**SPORTSIMPACTS - TELEVISION AND WEBCASTS**

[The Pulse of St Louis - St Louis Cardinals Talk](http://www.kplr11.com/videogallery/65276255/News/Riche-Cardinal-Fan-Loyalty)

October 8, 2011; WB 11 - St Louis

After speaking with former Cardinal Jack Clark and WB 11's sports anchor Rich Gould, Shirley Washington speaks with Patrick about the loyalty of Cardinals fans, the economics of Albert Pujols, and whether Tony LaRussa will return to St Louis in 2012.

[Economic Implications of the Cardinals Playoff Run](http://www.fox2now.com/videobeta/?watchId=4ad5cded-b4b4-46bd-ba1b-0c97966f366f)

October 5, 2011; Fox 2 St Louis

Patrick speaks with Fox 2's Randi Naughton in front of Busch Stadium on the morning of Game 4 of the National League Division Series about the economic implications of the Cardinals playoff run for both the Cardinals and downtown businesses.

[The Economic Implications of Cardinals Playoff Baseball](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-cardinals-playoff-economics-20110930%2C0%2C2761499.story)

September 30, 2011; Fox 2 St Louis

After the Cardinals improbable run to the 2011 post-season, Patrick discusses the extra business to be earned by the Cardinals and downtown businesses.

[Decision on Conference Affiliation for the Missouri Tigers](http://www.fox2now.com/news/morningshow/ktvi-will-the-mizzou-tigers-move-to-the-sec-20110921%2C0%2C7819260.story)

September 21, 2011; Fox 2 St Louis

Patrick discusses what moves Missouri might make in light of the conference shuffle taking place in college athletics currently.

[Syracuse and Pittsburgh Leaving the Big East for the ACC](http://aol.sportingnews.com/ncaa-football/video/video1168067405001)

September 19, 2011; CineSport (AOL Sporting News)

Patrick discusses how the Big East will be impacted by the departure of Syracuse and Pittsburgh, as well as how these additions help the ACC.

[Business of St Louis Sports](http://www.fox2now.com/news/morningshow/ktvi-business-of-st-louis-sports-20110905%2C0%2C5205036.story)

September 5, 2011; Fox 2 St Louis

Patrick reviews the Cardinals season while previewing the Rams and Blues seasons.

[Miami Football Scandal and its Potential Impact Upon Mizzou](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-mizzou-sports-future-20110822%2C0%2C4938264.story)

August 22, 2011; Fox 2 St Louis

Patrick discusses how the Miami football scandal may have an impact on the Mizzou basketball team and its new coach.

[Will the NBA Lockout Cause the League to Miss Games?](http://www.dailymotion.com/video/xjnsea_90-nba-shortens-season_sport)

July 1, 2011; CineSport Media

CineSport's Noah Coslov speaks with Patrick about the likelihood that the NBA lockout will eventually force the league to miss games at the beginning of the 2011-12 season.

Will Albert Pujols Injury Impact His Future Earnings

June 21, 2011; KSDK Channel 5 St Louis

Patrick talks about how Albert's injured wrist could pose serious concerns for his future contract negotiations if his ability and power are limited due to the injury.

[Why Mark Cuban Should Buy the Dodgers](http://www.dailymotion.com/video/xj6t4k_nbc-wins-olympic-tv-rights_sport)

June 21, 2011; CineSport Media

CineSport's Noah Coslov speaks with Patrick about the financial turmoil surrounding the LA Dodgers, and why Mark Cuban seemingly would be a great fit as the next owner of that franchise.

[NBC Wins Olympic Bid, But Will It Pay Off?](http://www.dailymotion.com/video/xj6t4k_nbc-wins-olympic-tv-rights_sport)

June 7, 2011; CineSport Media

CineSport's Brian Clark turns to Sports Economist Patrick Rishe for a breakdown of NBC spending $4.38 billion to televise the Olympics from 2014-2020.

[Comparing the NBA and NFL Labor Issues](http://www.clicker.com/web/cinesport/nba-vs-nfl-lockout-1798286/)

May 19, 2011; CineSport Media

CineSport's Noah Coslov asks sports economist Patrick Rishe to compare the ongoing NFL lockout with a potential NBA lockout.

[Assessing the Most Powerful Sports Celebrities](http://www.clicker.com/web/cinesport/most-powerful-athletes-1798287/)

May 19, 2011; CineSport Media

CineSport's Noah Coslov asks sports economist Patrick Rishe for his thoughts on the Forbes list of the 100 most powerful celebrities.

[The Economic Impact of the NFL Lockout](http://www.clicker.com/web/cinesport/economic-impact-of-lockout-1695437/)

April 28, 2011; CineSport Media

CineSport's Noah Coslov and sports economist Patrick Rishe discuss what the NFL Lockout means for the league and its players.

[The St Louis Sports Scene: An Overview and Update](http://www.fox2now.com/videobeta/?watchId=7c062976-c7cf-4311-a82e-a2b5686873cd)

March 28, 2011; Fox 2 St Louis

Randi Naughton speaks with Dr. Rishe to preview the beginning of the Cardinals baseball season, Mike Anderson's departure from Missouri to Arkansas, Dave Checketts putting the Blues up for sale, and updates on the progress of the NFL lockout.

[State of St Louis Sports](http://www.fox2now.com/ktvi-patrick-rishe-the-state-of-st-louis-sports-20110302%2C0%2C763546.story)

March 2nd, 2011; Fox 2 St Louis

Dr. Rishe speaks with Randi Naughton of Fox 2 St Louis on a variety of St Louis sports business topics ranging from Albert Pujols' contract talks, the investor status of the St Louis Blues, the potential NFL lockout, and the economic benefit of the local Missouri Valley Conference Tournament.

["The Pit" - St Louis Sports Roundtable Discussion](http://www.ksdk.com/news/local/story.aspx?storyid=245119)

Feb 20, 2011; KSDK Channel 5 St Louis (NBC affiliate)

Dr. Rishe joins Host Frank Cusumano and panel guests Randy Karraker and Andy Strickland to discuss Albert Pujols, the NHL Blues dumping salary, and the NFL CBA discussions.

Albert Pujols Negotiations

Feb 20, 2011; Fox 2 St Louis

Charles Jaco talks to Dr. Rishe about the potential impact and consequences of the Cardinals retaining the services of Albert Pujols after the 2011 season when he becomes an unrestricted free agent.

[St Louis Fans Upset with Pujols and not Owners](http://www.fox2now.com/ktvi-pujols-contract-cardinals-fans-facebook-021711%2C0%2C6391674.story)

Feb 17, 2011; Fox 2 St Louis

Andy Banker talks to Dr. Rishe about the 'blame game' and how fans are starting to take sides in the Albert Pujols negotiations with the St Louis Cardinals.

[Economics of Albert Pujols and the St Louis Cardinals](http://www.kplr11.com/news/kplr-riche-pujols-economic-impact-021611%2C0%2C6812504.story)

Feb 16, 2011; WB 11- St Louis

Rich Gould interviews Dr. Rishe regarding whether Albert Pujols is worth $30 million per season, and whether the Cardinals can afford to let him go.

[Favre's Scandal and its Impact on His Future](http://www.fox2now.com/ktvi-brett-favre-sex-scandal-patrick-rische-101810%2C0%2C5974289.story)

October 18, 2010; Fox 2 St Louis

Dr. Rishe speaks with Fox 2 St Louis about the Brett Favre scandal.

[St Louis Restaurants and Hotels Suffer Along with Cardinals](http://www.fox2now.com/news/ktvi-big-weekend-for-cardinals-090310%2C0%2C1179767.story)

September 3, 2010; Fox 2 St Louis

Dr. Rishe discusses how the Cardinals poor play will hurt downtown restaurants and hotels due to greater 'no shows' for Sept home games and a failure to make the postseason.

[Assessing the Rams Lease and Gauging Kroenke's Intentions](http://www.kmov.com/news/local/With-Kroenke-as-owner-will-the-Rams-be-moving-101693038.html)

August 27, 2010; KMOV 4 St Louis

Dr. Rishe analyzes the Rams current stadium lease and speculates on what it will take for the Rams to remain in St Louis.

[Will Stan Kroenke Break the Rams Lease with Edward Jones?](http://www.fox2now.com/news/ktvi-kroenke-rams-dome-future-082510%2C0%2C3260832.story?track=rss)

August 25, 2010; Fox 2 St Louis

Dr. Rishe discusses the challenges facing the St Louis Rams and new owner Stan Kroenke in keeping the team in St Louis if the Edward Jones Dome fails to undergo significant renovations.

[Stan Kroenke Buys the St Louis Rams](http://www.ksdk.com/life/programming/local/tisl/story.aspx?storyid=213348&catid=97)

August 25, 2010; KSDK St Louis

Dr. Rishe talks about the new owner of the St Louis Rams, Stan Kroenke.

[Diversification in Indy Car Racing](http://www.fox2now.com/news/morningshow/ktvi-indy-races-052010%2C0%2C7421768.story)

May 19, 2010; Fox 2 St Louis

Dr. Rishe discusses the continued and perhaps growing presence of female drivers in auto racing in light of the fact that as many as 5 women may qualify for the upcoming Indy 500.

[St Louis Blues Seeking a New Majority Investor](http://www.ksdk.com/news/local/story.aspx?storyid=202045)

May 13, 2010; KSDK Channel 5 St Louis

Dr. Rishe discusses the implications for the St Louis Blues of losing their top investor due to increases in capital gains taxes.

[Tiger Talk; Cardinals Opening the Season; Donovan McNabb](http://www.fox2now.com/news/morningshow/timezell/ktvi-patrick-rishe-tiger-woods-masters-040510%2C0%2C107984.story)

April 5, 2010; Fox 2 St Louis

Dr. Rishe chats with Kevin Steincross on the Tim Ezell Show on a variety of topical sports issues.

[March Madness and Manager Dilemmas...Do You Let Your Employees Bet on the Big Dance](http://www.ksdk.com/video/default.aspx#/March+Madness+impacts+work+productivity/72681649001)

March 18, 2010; NBC KSDK St Louis

Dr. Rishe talks about the money Tiger has lost in endorsements, as well as the long road he has in recovering both on and off the golf course.

[Can Tiger Regain his Endorsement Cache?](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-tiger-masters-031710%2C0%2C5081029.story)

March 17, 2010; Fox 2 St Louis

Dr. Rishe talks about the money Tiger has lost in endorsements, as well as the long road he has in recovering both on and off the golf course.

[Are There Positive Morale Effects Associated with Worker Participation in NCAA Bracket Pools](http://www.fox2now.com/news/morningshow/ktvi-ncaa-bracket-morale-patrick-rische-031510%2C0%2C217390.story)

March 15, 2010; Fox 2 St Louis

Dr. Rishe addresses the idea that worker participation in March Madness brackets can, contrary to popular believe, boost worker productivity.

[U.S. Hockey, Gatorade and Tiger, and Mark McGuire Talk](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-sports-030110%2C0%2C2343445.story)

March 1, 2010; Fox 2 St Louis

Dr. Rishe discusses numerous current sports business topics, including US Hockey's near miss in Vancouver, Gatorade dumping Tiger, and Jay McGuire's new book.

[The Impact of Tiger Woods; Winter Olympics Discussion](http://www.fox2now.com/news/morningshow/ktvi-tiger-woods-patrick-rishe-022210%2C0%2C6065201.story)

February 22, 2010; Fox 2 St Louis

Dr. Rishe spoke about 2 topics...first, his perspective on how well Tiger Woods did with his apology...second, a discussion of how the Olympics will impact Vancouver and why St Louis is not a viable Olympic destination.

[Charles Jaco Report: Khan's Purchase of Rams and Stadium Issue](http://www.fox2now.com/news/jaco/ktvi-jacoreport-rams-stadium-marijuana-021310%2C0%2C3661062.story)

February 13, 2010; Fox 2 St Louis

Dr. Rishe talks with Charles Jaco regarding how Khan's bid for the Rams may impact stadium issues associated with the lease on the Edward Jones Dome.

[Rams Potential Sale; The State of NASCAR](http://www.fox2now.com/news/morningshow/ktvi-rams-sale-patrick-rishe-021210%2C0%2C1628265.story)

February 12, 2010; Fox 2 St Louis

Dr. Rishe assesses the state of the Rams franchise in light of sales talks with a potential new owner from Urbana, IL.  There was a secondary discussion, in light of the upcoming Daytona 500, of how NASCAR has fared in light of the down economy.

[Reviewing the Career of Kurt Warner](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-warner-pujols-020110%2C0%2C1921508.story)

February 1, 2010; Fox 2 St Louis

In light of Kurt Warner's retirement from the NFL, Dr. Rishe reviews Warner's career and impact on St Louis.

[How Will Matt Holliday's Signing Impact Cardinals Fans?](http://www.fox2now.com/news/ktvi-holliday-cardinals-ticket-prices-010610%2C0%2C591162.story)

January 6, 2010; Fox 2 St Louis

In light of the Cardinals signing Matt Holliday to a multiyear contract worth $120 million, Charles Jaco interviewed Dr. Rishe regarding how this signing will impact Cardinals fans, and what risks the Cardinals are taking in making this investment.

[Sports Business Year in Review](http://www.fox2now.com/news/morningshow/ktvi-year-in-st-louis-sports-122909%2C0%2C3013758.story)

29-December-09; Fox 2 St Louis

Dr. Rishe reviewed the year in sports business, focusing on the All-Star Game in St Louis, a year of athletes behaving badly and its impact on sports sponsorships, and other topics including ticket pricing in the NBA, NFL blackouts, and a dip in pro sports attendances across the board.

[Marshall Faulk Possibly Joining Rams Ownership](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-rams-rush-faulk-101609%2C0%2C3229803.story)

16-October-09; Fox 2 St Louis

Dr. Rishe discusses the prospects of Marshall Faulk possibly joining the Rams ownership bid of Dave Checketts.

[Rush Limbaugh, Al Sharpton, and the St Louis Rams](http://www.fox2now.com/news/morningshow/ktvi-rush-limbaugh-rams-patrick-rische-101309%2C0%2C5709801.story)

13-October-09; Fox 2 St Louis

Dr. Rishe addresses the controversy surrounding Rush Limbaugh's reported interest in owning a partial stake in the St Louis Rams, and the criticisms being levied by players and social activists alike.

[Big Weekend for St Louis Sports](http://www.fox2now.com/news/morningshow/ktvi-rams-cards-blues-patrick-rishe-100809%2C0%2C2236410.story)

8-October-09; Fox 2 St Louis

On the morning of a big St. Louis sports weekend featuring the Blues home opener, Game 2 between the Dodgers-Cardinals, and murmurs regarding Rush Limbaugh's interest to buy the Rams, Dr. Rishe weighs in on the business angle of these topics.

[Showdown between DirecTV and Versus](http://www.fox2now.com/news/morningshow/ktvi-patrick-rishe-blues-direct-tv-dispute-092909%2C0%2C2835376.story)

29-September-09; Fox 2 St Louis

Dr. Rishe discusses the showdown between DirecTV and Versus that has temporarily booted Versus from being shown on DirecTV because of pricing and placement issues.

[Will the NFL Lock Out or Strike in 2011 Due to Today's Economy](http://www.fox2now.com/news/morningshow/ktvi-nfl-money-labor-patrick-rishe-091509%2C0%2C968241.story)

15-September-09; Fox 2 St Louis

With the economy impacting the NFL and with the owners and union not in agreement on updating its CBA, Dr. Rishe analyzes the likelihood that the league would lock out or strike prior to the 2011 season.

[NFL Blackouts for the 2009 Season](http://www.fox2now.com/search/dispatcher.front?page=1&target-site=site&Query=Rishe&target=article&t=w&p=1)

2-September-09; Fox 2 St Louis

Dr. Rishe discusses the reasoning behind the NFL's blackout rule and how prevelant blackouts may be in 2009 both in St Louis and league-wide.

[Cardinals Late-Season Push and its Impact on the Local Economy](http://www.fox2now.com/ktvi-cards-fever-playoff-hopes-082509%2C0%2C3325118.story)

25-August-09; Fox 2 St Louis

Dr. Rishe talks about how the Cardinals strong performance in August may impact ticket sales in September, as well as how post season play may impact the downtown economy.

[On and Off Ice Success of the St Louis Blues](http://www.fox2now.com/ktvi-blues-rebirth-hockey-041409%2C0%2C1893515.story)

15-April-09; Fox 2 - St Louis

Dr. Rishe discusses how the organizational structure and patience of Blues management has paid dividends for the Blues and stands out as an example of how strong leadership can improve the performance of any business.

[The Economic Impact of the St. Louis Cardinals and Amateur Sports](http://www.fox2now.com/news/morningshow/)

7-April-09; Fox 2 - St Louis

Dr. Rishe speaks with Randi Naughton of Fox 2 news to discuss the economic impact of the Cardinals, and the importance of amateur sporting events for the image and prestige of St. Louis as a 'destination city' for sporting events.

[The Economic Impact of the St. Louis Cardinals](http://www.kmov.com/video/sports-index.html?nvid=349386&shu=1)

6-April-09; KMOV Channel 4 - St Louis CBS Affiliate

Dr. Rishe conducts an extended 14 minute interview on how the economy is impacting the St. Louis Cardinals, and why the Cardinals may mean more to its city's economy than any other professional sports team in the country.

[Competitive Bidding Wars for Amateur Sports](http://www.fox2now.com/news/morningshow/)

23-March-09; Fox 2 St Louis

Dr. Rishe spoke of the recent trends in the bidding on amateur sporting events and where St Louis stands comparatively to other cities and states when it comes to receiving public funding for these bids.

[The Financing of Ballpark Village and Fallout of Revised Plans](http://www.fox2now.com/news/jaco/ktvi-jaco-report-032209%2C0%2C7595152.story)

The Jaco Report; Fox 2 St Louis...21-March-09

Dr. Rishe spoke with Charles Jaco about how the Ballpark Village plan has morphed into the present situation, talked about other cities that have dealt with similar situations, and offered speculation regarding when the project might be completed.

[How the Economy is Impacting the Cardinals and Ballpark Village](http://www.fox2now.com/news/morningshow/)

20-March-09; Fox 2 St Louis

Dr. Rishe talked about how the floundering economy forced the Cardinals hand in delaying construction of Ballpark Village..

[Impact of March Madness on School's Visibility](http://www.fox2now.com/news/morningshow/)

17-March-09; Fox 2 St Louis

Dr. Rishe discussed how competing in March Madness can boost a school's visibility and enhance both athletic and academic quality.

Salaries of College Coaches and Administrators

24-Feb-09; Fox 2 St Louis

Dr. Rishe discusses the legitimacy of college football and basketball coaches outearning high-level college administrators in light of the Jim Calhoun salary debate in a post-game press conference.

A-Rod's Worth to the Yankees

17-Feb-09; Fox 2 St Louis

Dr. Rishe discusses how Alex Rodriguez's value to the New York Yankees has been forever altered, and he also talks about how the latest steroid revelations will impact the demand for the sport in general...and how Cardinals' fans are impacted by the continued news of steroids in the sport.

[Endorsement Repurcussions for Michael Phelps](http://www.kmov.com/video/topvideo-index.html?nvid=327923)

2-Feb-09; KMOV TV (St Louis CBS Affiliate)

Dr. Rishe discusses the potential fallout for Michael Phelps in the aftermath of his photos involving marijuana.  Impact upon current and future endorsements are discussed.

[Super Bowl Ad Spending](http://www.fox2now.com/ktvi-expectationslowforthisyear-8199234%2C0%2C6798709.story)

7-Jan-09; Fox 2 KTVI - St Louis

Dr. Rishe offers some insights on how companies are re-thinking the merits of advertising during the Super Bowl.

[Sports Economy Impacted by the General Economy](http://www.fox2now.com/ktvi-sportsteamscouldfeelfanre-8121955%2C0%2C1674179.story)

22-Dec-08; Fox 2 KTVI - St Louis

Dr. Rishe offers some insights on how companies are re-thinking the merits of advertising during the Super Bowl.

[The Economic Impact of Ballpark Village in St Louis](http://www.kmov.com/video/topvideo-index.html?nvid=240445)

29-Apr-08; KMOV-Channel 4 STL

Reporter Lisa Mando discusses the potential economic impact of Ballpark Village, the proposed mixed use development project located adjacent to the new Busch Stadium in downtown St Louis.  Lisa interviews Patrick Rishe for his perspectives on the matter.

[Changing the Image of the St Louis Cardinals](http://www.myfoxstl.com/myfox/pages/Home/Detail;jsessionid=79C970E6908C7C0556EC398446BB4CA9?contentId=5900289&version=1&locale=EN-US&layoutCode=VSTY&pageId=1.1.1&sflg=1)

28-Feb-08; KTVI - Fox 2 St Louis

In the aftermath of the arrest of former Cardinal Scott Spezio, Fox 2 asks Patrick Rishe how the team can address various public relations concerns in the hopes of circumventing negative financial impact on the team.

[The Future of the Rams Ownership](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=5604986)28-Jan-08; KTVI - Fox 2 St. Louis

With the passing of Georgia Frontiere, the St. Louis Rams ownership passes into new hands. Patrick Rishe, a sports economist expert from Webster University, joined us with what the future might bring.

[Mitchell Report's Affect on MLB's Bottom Dollar](http://www.myfoxstl.com/myfox/pages/Home/Detail;jsessionid=90291D3C9838CC3D6D8C200BC09AD49F?contentId=5217832&version=2&locale=EN-US&layoutCode=VSTY&pageId=1.1.1&sflg=1)

14-Dec-07; KTVI - Fox 2 St. Louis

Fox 2 in the Morning takes a look at the Mitchell Report and asks Sportsimpacts founder Patrick Rishe how the report will impact various teams and individuals in baseball.

[Mitchell Report: What's the Economic Impact](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=5213539)

13-Dec-07; KTVI - Fox 2 St. Louis

FOX 2's Chris Regnier spoke with sports economist and Sportsimpacts founder Professor Patrick Rishe who says the economic impact of the Mitchell Report comes down to image and endorsements, factors that will impact specific players much more than baseball itself.

[Mizzou Football and the Economic Impact](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=5049727)27-Nov-07; KTVI - Fox 2 St Louis

Chasing that championship: Mizzou is now number one in the AP Poll! The roar is restored. The effects will be felt on and off the football field. Sportsimpacts founder Patrick Rishe talks about the economic impact.

[Will Bonds Indictment Affect His Future?](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=4952900)
16-Nov-07; KTVI - Fox 2 St Louis

The indictment could effectively end Barry Bonds' career. He's a free agent this year and many teams may be inclined to stay away from a player under indictment. Patrick Rishe, a sports business expert and founder of Sportsimpacts, talks about Bonds.

[Rams Game Blacked Out Sunday: Is Deal Still Good for STL?](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=4549100)
4-Oct-07; KTVI - Fox 2 St Louis

The Rams game Sunday will not be televised in St. Louis because the game isn't a sell-out. The 0-and-4 Rams moved to St. Louis 13 years ago. They continue to receive taxpayer assistance as part of the relocation deal. So, after 13 years, is the deal good or bad for taxpayers?  Sportsimpacts founder Patrick Rishe discusses.

[Do Bad Sports Team Make a City Unattractive?](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=4486716)
28-Sep-07; KTVI - Fox 2 St Louis

It's not quite October yet and some St. Louis sports fans have already turned their attention to hockey! Sportsimpacts founder Patrick Rishe talks about the affect sports teams could have on economics.

[The Beckham Craze](http://www.myfoxstl.com/myfox/pages/ContentDetail?contentId=3784557)
16-Jul-07; KTVI - Fox 2 St Louis

It's not quite October yet and some St. Louis sports fans have already turned their attention to hockey! Sportsimpacts founder Patrick Rishe talks about the affect sports teams could have on economics.

[Celebrity Endorsements](http://www.webster.edu/depts/business/index_gallery.php?page=about_sbt/news.php&faculty=patrick_rishe&id=062207_rishe_on_the_money)6/22/2007; CNBC -- On the Money

Tiger Woods' role with Buick was reduced as GM felt he was not helping the Buick brand.  Sportsimpacts founder Patrick Rishe comments on how companies try to wrestle with how to best use their celebrity endorsers.

Could St Louis Host a Super Bowl?
1-Feb-07; KTVI - Fox 2 St Louis

Patrick Rishe speaks with Fox 2 in the Morning to discuss whether St Louis would ever be considered as a Super Bowl host city.