

# West Side Informer

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## Football & Advertising

The fall semester is upon us again and you know what that means: it's football season (this writer's favorite season of the year). 47.6 million fans attended college football games last year (Miller & Washington, 2010). 78.5 million watched on TV while 3.9 million viewed online. Another 722,000 kept track of their favorite teams using their cell phones (Sports Business). That adds up to a great number of fans and a great target market for many businesses. In 2007, \$38.65 billion was spent on network and cable television advertising. A sign of how big of an impact the world of sports has on advertising: ESPN is the top cable TV network in annual advertising revenue at \$1.52 billion (Miller & Washington, 2009). So there's something for you to think about as you're watching games on the media of your choice. Gig 'em Aggies!

Miller, R. K., & Washington, K. (2008). *The 2009 Entertainment, Media & Advertising Market Research Handbook* (10th ed.). Loganville, GA: Richard K. Miller & Associates.

Miller, R. K., & Washington, K. (2010). *The 2010 Leisure Market Research Handbook*. Loganville, GA: Richard K. Miller & Associates.

Sports Business Research Network. (2010). *College Football Fan Market Summary*. Retrieved from the SBRnet database.

## 411 on Beer

Football fans will be flocking to their favorite bars and restaurants to watch the games. If you were planning on opening a bar, there are a series of handbooks that will provide information on state regulations, licenses & fees, as well as market trends, consumer characteristics, projections and more. Check out the *Adams Fact Book*, *Liquor Handbook*, *Beer Handbook*, and *Wine Handbook* in the Barclay Reference Center.

## Celebrate Libraries

September is Library Card Sign-Up Month. A library card can open up a world of resources, and your student ID and NetID serve as your library card.

America's first lending library was established in Philadelphia in 1731 by Benjamin Franklin, who persuaded members of his "mutual improvement society" to combine their resources to build a collection of books that no single individual could have afforded. That collaborative spirit lives on in libraries across the country. The West Campus Library has a fantastic line-up of business databases which, in a corporate setting, would cost hundreds of thousands of dollars. We are able to subscribe to them at a much lower cost and make them available to you. Stop by the Barclay Center on the first floor for more information.

About LCP-Overview (2006). Retrieved from: <http://www.librarycompany.org/about>

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Library Main Number:  
979.845.2111

Study Room Reservations:  
[reservations.library.tamu.edu](http://reservations.library.tamu.edu)

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available at the Check Out  
Desk as well as the WCL  
homepage.

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