



# CAVALIERS

MEDIA INFORMATION

## Media Information

The Cleveland Cavaliers Basketball Communications Team welcomes you to the 2011-12 NBA season. It is our goal to provide a professional and productive working environment. To assist in your coverage of the Cavaliers, please note the following:

**Credentials:** You must have a Cavaliers credential (season or single-game) or an NBA media pass to be admitted to Quicken Loans Arena, and your credential must be visibly worn at all times. Credentials should be requested through the Cavaliers Basketball Communications Team.

Your credential does not guarantee a seat. Please contact the Basketball Communications Team no later than 5:00 p.m. the day before a game (5:00 p.m. on Friday for weekend and Monday games) to reserve a seat in the press seating areas. Single-game credentials can be picked up at the media entrance, located at the east side of Quicken Loans Arena (off of East 6<sup>th</sup> street, adjacent to the Cavaliers Team Shop). Photo ID is required to obtain your credential.

Season and single-game credentials are non-transferable and any unauthorized use will subject the bearer to ejection from Quicken Loans Arena and the forfeiture of the credential. No autographs are allowed during media access periods.

**Media Entrance:** All members of the media must enter Quicken Loans Arena through the media entrance, which is located on the east side of the arena (across from Gateway East Garage) and opens two and a half hours prior to game time. If you are coming out of the Gateway East parking garage, crossing East 6<sup>th</sup> street, you will see the Cavaliers Team Shop and main box office entrance. The media gate is located just to the left (south) of the Team Shop. Several available options for parking are in close proximity to The Q.

**Media Workrooms:** There are two separate work areas for media at The Q. Writers working on deadline should work out of the media workroom located on the event level at the north end of Quicken Loans Arena, adjacent to the left of the Cavaliers locker room. All other media members should work out of the 'high-bay' area located at the northwest end of the arena, adjacent to the left of the media dining room. Both rooms will open two and a half hours before game time and remain open until the last member of the media is finished working. In order to provide the proper working environment, friends, relatives or guests of the media will not be permitted access to the media workrooms.

**Telephones:** A limited number of telephones are provided for general use in both media workrooms. Individuals using those phones should make all calls on a collect, third-person or credit card basis. If you would like to order your own phone line, please contact the Basketball Communications Team.

**Services:** A pregame meal will be available to working media at the cost of \$8.00. Meals will be available starting 90 minutes prior to tipoff. In addition, snacks and beverages will be available at halftime in the media room.

**Seating:** Seating is assigned in all media sections; seating charts will be available in the media workroom and seating labels will be designated. There are electrical outlets at all locations, and telephones are located at various points courtside and in auxiliary media seating in Section C126, the 128 platform, and Section 130.

**TV and Radio:** Visiting television broadcast positions will be courtside, adjacent to the visitors' bench. Radio broadcast positions will be in the "Joe Tait Perch" (radio booth) in Section C126. If statisticians are desired, please make arrangements with the Cavaliers Basketball Communications Team at least 24 hours before game time. All requests for pregame or postgame interviews should be directed to the Cavaliers Basketball Communications Team.

**Photographers:** Photographers are asked to keep off of the sidelines and to be considerate of the season ticket holders seated directly behind them. Photographers must be on assignment from a recognized news source; freelance photographers will not be credentialed. Photographers are asked to wear rubber-soled shoes and are required to have rubber lens

shades for their cameras. Only television photographers doing postgame interviews will have access to locker room areas.

**Locker Rooms:** In accordance with NBA policy, both locker rooms are open to members of the media during pregame for a 45-minute period that ends 45 minutes before the scheduled game time. Postgame media availability follows a 10-minute cooling off period. Only working members of the press with the appropriate print or video credentials will be admitted to the locker rooms; no photo-only media will be allowed into the locker room. The Cavaliers locker room is located at the northeast corner of Quicken Loans Arena, while the visitors' locker room is located on the east side of Quicken Loans Arena.

**Cell Phone Use in Locker Room:** Per NBA policy, media members are not permitted to place cell phone calls in the locker room.

**Parking:** Full-season parking passes will be assigned by the Cavaliers Basketball Communications Team on a limited basis. For those media members who receive full season parking privileges, the media parking area will be located in the Gateway East Garage.

**Transportation:** There is public transportation via Rapid Transit Authority (RTA) to Quicken Loans Arena, with bus service to the arena, as well as RTA service (from Cleveland Hopkins Airport) to Tower City. There is a covered, underground walkway from Tower City to Quicken Loans Arena.

If you have any questions, please do not hesitate to contact the Cavaliers Basketball Communications Team at (216) 420-2350 (The Q) or (216) 420-2464 (Cleveland Clinic Courts).

## 2011-12 Cavaliers Media Seating

To find your seating location for the game, please see any one of the seating charts located throughout The Q. Seating charts are available outside the media workroom on Level 1, outside the media workroom in the 'high-bay' area located near the media dining area (northwest corner of the arena on Level 1), in each media seating section or from anyone on the Cavaliers Basketball Communications Team.

**To Section C126:** Access to this section is off the **fourth floor** of the arena. Head down the stairs in the vomitory marked C125/C126 and the seating area is in the first three rows of the section on the right.

**To Section 128:** Access to this section is off the **third floor** of the arena by entering the section 128/130 vomitory. The media section will be on your left. It is also accessible by taking the stairs up section 128 (off the floor) and then entering the section 128/130 vomitory on the **third floor**.

**To Section 130:** Access to this section is off the **third floor** of the arena by entering the section 128/130 vomitory. The media section will be in the top half of the section on the right. It is also accessible by taking the stairs up section 128 (off the event floor) and then entering the section 128/130 vomitory on the **third floor**.

One of the three elevators located on the **third and fourth floors** on the east side of The Q will be reserved for media. The elevators will be reserved for working media from two minutes before and after halftime and two minutes before and after the end of the game. Please show your credential to gain access to the elevator.



## Cleveland Cavaliers 2011-12 Television Coverage

### Cavaliers To Have Every Game Televised For Eighth Consecutive Season

For the eighth consecutive season, the Cleveland Cavaliers will have each of their regular-season games televised. FOX Sports Ohio will air all 66 regular season games and both of the preseason games. Five of the regular season games will be simulcast on WUAB TV 43. The FOX Sports Ohio schedule consists of 34 home games and 34 road games.

The Cavaliers are scheduled to appear on national television once: March 25th versus Phoenix.

Returning for his sixth year as play-by-play announcer on FOX Sports Ohio is 29-year NBA broadcast veteran Fred McLeod. He will be joined for all 68 games by "Mr. Cavalier" Austin Carr, now in his 14th season as television color analyst and Jeff Phelps, who will be reporting from the sidelines every game.

Cavaliers coverage on FOX Sports Ohio begins and ends with Cavaliers Live, the pregame and postgame show. For every home game, Cavaliers Live will be hosted by Phelps and Cavaliers Legend Campy Russell and will originate live from The Q. For all road games, Cavaliers Live will originate from the state-of-the-art FOX Sports Ohio studio in Broadview Heights and will be hosted by Dionne Miller and Russell.

FOX Sports Ohio reaches more than 4.5 million households in Ohio, Kentucky, Indiana, western Pennsylvania, western New York and West Virginia.

### Access Cavaliers

Do you want to feel like you're a member of the Cavaliers? Now there's a place to go... Access Cavaliers presented by Time Warner Cable on FOX Sports Ohio is the place. And it's not just another sports show.

It's total Cavaliers behind-the-scenes access that you can't get anywhere else. You'll get to know the players the way you've never known them before. Plus, we'll get you, the fans involved right here at The Q.

Join host, Fred McLeod, along with Ryan, Ahmaad, Scott, Olivier, "Mr. Cavalier" Austin Carr and the rest of the Access Cavaliers team as they'll make you feel a part of the Wine and Gold. Access Cavaliers...Fridays at 2:30, and before or after selected CAVS Telecasts, only on FOX Sports Ohio!



Miss an episode? Just head to [www.cavs.com](http://www.cavs.com) to catch up or you can visit us at [www.accesscavaliers.com](http://www.accesscavaliers.com).

## 2011-12 Cleveland Cavaliers Radio Network

Cleveland Cavaliers fans will be able to follow the club all season long on the 16-station Cavaliers Radio Network. All 66 regular season games, as well as the two preseason games and all playoff games will be aired live. Fans can also access all games via NBA.com and sign up for the NBA League Audio Pass.

The flagship station for Cavaliers basketball is 50,000-watt News Radio WTAM 1100. Returning as the Akron outlet for the 23rd season is AM 1590 WAKR.

John Michael will begin his first season as play-by-play announcer and will be joined by Cavaliers Legend Jim Chones, who will be back for his second season as color analyst. Returning for his 20th year is Mike Snyder, who will be studio host for pregame, halftime and postgame shows. Producer and locker room reporter Scott Zurilla is back for his 18th year.

Each broadcast on the Cavaliers Radio Network begins with "The Tip-Off Show," an inside look at the upcoming game. Hosted by Snyder, the show airs 30 minutes prior to game time. It is a comprehensive look at what is happening around the NBA, including interviews, highlights, game reports, injury updates and a preview of the Cavaliers game with Head Coach Byron Scott and John Michael.

Following each game broadcast, fans can participate in the "Verizon Wireless Call-In Show." Snyder will be joined by either Chones or former NBA player Brad Sellers to provide game analysis, along with final stats and highlights. Fans will hear comments from players in both locker rooms, Coach Scott's postgame press conference, live reports and highlights from other games around the league, as well as comments from Cavaliers fans everywhere. The Verizon Wireless Call-In Show numbers are (216) 420-2700 and 1-800-474-8255.

Fans can also hear the "Kaiser Permanente Byron Scott Show," every Thursday from 7-8 p.m. on News Radio WTAM 1100 and the Cavaliers Radio Network. The "Coach Scott Show" offers fans the chance to talk to the Cavs Head Coach, and hear from players and others in the Cavs front office, newsmakers around the NBA, and other special guests.

Also, every Monday through Friday morning at 8:25 a.m., fans can listen to host Bill Wills and Snyder on WTAM 1100 for the Cavs Daily Update. They will be joined on Mondays, Wednesdays and Fridays by John Michael, Cavalier Legends Jim Chones, Austin Carr and Campy Russell. On Tuesdays and Thursdays, Coach Scott and General Manager Chris Grant will appear with Wills and Snyder. Michael will also host the daily "Cavaliers Update", which is broadcast mornings on the rest of the Cavaliers Radio Network and features the latest news on the Cavaliers, including game recaps, previews and other NBA features.

### 2011-12 Cavs Radio Network

CITY	CALL LETTERS	FREQUENCY	CITY	CALL LETTERS	FREQUENCY
Akron	WAKR	1590 AM	Lima	WWSR	93.1 FM
Ashtabula	WFUN	970 AM	Lorain/Elyria	WEOL	930 AM
Canton	WHBC	1480 AM	Marietta	WMOA	1490 AM
Cleveland	WTAM	1100 AM	McConnellsville	WJAW	100.9 FM
Columbus	WBNS	97.1 FM	Norwalk	WLKR	95.3 FM
Conneaut/Geneva	WYBL	98.3 FM	Painesville	WABQ	1460 AM
Dover/New Phil	WJER	1450 AM	Wooster	WQKT	104.5 FM
Fostoria	WFOB	1430 AM	Youngstown	WBBG	106.1 FM

## Cavs.com

- Exclusive editorial content featuring Cavs.com Beatwriter Joe Gabriele and The Optimist
- Most comprehensive coverage of Cavaliers games including the live TV Companion
- Best access to exclusive video features, highlights and live press conferences
- Easiest way to get your Cavaliers tickets and merchandise
- Cavs fans from 224 different countries and territories worldwide visited cavs.com last season



## CavFanatic.com

- The official team sanctioned social network site for the Cavs fans is presented by Verizon Wireless
- All new design for the 2011-12 season!
- Over 30,000 CavFanatics have joined the online community to date
- The only place to interact with the biggest variety of Cavaliers personalities including Joe Gabriele, Fred McLeod, Austin Carr, the Cavalier Girls, Scream Team, Moondog, Ahmaad, Nicole and more!
- Extremely active fan forums with wide variety of discussion
- Fan generated content including blogs, photos and videos
- Personalized profile pages including a fan hub showing friend activity
- Exclusive contests, promotions and theme nights just for CavFanatics



## Cavs on Facebook and Twitter

- Close to 800,000 fans "Like" the Cavaliers official Facebook page at facebook.com/cavs
- Over 75,000 fans follow @cavs on Twitter.com
- Follow Cavs personalities including players on Twitter.
- Check twitter.com/cavs for the most updated lists of verified accounts
- Access to great promotions and "Tweetstakes" all year long
- The best way to get instant updates from the team



## Cavaliers Media Services Website

The Cleveland Cavaliers developed the NBA's first website specifically for media covering the team. The site (<http://extranet.cavs.com/media>) features easy access to audio files from Cavaliers practices and games, press releases, stories written about the Cavs and news around the league and daily media availability times. It also has links to the Cavs media guide, player headshots and team logos, statistics, information on the team's player development center, Cleveland Clinic Courts and much more.

## NBA Media Central

The Media Central Web site (<http://mediacentral.nba.com>) is designed specifically for journalists covering the NBA. It is a password-protected site that is restricted to media who regularly cover the NBA. Membership to the site includes easy access to box scores, team games notes, archive of press releases sorted by team and by date, NBA news archives, week-by-week team and league statistics, credential applications and biographies of referees and league executives. The site is updated continuously to provide up-to-the-moment information to keep you on top of the league's news.

**Not yet a member, to preview the site, please go to:**

- <http://mediacentral.nba.com>.
- Type nbamedia in both the user name and password fields to preview the site.
- This will grant you 48-hour access, during which time you can officially register.
- Once you are a member, fill in your personal log-in information below for handy reference.

User name: \_\_\_\_\_ Password: \_\_\_\_\_

**Already a member, please go to:**

- <http://mediacentral.nba.com>.
- Type in your member name and password.
- Click on the Login link.
- If you forgot your member name and/or password, there are links on this page to have the system send you that information.

## **Fred McLeod**

### **Television Play-By-Play Announcer**

Fred McLeod begins his 29th season of NBA play-by-play. This is Fred's sixth consecutive season as the Cavaliers television play-by-play voice on FOX Sports Ohio, and seventh overall as he served in the same capacity for the team during the 1979-80 season. McLeod also spent 22 seasons as the television voice of the Detroit Pistons.

In addition to his play-by-play duties, Fred provides fans behind-the-scenes access on Cavs.com with daily updates and interviews and hosts Access Cavaliers presented by Time Warner Cable on FOX Sports Ohio, the team's official, weekly television show.

A local television anchoring veteran, McLeod first returned home to Cleveland to spend four years at WJW, where he also took on play-by-play duties with the Indians and Cavaliers. In Detroit, McLeod hosted the locally acclaimed "Sports Final Edition," a half-hour weekly sports wrap show on WDIV in Detroit. Throughout his career, McLeod has served as the play-by-play voice of Detroit Tigers for four seasons and the Detroit Lions for seven seasons, in addition to handling numerous college assignments.

The Strongsville, OH native graduated from Point Park University in Pittsburgh where he pitched in the NAIA College World Series in St. Joseph, MO. McLeod then began his TV career two weeks later at KQTV in St. Joseph. McLeod later took his broadcasting skills to WSTV in Steubenville, OH as well as KPIX in San Francisco. He was also inducted into the Elizabeth-Forward High School Hall of Fame and is also a proud recipient of the prestigious Silver Circle Award, in recognition of lifetime achievement in television. This award is given by the National Academy of Arts and Sciences.

Fred and his wife, Beth, reside in Bay Village, where she spent part of her childhood. Both are avid runners, competing in the Detroit and Phoenix marathons. Fred has three grown children, Sean, Jenna and Molly.



## **Austin Carr**

### **TV Color Analyst/Pregame Host** **Director of Community and Business Development**

Austin Carr begins his 14th season as a TV color analyst for Cavaliers Basketball on FOX Sports Ohio. Carr joins play-by-play announcer Fred McLeod to provide insight and critical analysis during all Cavaliers games.

After a standout career with the Cleveland Cavaliers from 1971-80, Carr rejoined the Cavaliers in the front office in June 1991 as the Director of Community and Business Development. He is responsible for generating new business from Northeast Ohio corporations with a particular focus on smaller companies and minority organizations. Beginning in 1997, Carr became the full-time color analyst for the team's telecasts on WUAB and the Cavaliers Television Network.

Carr played the first nine of 10 seasons in the NBA with Cleveland before stints with Washington and Dallas.

He ranks second among the Cavaliers' All-Time leaders in field goals made (4,272) and field goals attempted (9,480). Carr is fourth on the Cavaliers' All-Time list in scoring (10,265), fifth in games played (635) and sixth in minutes played (19,003).

Carr was the first player chosen in the 1971 NBA Draft, following a brilliant college career at Notre Dame where he averaged 34.5 points per game and was a two-time All-American and currently holds the record for most points in an NCAA Tournament game (61). He was elected to the National Collegiate Basketball Hall of Fame class of 2007. He was named to the NBA All-Rookie Team in 1972 and he represented Cleveland in the 1974 NBA All-Star Game. Carr was further honored when his number (34) was retired by the Cavaliers on January 3, 1981. In addition, Carr was selected to the Cavaliers' All-Time Starting Five as voted on by 32 members of the media in Northeast Ohio and the Cavaliers' All-Time Team as selected by the fans. The All-Time Starting Five and All-Time Team were selected in conjunction with the Cavaliers 30th Anniversary season of 1999-2000.

Always active in community affairs, Carr won the Walter Kennedy Citizenship Award after the 1979-80 season, which recognizes an NBA player or coach who makes substantial contributions to his community. He continues his charitable activities with the United Black Fund, the March of Dimes and the Center for Prevention of Domestic Violence. He is also the spokesperson for the Cavaliers "Read to Achieve" program, in addition to making numerous speaking engagements to youth groups. "Mr. Cavalier" is also a regular contributor to Access Cavaliers, making numerous public appearances where he talks with Cavs fans all over the community.

A single-digit handicap golfer, Carr is the proud parent of Jason and Ashley.





## **Jeff Phelps**

### **FOX Sports Ohio Host/Reporter**

Jeff Phelps begins his ninth season as the co-host of "Cavaliers Live," the Cavaliers pregame and postgame show on FOX Sports Ohio. Phelps also serves as sideline reporter during both home and road game telecasts.

Along with his Cavalier duties, Phelps has performed a variety of other duties with FOX Sports Ohio, including play-by-play of Mid-American Conference football and basketball games, play-by-play of Thursday Night High School Football, hosting Cleveland Indians pregame and postgame shows, and hosting Cleveland Browns, Ohio State football and Mid-American Conference programming. He is also currently the host and producer of a classic car television show, "Cruise-In." Phelps also works with Cleveland sports talk radio station, 92.3 The Fan, as co-host of the mid-day show.

Prior to joining FOX Sports Ohio in 2003, Phelps spent 15 years with WUAB-TV and WOIO-TV in Cleveland as a sports anchor-reporter. Phelps began his career in sports broadcasting at WAKR-TV-Radio in Akron. He then moved on to KJAC-TV in Beaumont, Texas, where he served as a sports anchor-reporter for five years.

A three-time Emmy award-winner for sports reporting, Phelps was named Ohio Sportscaster of the Year by the National Sportscasters and Sportswriters Association in 1994. He was a 2007 inductee into the Radio/Television Broadcasters Hall of Fame of Ohio.

A graduate of Kent State University, Phelps currently resides in Medina, Ohio with his wife, Gayle, and their three children.



## **M. Campy Russell**

### **Cavalier Legend**

#### **Director of Alumni Relations**

#### **FOX Sports Ohio Pregame & Postgame TV Analyst**

Campy Russell played 10 years in the NBA, including seven with the Cavs (1974-75 to 1979-80 and 1984-85) where he was an NBA All-Star in 1979. He played three seasons with the New York Knicks from 1980-83 and led the league in three-point field goal percentage (.439) in 1981-82. A long-time Cleveland fan-favorite, Campy was named to the Cavaliers' All-Time Team and remains in the Cavs' all-time Top 10 in six categories. He entered the 1974 NBA Draft as junior and was the eighth pick of the first round.

In 2002, Campy rejoined the Cavaliers to work with sales, community relations and youth basketball programs. In 2004, he helped develop and championed the Cavaliers annual Black Heritage Celebration, one of the most comprehensive cultural celebrations in the NBA.

Campy is now the Cavaliers' Director of Alumni Relations which helps engage former Cavs' players with the organization, the community and fans in general. He is also a proud member of the Cavalier Legends and leads and coordinates their activities and programs. This special group of former players are franchise ambassadors and stay active in the community and at Cavaliers' home games where they visit with fans, make special presentations and are involved in charitable fundraising. He also begins his sixth season of providing basketball analysis on the FOX Sports Ohio pregame and postgame show, "Cavaliers Live," after spending three seasons as the team's broadcast analyst on the WUAB TV 43 Cavaliers pregame and postgame show.

Campy is an alumnus of the University of Michigan, graduating with a Bachelor in Sports Management and Communications in 2000 and is a member of the university's Hall of Honor. He is the father of four daughters, Alex, Mandisa, Oyin and Saki and one son, Michael II.

## **John Michael** Cavaliers Play-By-Play Announcer



John Michael begins his first season as the play-by-play announcer of the Cleveland Cavaliers. He will broadcast all Cavaliers games on News Radio WTAM 1100 and the Cavaliers Radio Network, which covers most of the state of Ohio and parts of Pennsylvania.

John Michael has nearly a decade of pro sports play-by-play experience, most recently working with the NHL's Columbus Blue Jackets on FOX Sports Ohio as the television game host, in-game reporter, and contributor to the pregame and postgame shows. Prior to joining the Jackets, Michael was the "Voice of the Lake Erie Monsters", calling games on FOX Sports Ohio and WUAB-TV 43, and on the Monsters' radio flagship station, ESPN 850 WKNR. With the Monsters, he hosted the Monsters' radio show "Between the Pipes with John Michael" and authored the column "From the Perch" on the Monsters' website. Earlier in his career, Michael gained valuable play-by-play experience with the MSA Sports Network in Pennsylvania, broadcasting a variety of sports - including basketball, football, baseball, and soccer - and hosting sports talk shows.

Previously, Michael spent two seasons as the radio voice of the AHL's Springfield Falcons and two seasons with the ECHL's Johnstown Chiefs. Following his final campaign with the Chiefs, the Aliquippa, Pennsylvania native was named the 2004-05 ECHL Broadcaster of the Year. The honor capped a tremendous campaign for Michael in which he had been chosen to broadcast the 2005 ECHL All-Star Game for NHL Radio.

Michael has also served as a radio broadcaster for baseball's Hagerstown Suns, a then-minor league affiliate of the San Francisco Giants, in 2003. Additionally, he has taught as an Adjunct Professor of Broadcasting at Springfield College in Massachusetts, where the game of basketball was invented.

Prior to embarking on his broadcasting career, Michael earned a law degree, an MBA degree, and a mechanical engineering degree at the University of Notre Dame, all with cum laude honors, in an eight-year span. Following graduation from law school in 1998, he joined the prestigious Pittsburgh law firm of Kirkpatrick & Lockhart (now K&L Gates). There, he practiced law full time as a trial attorney specializing in construction law for over four years before beginning his broadcasting career.



## **Jim Chones**

### **Radio Analyst**

Jim Chones returns for his second season as the color analyst on the Cavaliers Radio Network and WTAM 1100, providing in-game commentary for all Cavs games, and postgame analysis following all home games. Jim will also appear every Wednesday morning at 8:25 a.m. on WTAM 1100 with Bill Wills and Mike Snyder for the Daily Cavs Update.

For the previous four seasons, Chones provided commentary and postgame analysis on the "Verizon Wireless Call-In Show", following most games on the Cavaliers Radio Network, and has participated in the Cavaliers Legends program.

Following his playing career, Chones spent 10 seasons as the color analyst for Cavaliers games on SportsChannel Ohio and the Cavs Television Network. He also serves as a college basketball analyst for ESPN and NBA analyst for FOX Sports Wisconsin's coverage of the Milwaukee Bucks.

Chones played with the Cavaliers for five seasons, including the "Miracle of Richfield" season in 1975-76, when he averaged a career-high 15.8 points per game while contributing 9.0 rebounds per contest. The former center is fifth on the list of all-time Cavaliers' rebounders with 3,790 boards and he is also fifth with 2,750 defensive rebounds. In April, 1991, he was chosen by Cavs fans as the center for the "Classic Cavs Team" covering the first 20 years of the Cleveland Cavaliers history.

Before joining the Cavaliers for the 1974-75 season, Chones played for two years in the American Basketball Association, for the New York Nets and the Carolina Cougars. He earned a NBA Championship ring with the Los Angeles Lakers in 1980 and after two years with the Lakers, he completed his NBA career with the Washington Bullets.

Chones played three seasons with the Marquette Warriors before turning pro. He was a starter on the United States squad in the 1972 Pan American Games.

Jim and his wife, Elores, who reside in Beachwood, are the parents of daughters, Kareeda and Kaayla, and of triplet sons, Kameron, Kyle and Kendall.



## **Mike Snyder**

### **Radio Network Studio Host**

Mike Snyder returns as the Cavaliers Radio Network Studio Host for the 2010-11 season, his 20th straight year in the position. Snyder will begin each Cavaliers Radio Network broadcast with the 30-minute "FirstMerit Tip-Off Show," a comprehensive look at what's happening around the NBA, featuring interviews, game reports, injury updates and a preview of the Cavaliers game with Head Coach Byron Scott and radio play-by-play announcer John Michael.

Following most games, Snyder also hosts a postgame report, the "Verizon Wireless Call-In Show," which features game analysis from co-host Jim Chones and special guests, a "Star of the Game" interview, final stats and highlights, players' comments from both locker rooms, portions of Byron Scott's postgame press conference, analysis from the Cavaliers broadcast team, live reports and highlights from other games around the league, as well as comments from Cavaliers fans in "38 states and half of Canada." The studio call-in numbers are (216) 420-2700 and 1-800-474-8255.

Snyder also serves as co-host of the "Kaiser Permanente Byron Scott Show", which airs every Thursday on News Radio WTAM 1100 AM and the Cavaliers Radio Network from 7:00-8:00 p.m.

Snyder is currently the Sports Director at News Radio WTAM 1100, where he provides updates during afternoons and evenings. Snyder is the studio host for the Browns Radio Network and has done the play-by-play for the Cleveland Browns preseason games for the last four seasons. He has also hosted "Countdown to Baseball" on the Cleveland Indians Radio Network and "Extra Innings" following Indians games on News Radio WTAM 1100.

Snyder has also been the past play-by-play television voice for University of Akron and Kent State University football and basketball, as well as the radio play-by-play voice for Cleveland Force soccer and Canton-Akron Indians baseball. In recognition of his distinguished career, Snyder was inducted into the Ohio Broadcasters Hall of Fame in November 2000.

Snyder and his wife, Janice, reside in Lakewood and are the parents of Jillian, Jonathan and Matthew.

## Tad Carper

### Senior Vice President/Communications



Tad Carper was promoted to Senior Vice President/Communications for the Cavaliers and Quicken Loans Arena organization in August of 2006. He was named Vice President of Communications in April 2003. In his position, Carper oversees all player, team and front office public relations, media service and communications elements, arena and special event public relations, corporate and business communications, websites, and community relations programs for the NBA's Cleveland Cavaliers, Quicken Loans Arena, Lake Erie Monsters and the Cavaliers' new NBA D-League team – the Canton Charge. In addition, Carper works closely with Dan Gilbert and the Cavaliers ownership group and the organization's executive leadership team on other special business projects, as well as the strategic business planning, positioning and operation of the team and organization.

Prior to becoming Vice President of Communications, Carper was the Vice President of Marketing for the then Cavaliers/Gund Arena Company from 1999 through the conclusion of the 2002-03 Cavaliers season. He led the re-branding process for the Cavaliers that involved the change in team colors, logos and uniforms (back to a "new expression of wine and gold") that was launched at the final game of the 2002-03 season.

For more than 20 years, Carper has held a variety of sports and entertainment industry sales, marketing, and communications positions. Immediately prior to joining the Cavaliers Operating Company, he was the vice president of sales and marketing for the Lansing (Michigan) Entertainment & Public Facilities Authority. Prior to that, Carper was a director for SMG, the organization that operates the Jacksonville (FL) Sports, Entertainment and Convention Facilities. He made key contributions to the successful renovation, grand opening and first two seasons of Jacksonville Municipal Stadium (home of the NFL's Jaguars), as well as the renovation of the Times-Union Center for the Performing Arts and the Veterans' Memorial Coliseum.

Carper, 49, holds a Master of Science degree in Sport Management from the University of Richmond (Virginia), as well as a Bachelor of Science degree in Business Administration from Shepherd College (West Virginia). He resides in Avon, Ohio with his wife, Ann, and their three children Madison (Madi), Clayton (Clay), and Elizabeth (Libby).

## Garin Narain

### Director of Basketball Communications



Garin Narain was promoted to the Cavaliers Director of Basketball Communications in October of 2011 after spending the previous season as the Basketball Communications Senior Manager. In his role, Narain oversees the day-to-day elements of the basketball communications team, including all team-related communications elements and media information resources, local, national and international interviews, statistical support and game-night staffing. He joined the organization in 2003 as a public relations coordinator.

Narain attended the University of Florida, graduating with honors in 2002 with a B.S. in Psychology and earning a minor in General Education. He served as sports editor for The Gator Times for nearly two years (Sept. 2000 – July 2002) before becoming sports editor at FYI Weekly in Gainesville, FL in August of 2002. At The Gator Times, Narain was a recipient of the 2001 Florida Press Association First Place award for Best Sports Page/Section in Better Weekly Newspaper Contest as well as the recipient of the 2001 Florida Press Association Third Place award for Best Sports Commentary/Column in Better Weekly Newspaper Contest.

He and his wife, Ellen, reside in Rocky River.

## Joe Gabriele

### Cavaliers/Cavs.com Beat Writer



Joe Gabriele started as the beat writer for the Cleveland Cavaliers' official website, "cavs.com," in August 2003. Gabriele is responsible for the site's overall content including game recaps, feature articles, Cavaliers Daily and acts as editorial consultant for "The Optimist."

Before joining the Cavaliers in 2003, Gabriele served as both newsdesk and team sites editor for the NBA in New York and New Jersey. Prior to working for the NBA, he was a managing editor at Professional Sports Publishing, also in New York. He has written for national and local publications such as HOOP Magazine and the Downtown Tab.

Gabriele is a graduate of Cleveland State University and enjoys painting and biking in his free time.



## Jeff Schaefer

### Basketball Communications Coordinator

Jeff Schaefer was promoted to Cavaliers Basketball Communications Coordinator in November of 2010. Schaefer's duties include writing game notes and press releases, assisting with the coordination of media requests for interviews with players, coaches and general managers, coordinating credentials and seating for media and hiring and training of the seasonal assistants and interns.

Prior to joining the Basketball Communications team, Schaefer spent one year with the Cavaliers organization as the Corporate Communications Coordinator. He started with the Cavs as the Basketball Communications Game Night Assistant in 2006 and then spent the next two seasons as the department's seasonal assistant.

A native of Elyria, Ohio, Schaefer attended the University of Toledo where he earned his B.A. degree in communication.



## Amanda Petrak

### Director of Communications Operations and Service

Amanda Petrak moved into the role of Director of Communications Operations and Services in 2010. In this role, she oversees all the media-related operational elements for the corporate and basketball communications teams and website and community relations teams, handles all public relations for community relations efforts, serves as a producer and collaborates with the Cavs web team for new team-related web content on [cavs.com](http://cavs.com) and [cavfanatic.com](http://cavfanatic.com), and provides internal communications resources and

training for the Cavaliers and Quicken Loans Arena organization.

Petrak spent six seasons (2004-10) as the Basketball Communications Director for the Cavaliers and one (2003-04) as the team's Public Relations Manager. While in those roles, she was responsible for the operational elements of the basketball communications team, as well as facilitating the requests of the local, national and international media.

Petrak returned to her hometown of Cleveland, Ohio when she rejoined the Cavaliers in October of 2000, after starting her professional career at the former Gund Arena in 1997.

Prior to joining the Cavaliers public relations staff, Petrak spent three years as the Director of Public Relations for the Cleveland Rockers in the WNBA.

Previous to rejoining the Rockers, Petrak was named Media Relations Manager for the Miami Sol in January of 2000. She also spent time as the Public Relations Assistant and Assistant Director of Public Relations for the Detroit Pistons and the Detroit Shock, respectively.

A graduate of St. Bonaventure University, Petrak earned her degree in journalism/mass communications. She also played four years of varsity basketball for the Bonnies.



## Phyllis Salem

### Corporate Communications Director

Phyllis Salem begins her 25th season with the Cleveland Cavaliers, which started at the Richfield Coliseum in 1987 as director of arena public relations. With the team's move to downtown Cleveland in 1994, she was promoted to corporate communications director.

Salem and the corporate communications team is responsible for the off-the-court informational communications and support for the Cavaliers and Quicken Loans Arena, which includes marketing, ticket sales, corporate sales, business and other organizational initiatives. Other areas of focus include internal communications, arena and special event publicity, customer service and media relations.

Over the past 24 years, Salem has been involved in many areas of the Cavaliers and Quicken Loans Arena's growth to becoming one of the top NBA teams and sports and entertainment facilities in the country. Prior to her career with the Cavaliers, Salem spent seven years in Houston, Texas as promotional copywriter for KRIV-TV and then at CBS affiliate KHOU-TV as director of on-air promotion before returning to her hometown of Cleveland, Ohio.

Salem holds a Bachelor of Arts in public relations/ journalism and marketing from Kent State University.

## Cavaliers Traveling Media



**Jason Lloyd**  
Akron Beacon Journal



**Bob Finnan**  
The News-Herald



**Mary Schmitt Boyer**  
Cleveland Plain Dealer



**Steve Barto**  
FOX Sports Ohio



**Brent Valenti**  
FOX Sports Ohio



**Tom Reed**  
Cleveland Plain Dealer



**Bob Zink**  
FOX Sports Ohio



**Dan Sevic**  
FOX Sports Ohio

## 2011-12 Cavaliers Stat Crew

Chuck Broski . . . . . Crew Chief	Bob Maver Sr. . . . . Timer
Steve Schur . . . . . Stats Technical Coordinator	John Oleksy . . . . . Stat Distribution
Chad Broski . . . . . Head Scorer	Larry Kletecka . . . . . Stat Distribution
Steve Bullock . . . . . Statistician	Jay Kletecka . . . . . Stat Distribution
Dan Price . . . . . Statistician	Tom Bochenek . . . . . Game Night Assistant
Elie Thomas . . . . . Statistician	Jon Farren . . . . . Game Night Assistant
Bob Maver Jr. . . . . Statistician	John Krepop . . . . . NBAE Videotaping
Edward Kostyack . . . . . Timer	Todd Krepop . . . . . NBAE Videotaping
Drew Haney . . . . . Timer	

## National Basketball Athletic Trainers Association

### NBATA Mission Statement

The National Basketball Athletic Trainers Association (NBATA) is a professional organization of highly skilled certified athletic trainers who provide specialized health care and critical support services to the athletes and organizations of the National Basketball Association.

Our members are committed and uniquely qualified to:

- Lead the management and practice of exceptional health care;
- Provide continuing education to our members;
- Provide education and conduct basketball-related sports medicine research to benefit our athletes, the National Basketball Association, and the National Basketball Athletic Trainers Association, and our communities;
- Uphold the athletic training profession's highest moral and ethical standards.

The NBATA is dedicated to enhancing the professional stability of its members by maintaining an atmosphere of trust, support, motivation and involvement.

For more information about the National Basketball Athletic Trainers Association or for detailed injury descriptions, please visit: [www.nbata.com](http://www.nbata.com).



Eight teams in each conference qualify for NBA Playoffs 2012. The first four seeds in each conference will continue to be given to the three division winners and the team with the next best regular season record, but these four teams will now be seeded in order of their regular season records. The remaining four teams are ranked Nos. 5-8 according to their won-lost records. The team with the better regular season won-lost record has homecourt advantage in each round of the playoffs.

## NBA Playoffs Determining Ties for Playoff Position

In order to break a tie for playoff positions, if one exists at the end of the regular season, the following criteria will be utilized in the order set forth:

**TWO-WAY TIES**

- a. Results of games against each other.
- b. Better winning percentage within own division (only if tied teams are in same division).
- c. Better winning percentage within own conference.
- d. Better winning percentage against playoff opponents in own conference (including teams that finished the regular season tied for a playoff position).
- e. Better winning percentage against playoff opponents in opposite conference (including teams that finished the regular season tied for a playoff position).
- f. Better point differential between offense and defense.

**MORE THAN TWO TEAMS TIED**

- a. If applicable, division champions must be determined first.
- b. Better winning percentage in all games among the tied teams.
- c. Better winning percentage against teams in own division (only if all tied teams are in same division).
- d. Better winning percentage against teams in own conference.
- e. Better winning percentage against teams eligible for playoffs in own conference (including teams that finished the regular season tied for a playoff position).
- f. Best point differential between offense and defense.

Note: If a multiple team tie is reduced to a two-team tie at any point using the above criteria, the two-team tie will be resolved in accordance with the existing two-team tie procedure.

## National Basketball Association Key Dates

<b>December 22</b>	NBA Preseason ends	<b>April 29</b>	NBA Early Entry Eligibility Deadline (11:59 p.m. ET)
<b>December 24</b>	Rosters set for NBA Opening Day (6 p.m. ET)	<b>May 14-15</b>	Conference Semifinals begin (possible move up to May 12 or 13)
<b>December 25</b>	Start of the 2011-12 NBA Season	<b>May 28-29</b>	Conference Finals begin (possible move up to May 26 or 27)
<b>December 25–January 6</b>	Kia Motors NBA Tip-Off '11	<b>May 30</b>	2012 NBA Draft Lottery
<b>February 6</b>	10-day contracts may now be signed	<b>June 12</b>	2012 NBA Finals begin (possible move up to June 10)
<b>February 10</b>	All contracts are guaranteed for the remainder of the season	<b>June 18</b>	NBA Draft Early Entry Entrant Withdrawal Deadline (5:00 p.m. ET)
<b>February 24-26</b>	2012 NBA All-Star Game (Orlando)	<b>June 26</b>	Last Possible Date for The Finals
<b>April 11–14</b>	Portsmouth Invitational Tournament (Portsmouth, VA)	<b>June 28</b>	2012 NBA Draft
<b>April 26</b>	Regular Season ends	<b>July 1-10</b>	2012 Moratorium Period
<b>April 27</b>	Rosters set for 2012 NBA Playoffs, 3 p.m. ET	<b>July 11</b>	NBA Teams May Begin Signing Free Agents
<b>April 28</b>	2012 NBA Playoffs begin	<b>July 27–August 12</b>	2012 Summer Olympics (London, England)



## 2011-2012 Season Tickets

Include benefits such as...

### *The Q Event Hotline*

Immediate access to the popular Quicken Loans Arena Event Hotline for priority access to purchase tickets to Q concerts and events.

### *Flash Seats*

Flash Seats, the preferred method of ticket management for the Cavs and The Q, offers you: ease and convenience of entering The Q, flexibility to transfer your seats, the only official marketplace to buy and sell your tickets and no concern with fraudulent tickets.

### *Flexible Payment Options*

Opportunity to extend your payments over the course of the summer.



Seat Location	PRICE PER SEAT
Gold Center Sections	\$6,920
Baseline Straight Sections	\$6,204
Huntington Bank Club Seat Sections	Refer to Club Seat Agreement
VIP Club	Refer to Club Seat Agreement
VIP Club Lounge & Table/Bar	Refer to Club Seat Agreement
100-Level Curve Sections Upper Clubs	\$4,224
Arena Curve Sections	\$2,992
100-Level Baseline Sections	\$2,948
100-Level Baseline Sections	\$2,816
100-Level Baseline Sections	\$2,150
Loudville Center Sections	\$2,150
Loudville Center Sections	\$1,540
Loudville Curve Sections	\$1,100
Loudville Curve Sections	\$748
Loudville Baseline Sections	\$396

\*This label represents the package price per seat for a 40 game package