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THE TICKER

## Skating lands clean at NBC

April 24, 2007

The U.S. Figure Skating Championships is no longer in danger of losing its TV audience.

NBC Sports and U.S. Figure Skating announced a three-year partnership Monday that will run through the 2010 Vancouver Olympics. NBC will televise two events, Skate America and the U.S. championships. The deal features 10 hours of event coverage, nine of which will be live, and includes changes to the format schedule at nationals so that all finals (the top skaters in ladies, men, pairs and ice dance) will be on the weekend and shown live.

"It's almost like creating their own Final Four of figure skating," NBC Sports & Olympics chairman Dick Ebersol said in a teleconference Monday.

The 2008 U.S. Championships will be held in January at the Xcel Energy Center in St. Paul, Minn. Coverage of the event will include seven live hours of senior competition, with three hours in primetime plus an extra hour of the exhibition.

NBC Sports' coverage of Skate America, which will be held Oct. 26-28 in Reading, Pa., will feature a live, two-hour telecast on Sunday, Oct. 28, the last day of the event. The free dance final and ladies' long program will be contested that day.

"The most interesting story we have today is happening in ice dance," Ebersol said.



By Jo-Ann Barnas

### Roast Swanson on menu

Norm Swanson, a basketball star at the University of Detroit in the 1950s, will be "roasted" at 6 p.m. Saturday at the St. Nicholas Banquet Center in Troy.

Swanson was a much-loved sales and marketing executive with the Stroh Brewery Co. for over 30 years until his retirement. It was at Stroh's that he made his reputation in the Detroit community, helping to raise thousands of dollars for the Goodsports Foundation, a local charitable organization helping many families unable to help themselves. Many of Detroit's most famous sports figures and broadcasters were part of this organization. "Norman was the leader of this effort and brought us all together," Hall of Fame Lion Joe Schmidt said. "As one of the first Goodsports recipients, it's fitting now that Norm's roast will raise even more funds for the Goodsports Foundation."

Swanson is a member of the U-D sports Hall of Fame.

Tickets for the roast are \$75 per person. For more information, contact Tom Fox at [tfox@cmprofit.com](mailto:tfox@cmprofit.com).

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