever the  
17 league office is -- it is a new league office. It  
18 is not short of problems. To deal with the kind of  
19 individuals that we have here, including myself  
20 and all our egos is, in itself, a huge problem.

21 - Regardless of that, we have to deal with it  
22 within the confines of that organization.

23 I think, the biggest problem we have, in  
24 terms of how the network looks at us, how the  
25 media looks at us, the way the public looks at us

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both on a national and local basis is the fact that we ourselves indicate a deviousness that questions our credibility and questions our future. We have to find a way of dealing with this.

Mr. Commissioner, from my standpoint I want to tell you that hereafter, I will make no public notices that have to do with my particular team, individually. On a league basis, I will report to the league and let them make any notification or make any -- if there are any announcements that have to do with the league or the future of the league and I believe that everybody here in this room ought to say the same thing.



1  
2 Before we spend \$600,000 to do what the  
3 committee is talking about, Joe, in terms of  
4 finally presenting a unified position or having  
5 a unified approach so that we can have the proper  
6 conception and really, ultimately the right of --  
7 is there and I guess Donald and anyone else are  
8 really the only people that can answer this. If  
9 we go ahead and do this and it says something other  
10 than fall football is the answer, did we get  
11 anywhere or are we still going to have the number  
12 of people totally committed to the concept that  
13 the only way we can survive economically from  
14 television revenues is if we play in the fall?  
15 Because, if that is going to be the situation  
16 going forward, we will have accomplished nothing  
17 but the survey.

18 MR. SIMMONS: The Chair recognizes Mr. Trump.

19 MR. TRUMP: I would like to make a statement.  
20 I am on the committee and I will go along with Joe  
21 and everyone else who wants to spend \$600,000. I  
22 am not concerned about spending a few hundred  
23 thousand dollars.

24 There is a very basic issue here. I am not  
25 sure that this league -- I am not even sure that

1  
2 frankly -- I mean, we all know -- most of us have  
3 pockets big enough -- I am not even sure, frankly  
4 that the NFL really survives. This year they have  
5 announced that they are losing \$6 million. It is  
6 the first time they have lost money in many years.

7 If this league is going to be able to  
8 survive -- unless there is a merger -- there will  
9 never be a merger unless we move to -- we all know  
10 that out of common sense and I know it out of  
11 more than just common sense. There will not be a  
12 merger unless this league moves too.

13 What has happened, is that we have hurt the  
14 NFL very badly -- very, very badly in terms of the  
15 salaries. The salaries have escalated tremendously.  
16 But, what we have done is we have hurt baseball and  
17 we have hurt basketball. You can take New York  
18 and you can take Boston -- we can take, really  
19 most of the major cities -- before, you made the  
20 statement about what has happened with television  
21 and how well we are doing.

22 Has anyone ever seen our ratings lately?  
23 Just out of curiosity, has anyone seen them?  
24 They are the worst, the most demeaning, the most  
25 pathetic and Jay, I say this to you because you



1  
2 are saying how well we are doing and I am saying,  
3 am I in the same room as you?

4 VOICE: The product is good.

5 MR. TRUMP: Sure, the product is good but  
6 there is nobody sitting at home watching television,  
7 Jay. The product is great. I saw a game with  
8 Houston and Los Angeles. The game was better  
9 than any game I have seen in five years with the  
10 NFL crop that I have been watching. It is all  
11 perception. The game was tremendous. The only  
12 problem and you have a major problem -- you go to  
13 Sunday afternoon and I had the Knicks playing  
14 Boston. We had the Islanders playing, the Nets.  
15 We have all championship games. I am talking  
16 about play-off games not the beginning of a shit  
17 basketball season that nobody is going to be  
18 watching. I had the Mets, the Yankees, the Knicks,  
the Rangers, the Islanders and the Nets.  
Otherwise, there was not that much competition.  
It is crazy.

This is such a basic premise. We started  
off in a season where my first rating was a 12-5.  
And the weather was miserable and the game was  
lousy and nobody showed up. Jay, we got a 12-5

1  
2 and Chet and everybody else was surprised and so  
3 was I. But, I was not so surprised because  
4 February is the same as November and it is the  
5 same as October. It is even better than October.

6 But, what happens is -- take a look, the  
7 games are getting great -- the games are getting  
8 good but I am out playing golf except that I own  
9 a God-damn football team that plays in the spring.  
10 I am out playing golf and so is everybody else.  
11 They are playing tennis, golf, they are hiking,  
12 they are canoeing.

13 Now, last week we came out with new ratings.  
14 We did damn well in New York. Do you know what  
15 the ratings showed? We beat the Yankees a week ago --  
16 we beat the Mets. We almost beat basketball but  
17 the rating was lousy. But it really showed that  
18 nobody was watching anything. There were very few  
19 people watching television.

20 Now, ABC cannot give us the kind of money  
21 and ABC is fine. They cannot give us the kind of  
22 money that we are going to need with those kinds  
23 of ratings.

24 I do not know about you fellows but I would  
25 much rather go against the New York Giants. Now,



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there are a lot of advantages and a lot of disadvantages. Let me give you the advantages. The advantage is that we hurt football. I do not want to hurt George Steinbrenner's baseball. What we have done to the NFL is that we have made the NFL, with the exception of the salaries, we have made the NFL look stronger because now instead of baseball having a 5 or a 6, it is down to a 4 in New York because I take a couple of points away from them.

So, now the NFL which still stays at 18 is stronger -- proportionately stronger and that is a big problem.

Number two, I heard your little statistical points, Jay, just a little while ago and I cannot believe it because I also get a third that would love to watch your league but we do not believe in watching football in the spring. I will be God-damned if I am going to be a psychiatrist for 230 million people. You have a lot of people out there that do not want to watch football in the springtime because they want to watch other sports. Spring is not the time to play football.

Now, I came into this league and I think

1  
2 Chet will attest to this, on one premise. I do  
3 not like the idea that it was a spring league but  
4 I said to Chet and perhaps you can confirm it. I  
5 am going to come into the league on the basis that  
6 you will strongly consider a move to the fall  
7 because I do not believe and I did not believe from  
8 day one that the league was going to make it,  
9 playing in the spring.

10 Now, what is going to happen is in my  
11 opinion, the following. When we announce a move  
12 to the fall and you saw it -- for whatever reason  
13 the Commissioner's office -- and I think the  
14 greatest story was that in the New York Times --  
15 little quotes that were reported in our office --  
16 like CBS head, Neil Pilson who has become a close  
17 friend of mine would love to have our product in  
18 1987, in the fall.

19 VOICE: He discussed killing baseball. That  
20 is what he believes.

21 MR. TRUMP: Did he say that and -- I will  
22 tell you what -- it is more than a statement. I  
23 had lunch with him three days ago. He is tired  
24 of being ripped off by the NFL and tired of  
25 having Pete Rosele come in and say, "This is what



1  
2 I want" and walk out of the office and he can't  
3 even be caught shaving. I will tell you what --  
4 it is a hell of a statement. The day and --  
5 Mr. Ambassador and where the hell is Mr. Ambassador.  
6 But, Marvin Warner said it very well. The day we  
7 announce we are moving to the fall, our franchises  
8 as individuals become substantially more valuable  
9 because of the psychology.

10 The psychology is going to make those  
11 franchises more valuable.

12 Now, there is nothing wrong with the debate --  
13 a friendly debate and I do not say we are moving  
14 to the fall. In fact, if you've ever heard or  
15 really read the articles you would see what I say.  
16 I say that the league is doing so well right now,  
17 which is bull shit by the way, that the league is  
18 doing so well right now, that that is the only  
19 thing that may stop us from moving to the fall.

20 We could do even better if we went to the  
21 fall for certain reasons but the league is doing  
22 so incredibly well that perhaps its own success  
23 will stop it from moving to the fall.

24 That is a God-damn positive thing and the  
way it comes out and despite what my friend over

1  
2 here thinks, we are having a lot of light and  
3 a lot of respect -- the fact is -- and even the  
4 way that story runs, it gives us lots of options.  
5 Now, what is going to happen if we announce a  
6 move to the fall in 1987? I would bet that you  
7 would not even be playing games. We will end up  
8 merged in 6 or 8 teams. I am talking where we  
9 consolidate into the NFL. The reason it is not  
10 going to make it is we cannot continue -- I mean,  
11 we will go for years and we will get the money  
12 and the players will take it away and we'll have  
13 a star and he will go and ask for \$2 million from  
14 the NFL and \$3 million from us. What is going to  
15 happen and -- they know it -- and they know it  
16 you are going to have an accommodation and -- never,  
17 if we play in the spring because now what happens is  
18 instead of hurting baseball or basketball, what you  
19 are hurting is football.

20 When the Generals in New York play against  
21 the New York Giants which are an institution and  
22 a shitty one because they have had a losing team  
23 for I guess now, 22 years, which is great -- the  
24 greatest asset I have.

Unfortunately, our friend in Washington did



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not have that asset and it is a little more difficult.

If I get a 7 or an 8, every one of those 7 or 8 points comes from the 18 that they have been getting. Now, for years they have been getting an 18 and because of that they are getting a billion dollars in the NFL from CBS and they are getting a billion dollars from NBC. When I take their 18 down to a 10 and I get an 8 or when I take it down to an 11 and I get a 7 -- because everyone is a criss-cross. I mean -- they are not going to stop watching Gone With The Wind.

Now, I am hurting them, not only with the players but I am also hurting them on the other side as well.

There is another element here that few people ever think of and it is so big. I challenged the guys to a game -- hey, ours isn't much of a team but I hope they do not accept or we may have a major problem but nobody knows that. I have a guy who weighs 290 pounds. They have a guy who weighs 290 pounds. I take Lawrence Taylor. They take somebody else. I challenged them to a game.

Jay can tell you -- ask anybody. The press

1  
2 went wild. I said I am going to give a million  
3 dollars to charity if the Giants can beat the  
4 Generals in a game. The huge story -- big  
5 tremendous story. Then, there is only one problem.  
6 The press said -- I think you are playing in the  
7 wrong season.

8 Now, some day, the one game that we can play  
9 a championship -- our best team against the winner  
10 of the Super Bowl will be worth more than all of  
11 the bullshit that we are talking about with the  
12 \$14 million-a-year contract where my God-damn --  
13 where some of our individual players get more than  
14 that -- per team. I mean -- it is a lot of crap --  
15 a million dollars -- less than a million dollars a  
16 team.

17 Do you know what they get for the Super Bowl?  
18 They get 60, \$70 million for the Super Bowl. Okay --  
19 and we get 14. We will never have that opportunity.

20 So, you have television ratings. Now, Jay --  
21 I keep looking at you -- you know -- because you  
22 amaze me. Jay -- you said something, that we started  
23 off strong and we end up here. See, the beauty of  
24 the NFL is they start off in September when the  
25 people are just getting their golf games over with



1  
2 and even if the games get worse, automatically,  
3 their ratings go up, up, up. What we do, as  
4 idiots, we start off in February and no matter what  
5 happens -- I don't give a God-damn if you have the  
6 world championship fights on -- our ratings go down.  
7 They have to. So, even if you said it averaged out  
8 to the same -- when you look at an NFL draft and  
9 you say -- boy, look how these guys did -- it has  
10 nothing to do with their games. That has nothing  
11 to do with the fact that it is going up. With us,  
12 it is just the opposite way, it is a down-trend.

13 And, you have not seen anything yet. Now,  
14 you have the finals in basketball. You have the  
15 Stanley Cup coming up. You have a problem. You  
16 have a bigger problem, even than that -- you have  
17 June and you have these months ahead. Another point--  
18 the weather. Anybody that tells me that we are  
19 playing in good weather -- I will tell you what --  
20 I will take a fall season any time. I have seen  
21 games that this gentleman was playing in Oklahoma  
22 and I have seen other games in Chicago. In all  
23 the years I have watched football, I have always  
24 been able to see the lines -- see something. You  
25 couldn't even see the God-damn field. So, anybody

1  
2 that tells me -- sure, we are coming into nice  
3 weather -- which is killing us in television,  
4 by the way -- and we are not coming into nice  
5 weather.

6 I have been rained out -- we played with  
7 Paul -- with Pittsburgh, Paul. Have you ever seen  
8 a day like that? They write songs about April  
9 showers. I want to tell you something -- we have  
10 the worst three months -- those first 9 or 10  
11 games are in weather that is far worse than anything  
12 we could use.

13 Now, we do a report. Joe tells you \$600,000.  
14 By the time they screw us with the extras and  
15 everything -- you are talking about -- probably  
16 a million.

17 This is so basic to me. It is so basic.  
18 If we make the announcement -- I do not say we  
19 do it -- hey, I would like to do it sooner of  
20 course but I want to say -- it is not up to me.  
21 But, if we make the announcement that we are  
22 moving in 1987 to the fall we become psychologically  
23 a first rate league. We will never be a first rate  
24 league if we play in the spring. The psychology  
25 is against us. We will never be able to make the



1  
2 challenge. We will never be able to get the income  
3 and fellows -- I will tell you what -- we are just  
4 kidding ourselves and there will never be a merger.

5 Now, anybody that wants to dispute those  
6 points, they can. We can hire all the guys from  
7 McKinsey & Company to rip us off for \$600,000 but,  
8 I will tell you right now -- there is nobody that  
9 can dispute it and personally, I am doing fine.  
10 We have done a nice job in New York and I will tell  
11 you what -- if we did not take over this team the  
12 city would have been dead and I think everybody in  
13 the room will admit -- Jay walked in that office --  
14 we wouldn't have had five cents and Walker who is  
15 a friend of mine and a good man -- the deal that  
16 came this year -- I do not think that you would  
17 have had 2,000 people renewing their tickets.

18 We had the highest in the league by 2-1/2  
19 times.

20 I will tell you something fellows, you'd  
21 better get smart. We are kidding ourselves. We  
22 could spend all the money we want. I am going to  
23 go along and I will pay my share and we will get  
24 some idiot telling us, "We should stay here. We  
25 should do this." The bottom line is -- if we do

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not move, we are going to have problems. We are not going to have the merger and we are not going to have the psychology and we are not going to have the challenge and we are not going to have the television. End.

MR. SIMMONS: The Chair recognizes Mr. Canizaro and then Mr. Arky.

MR. CANIZARO: Let me say this. If everybody were responsible -- ladies and gentlemen, about what would work, we certainly do not need to spend five cents. We could have a vote and go home.

Let me tell you what you did say -- private poll which I agreed to keep confidential. I want you to know why I continued to think that getting the facts and the data together will probably prove Don's point based upon Don's opinion and how strong he is about it. In fact, we are looking for the data that will say what he says will happen.

Here is how you work on a confidential basis. Two of us lean toward the spring. Two of us were strong -- three of us were strong for the spring. Four of us lean to the fall. Two of us were strong for the fall. And five of us had no opinion and that was basically backed up by look --



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2 I need more information before I am going to go  
3 anyway. 12 of you or us asked to have the research  
4 and work out what we could so that we would be  
5 able to make a decision.

6 You know, I do not spend \$600,000 lightly.  
7 I did not get where I was by pissing money down the  
8 drain and I am not about to start pissing money down  
9 the drain today on my own club for 35,000 or 600,000.

10 You have to put it in perspective.

11 First of all, we might be worth as a group  
12 somewhere between 100 and \$180 million. I would  
13 suggest that as a minimum and in the next couple  
14 of years if things are done right, we could be  
15 worth anywhere from 500 million to a billion dollars.

16 Now, the question is, how the hell do you get  
17 there? I think that is what we are trying to find  
18 out. What is the right way in a good business-like  
19 sense. Don has a sense, some others have a sense  
20 about being in the fall and some of you feel just  
21 as strong about the spring. How are we going to  
22 pull ourselves together? We can go arguing forever.  
23 That has been the problem right here. We are  
24 arguing but we are not getting in the direction.

25 If we get the facts together, test those

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facts, challenge those facts. If it comes up where Don does not like it, he has got every opportunity to challenge and maybe we will vote against the way -- if they say spring, maybe we will go fall anyway. But at least, we are going to be doing it. And, if they say fall -- vice-versa. I am not taking a side.

But, at least we are going to be doing it from an informed basis. \$600,000 is the maximum. I will guarantee it won't go over \$600,000, personally. I have dealt with the negotiating people and I know how sensitive they know we are about money. I think it is going to run somewhere between 400,000 and \$600,000 and it certainly won't exceed \$600,000 without your specific approval.

MR. SIMMONS: The Chair recognizes Mr. Arky.

MR. ARKY: Don, I am troubled by your laughing conviction.

MR. TRUMP: I believe strongly -- I have seen a lot of appraisals in my life.

MR. ARKY: I need to understand something, though -- seriously. I do not think that anybody in this room would be opposed to moving to the fall. Certainly, I would not be opposed to moving to the



1  
2 fall. If the TV networks came to us, or somebody  
3 that was responsible and said -- look, this is what  
4 we are putting on the table. We want you to start  
5 playing in September. If it was substantially  
6 more, even if it was just a little more than what  
7 we are getting in the spring I think everybody would  
8 say fine, let's go. But, what are you suggesting?  
9 Are you suggesting that we unilaterally move with  
10 or without media?

11 MR. TRUMP: The problem that we are having  
12 right now is a very grave problem.

13 In my meeting with Roone Arledge last week  
14 and in my meeting with Neil Pilson of CBS -- I will  
15 tell you what -- I am in the real estate business  
16 and I was doing very well and all of a sudden I  
17 am getting more and more into this God-damn thing  
18 with you and it is not easy because one is a big  
19 winner and one is a big loser but, I guess you  
20 have to have the winner in order to afford the loser.

21 I have been devoting a lot of time to it.  
22 I like going first class. Now, the problem that  
23 you have and this becomes a psychological one  
24 also. We have an exclusive contract -- in my  
25 opinion and they can exercise their options,

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2 et cetera, et cetera.

3 The problem we have with Roone Arledge is  
4 that they do not believe that we are really going  
5 to move.

6 I was very happy to hear what Joe was  
7 saying. Joe was saying we have more people that  
8 are leaning toward the fall than to the spring  
9 which I frankly am -- after reading the newspapers,  
10 I felt I was out there by myself. The fact is --  
11 I happen to know from speaking with a number of  
12 people that we would be even a majority but a  
13 lot of people don't understand that. They don't  
14 understand and the networks do not understand.

15 And CBS -- and I will tell you right now,  
16 will negotiate in very good faith if they thought  
17 we were serious. I also do not propose doing it  
18 immediately. I propose doing it in 1987 when the  
19 NFL contract comes due. You see, the timing is  
20 so perfect.

21 We have a deal now with ABC and they have  
22 got us. There is no question about it. I say  
23 we honor the contract and if they want to work  
24 out something else with more money -- that point  
25 is not being made at the present time, unfortunately.



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2 Steve, what I am saying is, a statement  
3 has to be made that in 1987 -- again this effects  
4 the NFL and the whole relationship with the NFL.  
5 Not only are we moving to the fall but now we are  
6 coming up with competition against the NFL for  
7 negotiating -- the network is tired of being ripped  
8 off for a billion 200 million dollars and losing  
9 money or breaking even and not having any  
10 negotiating rights and being treated like dogs.

11 They are giving and I think John can confirm  
12 this -- I will confirm it. They are giving  
13 serious study to dropping the entire NFL and  
14 taking us at a much lesser price which is about  
15 a hundred times what we are getting now, by the way.

16 Their feeling is that as soon as they take  
17 us -- number one, they are going to get less  
18 advertising dollars and make a hell of a lot more.

19 They feel, as soon as they take us -- in the  
20 fall and our credibility increases 100 percent  
21 and they feel we are going to get very substantial  
22 ratings very quickly -- very substantial ratings.

23 The problem that I have, Steve, and just  
going back to your question, it is impossible for  
me to keep saying, the fall and I only say it in a

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positive sense. I do not speak of the spring in  
3 a negative sense except in this room. I just say  
4 you would do better -- as well as we are doing is  
5 my expression and we are doing great, we will do  
6 even better in the fall. That is the way I put it  
7 and that is the way it usually comes out, by the way.

8

What I do see is that if we make the  
9 commitment in 1987 we are not only going to hurt  
10 the NFL one way but we are now going after this --  
11 we will have more networks coming to us than you  
12 are going to know what to do with. However, you  
13 have to make the commitment. The one thing that  
14 has been said that is true and it is true a hundred  
15 percent is that there looks like there is confusion.  
16 There looks like there is a lack of leadership.  
17 That is a problem that everybody has but that is  
18 a problem that I have.

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We can get a lot more money in the fall  
because there are a lot more people watching  
television in the fall. It is very simple. We  
do not have to be great geniuses to figure this out.  
There are a lot more people watching television.

Without any warning, I mean -- we have a man  
that I have a great deal of respect for but just



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dealing with the league office and Dom Camera

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who I have not spoken to but I would like him

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first to perhaps address the HUT levels, the

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various elements of it Dom and I do not know if

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you are prepared to do it, necessarily.

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I would like for you, based on your last

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memos, based on the Telex that I just saw coming

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out of the office where everybody is down,

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including -- by the way, the Yankees -- I would

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like you to address the HUT level question and the

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question that I spoke to you about a week ago.

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MR. CAMERA: Are you talking about the

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ratings?

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MR. TRUMP: The ratings -- and Chet, I

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think it is very pertinent to the question.

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MR. SIMMONS: I know it is pertinent to

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the question and we could sit here, I think for

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the next 10 hours and discuss this which we

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started once before. The reason we put this

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committee together was to try to get some

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answers, which we still do not have the answers.

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I do not think that there is anybody here that

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is specifically saying that you are not right

or you are wrong. I think the majority does not

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2 say nothing about it. We have said publicly that  
3 we are going to look at -- make a study for the  
4 long-range opportunities of the league. I find  
5 nothing wrong with saying just that. We are  
6 going to go forward with the study.

7 MR. ARKY: But, the question is a more basic  
8 question. Can we ever get the discipline here  
9 that when we walk out of here we walk out with our  
10 mouths shut and keep them shut particularly on the  
11 issues that are very sensitive.

12 VOICE: For the next 10 weeks, while the  
13 study is going on, if they interview Donald, if  
14 they interview Alfred, what are we going to be saying?  
15 Are we going to have a consistent outlook?

16 MR. SIMMONS: Just bring it to us and we  
17 will take care of it.

18 MR. ALFRED TAUBMAN: We do not have to  
19 comment on those kinds of issues. Those are  
20 league issues.

21 VOICE: That is fine. Is there a consensus  
22 on that? That is my concern.

23 MR. TRUMP: Is there a motion for Al to put  
24 out his cigar? It is really bad.

25 MR. SIMMONS: The Chair recognizes

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2 saying to go out and sign a bunch of players --  
3 make those son-of-a-guns realize the cost of  
4 business is more expensive today. So, be there  
5 and drive those prices up there.

6 I talked to Paul Martha. He is right up  
7 there with the NFL. He knows them very well and  
8 he says it is premature for them to sit down and  
9 talk to us. Now, I have had some conversations  
10 with the NFL people. They asked me -- I hear you  
11 guys have spent your load. What do you mean by  
12 that? He said, "I understand you guys are out of  
13 money." I said, "I don't know that." If we don't  
14 make the posture of coming back and having some  
15 players this year --

16 MR. TRUMP: Absolutely.

17 MR. ARGOVITZ: And drive those prices up and  
18 let them know we are still in the game -- we don't  
19 have to sign them -- just being here makes them  
20 more willing to sit down next year, get three or  
21 four owners at a time -- no one knows better --  
22 no fanfare and discuss this.

23 Now, if the NFL -- if they really want to  
24 put us out of business -- I want to bring up  
25 another issue that is really concerning me. I



1  
2 dealt with those guys so long and I see how they  
3 think -- if they really want to put is out of  
4 business, in one fell swoop, all they have to do  
5 is call Mr. Donald Trump up on the phone and say,  
6 Donald, we'd like to talk to you. We have got an  
7 NFL franchise available in New York. Mr. Taubman,  
8 we have got a situation over here in Arizona we  
9 would like to talk to you about.  
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22 MR. ARGOVITZ: It just goes to show that  
23 any time we have a meeting of the league, there  
24 is always -- what has happened is that we have  
25 driven the salaries out of sight for all of us.



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2 The NFL makes very little progress now. What  
3 else is going to happen is there is going to be some,  
4 either -- it's how much is it costing us and what is  
5 it going to be? We just have to keep on doing the  
6 same old thing.

7 MR. TRUMP: I agree with you.

8 Mr. Commissioner, I would like to just  
9 follow up on one thing Jerry said.

10 The other day Jay got a call -- for  
11 whatever reason -- maybe he is an NFL guy. He  
12 got a call from the Houston Oilers and they wanted  
13 to know whether or not we were interested in a  
14 certain player. We had no interest in this guy  
15 whatsoever. I said, Jay, do me a favor. Tell  
16 them we are offering this son of a bitch millions.  
17 They signed this guy. They paid him so much more  
18 money than they would have. We said, very nicely,  
19 through Jay, "Please don't sign him. We are  
20 offering him a million-dollar bonus, 900,000 a  
21 year for the rest of his life. They ended up  
22 paying him a fortune.

23 It is very important, in my opinion, to  
24 keep doing it, to keep hurting them. Some day,  
25 we are all going to be sitting around and it is

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UNITED STATES FOOTBALL LEAGUE  
OWNERS' MEETING

Transcript of the meeting of the United States Football League, taken on August 22, 1984, at 151 East Wacker Drive, Columbus Hall, Chicago, Illinois, Commissioner Chester Simmons presiding.

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MR. BASSETT: That's a question you have to answer, Bobbie.

MR. TAUBMAN: The point is I don't have an answer.

THE COMMISSIONER: I know it. We're studying it. We're studying it. We're studying what's going to be in the best interests of the League over the short and long term of the League's existence, and we think that we are going to invite you back in a couple of years, in eight years, to celebrate our 10th anniversary.

MR. TAUBMAN: I would just stay away from identifying those cities on any basis.

THE COMMISSIONER: I'm not going to identify any cities at all, Bob. I'm just going to talk about those things that are all under study, the way it's said, we're putting together a committee to look at that; and that will come out within, you know, whatever period of time.

Mr. Trump?

MR. TRUMP: I think it's a P. R. Does that statement really come in? I mean, I am listening to it. Forget about losing. Even the stats that within three to five years we are going to be the same as the NFL, maybe that's right, but some of us are trying to get away with saying we are the same as the NFL right now. And all of the different elements that are in that statement I think are

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very negative. And, you know, if I were sitting back, impartially sitting back and listening to that being read and -- "Here is a group of guys that are in trouble, big trouble, and they are making a move because maybe they can salvage something." I don't know who wrote it, but I think it's obviously not written with a sale.

We ought to be, you know, -- due to the fact that this League has done so well, has progressed so far above expectations, has signed Marcus Dupree and Kelly and this one and that one, has kept Herschel Walker, and the tremendous interest and the studies and everything, we are now deciding to go and attack for the right in the fall season where not only the money is but where the NFL is and go straight up against the NFL because we have done so well. The way that this reads it's -- I will tell you what, Chet, if you release those numbers in the middle of that report you had 30 percent said this, 40 percent said that, I think you have a real disaster on your hands. That is just a horrible document. I mean, we want to go in with a position of strength. I don't want to say that spring was a disaster. I want to say that spring was a tremendous success.

23 THE COMMISSIONER: Well that's what we said.

24 MR. TRUMP: We talk about tremendous losses of this



and that. This is trouble. This is a release that's --

MR. ARKY: That's a lawyers press release.

MR. ROULIER: That's right.

MR. TRUMP: We need, literally, a paragraph or two, and why don't you just say that based on the fact that we have done so well; that we have signed the finest young football players in America; that we have done this, this and this, we have decided to take the NFL on directly.

We have tremendous interests, you know -- one of things I would like to see is we have tremendous interests from the television networks with regard to fall football. They are not going to deny it.

MR. EINHORN: I think we say that personally. In the Commissioner's release he can't say -- no, I agree; it has to be cut down. He can't say we are going to take on the NFL, if you say that or I say that, somebody else. But a lot of that I agree. There are some things in there that could be misinterpreted. If you cut through a lot of that --

MR. TRUMP: Just very simply say that because of the fact that we have done so well; that we are so far ahead of expectations, et cetera, et cetera, we are going before them.

MR. EINHORN: I think it says that in the beginning,

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then this gets bogged down.

MR. GILL: Mr. Commissioner, we weren't privy to the report negotiated at the committee meeting. We would like to know how it is going to be addressed? The first thing is financial and the other thing is what's going to happen between that 13-month period when you are not playing? How they are going to pay the players?

THE COMMISSIONER: We are not even going to address that.

MR. GILL: I know but they are going to ask that.

MR. PETERSON: You have to at least address it to the point to say that we have committees working on it, otherwise it looks like we have created a monster.

Just one comment on --

THE COMMISSIONER: Wait, wait, wait.

MR. HAUN: Mr. Commissioner, referring to the report, to hell with everybody telling you how to write. That's what we got you for. If you are not smart enough to write a report, let him do it.

THE COMMISSIONER: We try to incorporate some of the things that came out of this survey, that people knew that we had a survey that was commissioned; and we wanted to include some of the very cogent facts in it. And the one paragraph here is put in simplest terms, "The public

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opinion survey showed that in our two years of existence we established a broader image of success; we were successful in the spring; and most importantly, we are going to be equally and more successful in the fall.

MR. ARKY: That's fine.

MR. TRUMP: I wouldn't say equal. I'd say even more successful before the word equal. Who the hell wants to be equally as successful in the fall? If we're equally as successful, then we have to move to another time.

MR. ROULIER: If we're going to be equal, then we wouldn't be moving.

MR. TRUMP: So even more successful in the fall.

MR. WARNER: Don from where you are sitting, why don't you come up here and look at it and go through it. You can't do it with 30 people in the room.

I agree. Mr. Commissioner, I would like to suggest the press is looking for controversy. I think that your headline is, and I disagree, the only time, our television mentor Eddie, I think the story is that we are going head to head with the NFL in 1986. That is the headline. That will take more black type than anything else which you said.

MR. TRUMP: Absolutely right.

MR. WARNER: And we got such quality and we got --

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nd, incidentally, I would like to ask cooperation, if this is an order of everyone, that we allow only the commissioner to speak on this thing. I hope that we don't have some of the people talking to the press and somebody say something that could be interpreted negatively.

If we're going to have a representative of the press, let's designate those representatives. I'd like to suggest that we assign the Commissioner of the owners, the Commissioner who heads the group; John Bassett is chairman of the executive committee; Don Trump is always on stage.

I would like to have -- I would like to suggest that we have those two with the Commissioner meet the press, and I'd like to ask all about cooperation in making no further comment because they're going to be talking to each and every one of us trying to find sour grapes.

This statement is very positive, and we ought to keep it that way. And we've got to maintain absolute closed ground. I just wondered is anything that I've said that anyone take exception to?

MR. PETERSON: How about Joe Canizaro, chairman of the long-range planning committee?

MR. WARNER: Where is Joe? He is not here, is he?

A VOICE: He is still here. He's in a conference.

MR. WARNER: Well Joe Canizaro, certainly I agree

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