

DREAM JOB

SPORTS YOUR LIFE? MIGHT AS WELL MAKE IT YOUR LIVELIHOOD, TOO.

JOHN HERNANDEZ, CEO & PRESIDENT, PLAYER PRESS

MAJOR Criminal Justice

SALARY \$25K-six figures

HOURS PER WEEK 75-100

THE GOOD John Hernandez and his company, Player Press, build custom websites such as ericwinston73.com for pros like Texans tackle Eric Winston (below, right). "It's a pleasure to work with these guys," he says of his 40-plus clients. "Especially when they break news on a site we built for them."

THE BAD Athletes have a lot of things on their minds, and posting often isn't one of them. "It's hard to reach guys, especially in the off-season," Hernandez says. "They're busy at camps or charity events—you know, stuff we'd want to promote on their sites."

THE ENTRY Before becoming a new-media dynamo, Hernandez worked in book publishing. He hatched the idea of PP with former Giants fullback and longtime friend Jim Finn; Hernandez provided the publishing know-how, Finn the contacts. When NFL agent Drew Rosenhaus began to encourage his clients to create their own sites, the Press was there to answer the call. —NEIL JANOWITZ

TO WATCH THE WEB FOLK IN ACTION, GO TO ESPN.COM AND SEARCH "DREAM JOB"



FANS SPEAK OUT

OUR OCCASIONAL POLL OF APPROXIMATELY A DECENT NUMBER OF SPORTS FANS, CALLED RANDOMLY AT THE MOST INCONVENIENT TIMES.

THIS SURVEY'S TOPIC **NFL 2009**

51% expect the Broncos to stage a teamwide sit-in sometime before Week 8.

27% insist Steve Spagnuolo can fix the Rams D—as soon as he gets five or six Giants to defect.

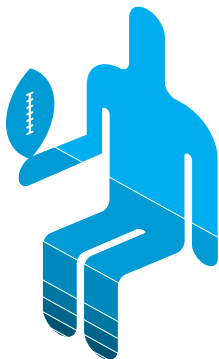
10% would sit in a dunk tank over scorpions and battery acid if Vince Young were the thrower.

5% don't get why Derek Anderson and Brady Quinn would willingly compete for the Browns' QB job.

4% scoff that the Wildcat is soooooooooooooo 2008.

3% have begun referring to the Niners offense as Frank Gore plus 10.

.01% are Braylon Edwards and dropped the phone before being able to answer any questions.

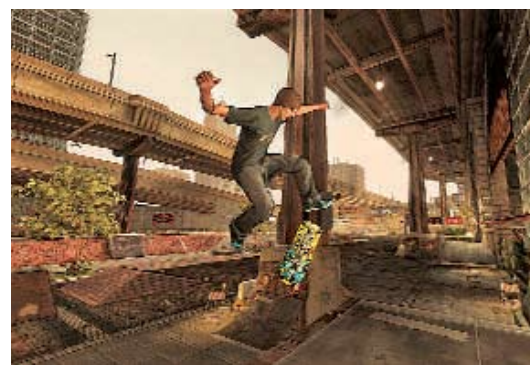


PLAY LIKE THE PROS ... VIRTUALLY

The Gamer



Skateboarding made Tony Hawk famous, but it's his video-game series that made him filthy rich: With more than \$1 billion in worldwide sales, Hawk's games are the top-selling action-sports franchise of all time. The Birdman is not content to rest on his lucrative laurels, though. Now he's teamed with developer Robomodo to offer **Tony Hawk Ride**, a wheelless skateboard peripheral (bundle cost: \$119.99) that supplants traditional



controllers. "I always wanted to do a board-based game," Hawk says, "but we needed to wait until the technology advanced enough to do it right." Infrared sensors on the board detect a gamer's foot and hand movements; spin the board on the rug and watch the on-screen skater spin too. Best part? "You can step off anytime you lose your balance," the forty-something, forever-teen says.

NO. 7, TAKE 2 EA Sports added Michael Vick to **Madden NFL 10** with a roster update on Aug. 19. Those jaiyard workouts couldn't maintain his ratings, though. Vick is down to a 73 overall despite remaining the fastest QB in the game (90 speed). —JON ROBINSON

THE LIST

NCAA'S TOP REVENUE MAKERS, 2007-08

YET STILL NOT ENOUGH TO PAY THE PLAYERS.

1. **TEXAS** \$120,288,370
2. **OHIO STATE** \$117,953,712
3. **FLORIDA** \$106,030,895
4. **MICHIGAN** \$99,027,105
5. **WISCONSIN** \$93,452,334
6. **PENN STATE** \$91,570,233
7. **AUBURN** \$89,305,326
8. **ALABAMA** \$88,869,810
9. **TENNESSEE** \$88,719,798
10. **OKLAHOMA STATE** \$88,554,438

Source: Sports Business Journal

