



MEDIA



# HEAT MEDIA SERVICES



**Tim Donovan**  
*Vice President of  
Sports Media Relations*



**Rob Wilson**  
*Director of  
Sports Media Relations*



**Michael Lissack**  
*Assistant Director of  
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**Nick Maiorana**  
*Sports Media  
Relations Assistant*



**Corey Sobers**  
*Sports Media  
Relations Intern*

## GENERAL

As the Miami HEAT enters its 21st NBA season, the team appreciates the coverage and support from the South Florida, national and international media. We look forward to working with you once again this year. In an effort to provide a quality work environment, the HEAT has established the following media information and guidelines.

## AMERICAN AIRLINES ARENA

The American Airlines Arena mailing address is 601 Biscayne Boulevard, Miami, FL 33132. It is located just north of Port Boulevard and Bayside Marketplace and east of Biscayne Boulevard across from a Miami landmark, the Freedom Tower. Arriving via I-95 take I-395 east to the Biscayne Boulevard exit, make a right at the second light on to Biscayne Boulevard and the arena will be on your left on 8th Street.

## CREDENTIALS

HEAT media credentials, issued through the team's Sports Media Relations department, or an NBA season pass, issued by the NBA Public Relations Department, are required for admission to games in the American Airlines Arena. Working media personnel, both regionally and nationally, are welcome at HEAT games. There are two types of HEAT media credentials available: media and photo.

All credential requests must be approved by both the HEAT and the NBA in order to gain entrance. All credential requests (season and single-game) must come from the sports director or editor of your media outlet and be delivered on company letterhead to the attention of Rob Wilson at the HEAT Sports Media Relations Department. Those requests may be mailed, e-mailed to [rwilson@heat.com](mailto:rwilson@heat.com) and [nmaiorana@heat.com](mailto:nmaiorana@heat.com) or faxed to 786-777-1615. All requests from foreign and international media outlets must go directly to Rachel Walsh ([rwalsh@nba.com](mailto:rwalsh@nba.com)/212-407-8058) of the NBA International Public Relations Department and must be received at least three business days prior to the requested game. A credential request does not constitute a credential approval and it is the responsibility of the media outlet requesting a credential to call Nick Maiorana in the HEAT Sports Media Relations Department at 786-777-1637 to confirm that the request was received and to verify whether it has been approved. A photo identification is necessary to pick up an approved credential. No credentials will be mailed.

In accordance with NBA rules, HEAT season credentials will be issued only to media members who cover 75 percent (approximately 30 games) of the HEAT's home games. Additionally, head shots are required for all season passes for identification purposes. All other approved requests will be single-game credentials. A single-game credential allows the same access and privileges as a season pass. Single-game requests are

due in the HEAT Sports Media Relations office no later than 5:00 p.m. the night before the requested game for games played Tuesday through Saturday and by 5:00 p.m. on Friday for games played on Sunday or Monday.

Credentials are to be worn in full view at all times, and once issued are the sole responsibility of the recipient and are non-transferable. In accordance with NBA rules, any person found with a credential other than their own will be escorted from the arena and the credential will be confiscated and revoked for the remainder of the season. Under NO CIRCUMSTANCES will that credential be returned.

## AMERICAN AIRLINES ARENA MEDIA ENTRANCE

Media covering a HEAT game in the AAA should enter the building through the Command Center, located at the southwest corner of the building (off Port Boulevard) next to the loading dock in the TV truck bay. This is where credentials can be picked up. The credential gate opens three and a half hours prior to the scheduled start of the game on weekdays and three hours on weekends.

## THE ROBES PATTON MEMORIAL PRESSROOM

The media workroom, named in memory of late HEAT beat writer Robes Patton, is located near the northwest corner of the building. Upon entering the media gate, proceed to the left past the court entrance and the Robes Patton Memorial Pressroom will be on your left. Admission to the workroom is granted with a HEAT game credential or NBA season pass only. There is a working area where media can file stories and will be provided with game information. Team statistics, news releases, media guides, game notes and out-of-town scores are available in the Robes Patton Memorial Pressroom. Wireless internet access is available as well.

## MEDIA DINING ROOM

Adjacent to the Robes Patton Memorial Pressroom on the northwest corner of the building is the Media Dining Room where food and drinks are provided to the media at a cost of \$5.00. ALL media members (home, visiting or national) choosing to eat the pre-game meal will be required to pay the nominal fee with ALL proceeds being donated to the Robes Patton Memorial Fund. Receipts are available upon request. A hot meal will be served beginning three hours prior to the scheduled start time of the game and will shut down 30 minutes after the listed start time of the game. Snacks will be available beginning at halftime and will continue to be available through the end of the game. A HEAT media credential or NBA season pass is needed to gain access to the Media Dining Room.

## AMERICAN AIRLINES ARENA LOCKER ROOMS

The HEAT locker room, as well as the visiting team's locker room, is located off the same hallway as

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the Robes Patton Memorial Pressroom. Making a left out of the Robes Patton Memorial Pressroom or Media Dining Room, the visiting team locker room is located on the right (behind the visiting team bench) on the North side of the building. Continue down the hallway, past the Media Interview Room, as it wraps around to the right, the HEAT locker room is located on your left (behind the corner by the HEAT bench). As per NBA policy, access to the locker room is strictly limited to pre- and post-game only to media with appropriate credentials. Those credentials are limited only to media working the game. No still cameras or cell phones are allowed in the HEAT or visitors locker rooms.

## HEAT INTERVIEW PROCEDURES

Access to HEAT players is pre- and post-game only in accordance with NBA directives. Both the HEAT and visitors locker rooms will open 90 minutes prior to the scheduled start time of each game for a period of 45 minutes and will close 45 minutes prior to the scheduled start time. Media members are prohibited from entering the Ron Culp Training Room, HEAT Weight Room or Player Lounge. The HEAT Sports Media Relations Department is available to assist with pre-game interviews. HEAT Head Coach Erik Spoelstra will hold a pre-game press conference 105 minutes prior to the scheduled game time (5:45 p.m. for a 7:30 p.m. game) in the Media Interview Room.

After the conclusion of games and the NBA mandated 10-minute "cool down" period, HEAT players are available for media interviews. These sessions are conducted inside the team locker room and valid HEAT credentials with locker room access are required for admittance. HEAT Head Coach Erik Spoelstra is available to the media in the Media Interview Room, located down the hall from the HEAT locker room.

## AMERICAN AIRLINES ARENA MEDIA SEATING

In American Airlines Arena, press seating is available on the sidelines (both court side and at the top of the lower bowl) and in the Upper Press Level. Members of the media, whether they have a season pass or a single-game pass, who would like a press seat must request one with the HEAT Sports Media Relations Department by 5:00 p.m. the day preceding the requested game (5:00 p.m. Friday for a weekend or Monday game). Press seating will be assigned for each game. The HEAT asks that media personnel consult seating charts located in the Robes Patton Memorial Pressroom, the Media Dining Room and in the seating areas to locate their seats. If your name does not appear on the seating chart and you have a credential, you are welcome to watch the game from the Upper Press Box, pressroom or dining room. Seating is based with priority going to media outlets that regularly cover the HEAT or their opponents on a daily basis, national outlets that cover the NBA on a daily basis and outlets which cover the HEAT on a weekly basis. You will be asked to move if you are found to be sitting in a seat that is not assigned to you or your outlet.

## RADIO AND TELEVISION BROADCASTS

Visiting team broadcasters coming to American Airlines Arena should plan to request statisticians well in advance of a particular game. Please contact Rob Wilson (rwilson@heat.com, 786-777-4466) to arrange for a statistician. This enables the HEAT Sports Media Relations Department time to provide the best available statisticians. The HEAT Sports Media Relations staff will be available to assist in arranging pre- and post-game interviews for broadcasts, as well. Media outlets needing a room to shoot interviews and any special requests should contact Rob Wilson as soon

as possible, at least 24 hours prior to game time, because space is limited.

## PHONE LINES/INSTRUMENTS

The HEAT provide a limited number of complimentary phones and phone lines for the media to use in the Robes Patton Memorial Pressroom with availability coming on a first-come, first-served basis. Media outlets wanting their own dedicated phone lines, either courtside or in the Robes Patton Memorial Pressroom, should contact Tony Coba (tcoba@heat.com, 786-777-1216) or Jose Martin (jamartin@heat.com, 786-777-1228) in the HEAT IT Department by 5:00 p.m. the night prior to the requested game (5:00 p.m. on Friday for a weekend or Monday night game).

## INTERNET ACCESS

Wireless internet access is provided free of charge to media members in the Robes Patton Memorial Pressroom. Media members who prefer a hard wire connection should contact Tony Coba (tcoba@heat.com, 786-777-1216) in the HEAT IT Department, a minimum of 48 hours prior to the scheduled start time. The charge for a hard wire connection for media and team-direct orders is \$125 for a single-event or a monthly rental fee of \$275. Wireless internet access is not available in the main bowl of the American Airlines Arena.

## PHOTOGRAPHERS

Photographers, both print and electronic, wishing to cover a particular HEAT game should request credentials no later than 5:00 p.m. the night before the scheduled game (5:00 p.m. Friday for a weekend or Monday night game). Photographers work from assigned positions at each baseline and under the baskets. The sidescourt space in front of the scorer's table and on the opposite sideline, is off limits, except for television camera crews approved by the NBA. Photographers must remain stationary and stay on the apron along each baseline, at least four feet off the court at all times. Photographers are also not allowed to shoot from the Upper Press Level or public walkways throughout the arena without approval from the HEAT Sports Media Relations Department. Under no circumstances are flashbulbs permitted during games. In accordance with NBA rules and to reduce the risk of injury to players, rubber lens shades are REQUIRED for all still photographers, broadcasters, news and entertainment video and film crews who are authorized to shoot NBA games. Rubber lens covers are available by contacting:

Roberts Distributors, Inc.  
255 S. Meridian Street  
Indianapolis, IN 46225  
(800) 726-5544

Any requests for strobe equipment at HEAT games must come to Rob Wilson at the HEAT Sports Media Relations Department for approval. There is limited availability for strobes and if approved will cost the media outlet granted permission to shoot on the strobes \$400 per game.

## PARKING

The HEAT has a limited amount of media parking available, both on a season and single-game basis. Media parking is sold at a reduced rate of \$10 per game and the media parking lot is located across the street at Bayside Marketplace. Media members in need of parking should contact the HEAT Sports Media Relations Department with as much advance notice as possible to purchase a pass in the media parking lot. In addition to the media parking lot, there are 15,000 parking spaces within a 15-minute walk of the AAA.

# HEAT MEDIA SERVICES

## MEDIA PACKETS

Informational packets are prepared and delivered for media that stay in Miami-area hotels. Media should make the request 48 hours prior to the scheduled game if they would like to receive a packet. Media packets include game credentials, game notes, league statistical leaders, press releases and recent feature clips.

## AUTOGRAPHS

Seeking autograph items or souvenir items from players or coaches is strictly prohibited and subject to forfeiture of credential. Media members are also prohibited from taking personal photos with players or coaches.

## AMERICAN AIRLINES ARENA ACCESS

To reiterate, media personnel need HEAT game credentials or NBA season passes for access to American Airlines Arena, as well as the Robes Patton Memorial Pressroom, Media Dining Room, court-side, the locker rooms and interview areas. Credentials are non-transferable and must be requested no later than 5:00 p.m. the day before Tuesday through Saturday games or by 5:00 p.m. on Friday for a game on Sunday or Monday. It is the media outlet's responsibility to follow up with a call to confirm the request has been received and approved. Thank you for your cooperation. We look forward to seeing you at the American Airlines Arena.

## MIAMI HEAT ALL-TIME BROADCAST TEAMS

- 1988-89:** Sam Smith (TV & Radio play-by-play), Eric Reid (TV & Radio analyst), Sarvelio Del Valle (Spanish Radio)
- 1989-90:** Sam Smith (TV & Radio play-by-play), Eric Reid (TV & Radio analyst), José Pañeda (Spanish Radio)
- 1990-91:** Sam Smith (TV & Radio play-by-play), Eric Reid (TV & Radio analyst), José Pañeda (Spanish Radio)
- 1991-92:** Eric Reid (TV & Radio play-by-play), Dave Wohl (TV & Radio analyst), José Pañeda (Spanish Radio)
- 1992-93:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), David Halberstam (Radio), José Pañeda (Spanish Radio)
- 1993-94:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Dave LaMont (TV court-side reporter), David Halberstam (Radio), José Pañeda (Spanish Radio)
- 1994-95:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Dave LaMont (TV court-side reporter), David Halberstam (Radio), José Pañeda (Spanish Radio)
- 1995-96:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Dave LaMont (TV court-side reporter), David Halberstam (Radio), José Pañeda (Spanish Radio)
- 1996-97:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Dave LaMont (TV court-side reporter), David Halberstam (Radio), José Pañeda (Spanish Radio)
- 1997-98:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Dave LaMont (TV court-side reporter), David Halberstam (Radio play-by-play), Ed Pinckney (Radio analyst), José Pañeda (Spanish Radio)
- 1998-99:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Dave LaMont (TV court-side reporter), Mike Inglis (Radio play-by-play), Ed Pinckney (Radio analyst), José Pañeda (Spanish TV & Radio)
- 1999-00:** Eric Reid (TV play-by-play), Jack Ramsay (TV analyst), Mark Jones (TV court-side reporter), Mike Inglis (Radio play-by-play), Ed Pinckney (Radio analyst), José Pañeda (Spanish TV & Radio)
- 2000-01:** Eric Reid (TV play-by-play), Ed Pinckney (TV analyst), Mark Jones (TV court-side reporter), Mike Inglis (Radio), José Pañeda (Spanish TV & Radio)
- 2001-02:** Eric Reid (TV play-by-play), Ed Pinckney (TV analyst), Mike Inglis (Radio), José Pañeda (Spanish Radio play-by-play), Joe Pujala (Spanish Radio analyst)
- 2002-03:** Eric Reid (TV play-by-play), Mike Fratello (TV analyst), Ed Pinckney (TV & Radio analyst), Mike Inglis (Radio), José Pañeda (Spanish Radio play-by-play), Joe Pujala (Spanish Radio analyst)
- 2003-04:** Eric Reid (TV play-by-play), Mike Fratello (TV analyst), Tony Fiorentino (TV & Radio analyst), Mike Inglis (Radio play-by-play), José Pañeda (Spanish Radio play-by-play), Joe Pujala (Spanish Radio analyst)
- 2004-05:** Eric Reid (TV play-by-play), Mike Fratello (TV analyst), Tony Fiorentino (TV & Radio analyst), Jason Jackson (TV host/court-side reporter), Mike Inglis (Radio play-by-play), John Crotty (Radio analyst), Jorge Sedano (Radio pre- and post-game host), José Pañeda (Spanish Radio play-by-play), Joe Pujala (Spanish Radio analyst)
- 2005-06:** Eric Reid (TV play-by-play), Tony Fiorentino (TV analyst), Jason Jackson (TV host/court-side reporter), Mike Inglis (Radio play-by-play), John Crotty (Radio analyst), Jorge Sedano (Radio pre- and post-game host), José Pañeda (Spanish TV & Radio play-by-play), Joe Pujala (Spanish TV & Radio analyst)
- 2006-07:** Eric Reid (TV play-by-play), Tony Fiorentino (TV analyst), Jason Jackson (TV host/court-side reporter), Mike Inglis (Radio play-by-play), John Crotty (Radio analyst), Jorge Sedano (Radio pre- and post-game host), José Pañeda (Spanish TV & Radio play-by-play), Joe Pujala (Spanish TV & Radio analyst), Raul Striker, Jr. (Spanish TV host/court-side reporter)
- 2007-08:** Eric Reid (TV play-by-play), Tony Fiorentino (TV analyst), Jason Jackson (TV host/court-side reporter), Mike Inglis (Radio play-by-play), John Crotty (Radio analyst), Jeremy Marks-Peltz (Radio pre- and post-game host), José Pañeda (Spanish Radio play-by-play), Joe Pujala (Spanish Radio analyst)

# HEAT BROADCASTERS

**Eric Reid**

**TELEVISION PLAY-BY-PLAY ANNOUNCER**



Eric Reid is the lone remaining original member of the Miami HEAT broadcasting team and enters his 21st season of action with the HEAT.

Reid has broadcast 1,460 regular season HEAT games during the franchise's first 20 seasons, having joined the organization just prior to the team's inaugural season in 1988-89. Reid reached a career milestone on March 15, 2002 when he worked his 1,000th regular season broadcast as Miami took on the Nets in New Jersey. This season marks his 32nd broadcasting basketball and his 18th doing the play-by-play for the HEAT. Reid will describe the action for all regular season and postseason games carried on Sun Sports. He also serves as host for Sun Sports award-winning *Inside the HEAT* series.

Reid started with the HEAT as the color analyst, for three seasons on the team's simulcast, before switching to play-by-play duties in 1991, where he worked alongside Dave Wohl, a former HEAT assistant coach and general manager. For eight seasons (1992-00), Reid teamed with Hall-of-Fame coach, Dr. Jack Ramsay. The popular duo worked over 500 HEAT telecasts together. Reid has also teamed with former HEAT player Ed Pinckney (2000-03) and former NBA Head Coach Mike Fratello (2002-04). For the fifth straight year, Reid will be joined by another HEAT original, Tony Fiorentino, who was hired as an assistant coach in 1988 and has served the HEAT in a variety of roles since.

In addition to his basketball experience, Reid has 20 years of football work on his resume, including the Big East game of the week for two seasons on ESPN Regional, University of Miami games on both SportsChannel and Sunshine Network, Florida International University games on Sun Sports and WTVJ and Boston College contests on the New England Sports Network (NESN).

Prior to joining the HEAT, Reid spent 11 years as a college basketball broadcaster. For six years he was the radio voice of Providence College basketball, including the Friars' 1987 trip to the NCAA Final Four. Reid spent three years in Boston working for NESN and hosted both pre- and post-game shows for the Boston Red Sox. While at NESN he also did play-by-play for the Pawtucket Red Sox, the Red Sox AAA affiliate. He was also the host and writer for the syndicated weekly television show, "This Week in the Big East".

Reid, who in 2005 received the Outstanding Communicator award from St. Thomas University, began his broadcast career as the radio play-by-play voice of Cornell University football, basketball and lacrosse when he served as sports director at WHCU radio in Ithaca, New York. He has done play-by-play work with Brown University football, University of South Florida basketball and Big East basketball. In 1990 he called the NCAA Lacrosse National Championships for ESPN.

Reid is a 1979 graduate of Ithaca College and a native of Massapequa, NY. He resides in Boca Raton, with his wife Sonide and their three children, Phyllisia, Andrew and Dariel.



*Tony Fiorentino and Eric Reid, a pair of HEAT original employees, will form the broadcast team for the fifth consecutive season on Sun Sports.*

## HEAT BROADCASTERS



### Tony Fiorentino TV ANALYST

Tony Fiorentino, who has held a variety of positions within the HEAT organization since its inception in 1988, begins his sixth year as a regular member of the HEAT broadcast team. Fiorentino, who also serves as the HEAT's Summer Camp Director and writes a basketball column locally for *Unrestricted* magazine, will be teamed with Eric Reid as the color analyst on all HEAT Sun Sports TV games. Eric and Tony currently form the only broadcasting team in the NBA that has been employed by their team since its inception.

Fiorentino, who has previous broadcasting experience as an analyst on University of Miami basketball games, a fill-in analyst for the HEAT (1991-95) and as a HEAT Insider on WAMI-TV, brings a wide array of coaching experience to his assignment. He arrived in Miami in 1988 and served as an assistant to Ron Rothstein for the HEAT's first three seasons. During that three-year period the HEAT increased its victory total each season. For three seasons from 1991-94, Fiorentino served as a scouting coordinator for the HEAT before returning to the sidelines in the middle of the 1994-95 season as an assistant coach under interim head coach Alvin Gentry. Fiorentino remained on the HEAT bench for four seasons (1995-99) as a HEAT assistant coach on Pat Riley's staff, helping Miami capture three consecutive Atlantic Division crowns from 1996-99. In 2000 he was re-united with Rothstein and served as the lead assistant coach for the Miami SOL of the WNBA in their three years of existence, helping the team earn a playoff berth in just its second season.

Prior to coming to Miami, Fiorentino served two years as an assistant coach for the men's basketball team at Iona College in New Rochelle, NY. He joined the Iona staff after eight successful seasons as head coach of the boy's basketball team at nationally renowned Mt. Vernon High School, where he led the school to New York Public School State Championships in 1979 and 1981 and compiled a 182-21 record. His teams won seven league titles and he earned Coach of the Year honors three times. When he resigned to become an assistant at Iona, Fiorentino had the highest winning percentage (.897) among all active high school basketball coaches in New York State.

After graduating from Dowling (NY) College in 1971, Fiorentino earned a Master's Degree in Counseling from the University of Bridgeport in 1975. Born in Mt. Vernon, NY, he currently resides in Key Biscayne.



### Jason Jackson TV HOST & COURTSIDE REPORTER

This marks Jason Jackson's fifth season as courtside reporter for HEAT telecasts on Sun Sports. Once again, he will also serve as pre-game, post-game and halftime host, joining Eric Reid and Tony Fiorentino on the HEAT television broadcast team. He also serves as a host for Sun Sports award-winning *Inside the HEAT* series.

Jackson, a three-time Emmy winner, is a versatile broadcasting veteran of over 18 years. He currently hosts radio shows on 790 the Ticket, and for three seasons (2004-2007), on both 790 the Ticket and 560 WQAM, Jackson hosted the post-game coverage for Miami Dolphins' radio broadcasts.

Prior to joining the HEAT, Jackson hosted *The Jax Show*, then a syndicated, afternoon drive, sports talk radio show, in southern New England.

From 1995-2002, Jackson was an anchor/reporter at ESPN. He anchored NBA 2Night, NBA Matchup and co-hosted ESPN Radio's Gameday. Jackson served as host for ESPN's coverage of the NBA All-Star Game and the NBA Finals from 1997-2002. He was also a regular contributor to SportsCenter and ESPN.com's NBA page.

Before joining ESPN, Jackson worked at WSVN-TV in Miami as a sports reporter/anchor from 1994-1995. Prior to that, he was news director, anchor and a talk show host at WFAL-AM and WBGU-FM in Bowling Green, OH from 1990-1994.

Jackson is a 1994 graduate of Bowling Green State University. He was born in Delaware, OH, and grew up in Cleveland, OH and later, Cincinnati, OH. He currently resides in the greater Miami area with his wife Shirelle and their two boys, Justin and Jordan.

## TV PRODUCTION CREW



**Ted Ballard**  
Executive Director



**Bob Hewitt**  
Associate Producer



**A.J. Speaks**  
Associate Director



**LaVaughn Wright**  
Associate Producer



**Benard Worrell**  
Video Editor

# HEAT BROADCASTERS

## Mike Inglis RADIO BROADCASTER

Veteran NBA radio announcer Mike Inglis enters his 11th season as the HEAT's English-language radio voice where he calls every pre-season, regular season and postseason HEAT game. The 2008-09 season will mark the 15th NBA season for Inglis.

Inglis' extensive experience includes two stints in the NBA prior to joining the HEAT. He began his NBA broadcasting career during the 1987-88 season calling Indiana Pacers games and was hired as the first radio play-by-play announcer of the Toronto Raptors in 1995, also broadcasting simulcast games on TV and radio. He also called all the action of the HEAT's sister team, the Miami SOL in each of their three seasons.

Subsequent to his Pacers stint, Inglis remained with WIBC Radio in Indianapolis, serving as a sportscaster and morning show co-host and announcer on broadcasts of the NFL's Indianapolis Colts and the IHL's Indianapolis Ice on TV.

Inglis went to Canada in 1993, to become the first morning host on the country's first sports talk radio station, Toronto's "The FAN" Sports Radio. Inglis also called games for the NFL American Bowl, Canadian Football League, American Hockey League TV Game of the Week, North American Soccer League and the Ontario Hockey League.

Inglis, his wife, Maryellen and daughter Megan, reside in South Florida.



## John Crotty RADIO ANALYST

Former HEAT point guard John Crotty enters his fourth full season as the analyst on the HEAT radio network. The 11-year NBA veteran will once again team with Mike Inglis to analyze pre-season, regular season and postseason action. Crotty joined the HEAT broadcast team during the 2004-05 season, beginning with the HEAT's January 1 contest against the Charlotte Bobcats. In addition to his radio duties, Crotty has also been part of Sun Sports postseason television coverage in each of Miami's last three postseason appearances, conducting interviews and providing keen analysis.

Prior to joining the HEAT radio broadcast team, Crotty served as a radio analyst for the Florida International University men's basketball team. He also filled in as an analyst for the Golden State Warriors television network in a 2003 game in Miami.

During his career, Crotty played for seven different teams before retiring after the 2002-03 season. In addition to his stint with the HEAT, Crotty played for Utah, Cleveland, Portland, Seattle, Detroit and Denver. He appeared in 477 regular season games and averaged 4.0 points, 2.1 assists and 12.1 minutes while shooting 43.1 percent from the floor, 38.4 percent from three-point range and 83.7 percent from the foul line. During his lone season with the HEAT in 1996-97, he averaged 4.8 points, 2.1 assists and 13.7 minutes while shooting 51.3 percent from the floor, 40.8 percent from three-point range and 84.4 percent from the foul line in 48 games. He helped the HEAT earn its first trip to the Eastern Conference Finals appearing in 15 postseason contests. For his career he saw action in 36 postseason contests and averaged 2.0 points and 1.0 assists in 7.5 minutes.

In addition to his radio duties, Crotty sells commercial real estate for Colliers Abood Wood-Fay, where he is a senior vice president and partner in investment sales. He graduated from the University of Virginia in 1991 with a history degree, and he and his wife, Kara, are the parents to two daughters, Cassie and Connor. They currently reside in Coral Gables.



## Jeremy Marks-Peltz RADIO HOST

Jeremy Marks-Peltz enters his second year as the HEAT's pre-game, halftime and post-game radio host. Marks-Peltz is also the play-by-play voice for Florida International University football, the sports director of NewsRadio 610 WIOD and 940 WINZ, and is a talk show host on ESPN Radio 760 in West Palm Beach.

Prior to joining the HEAT, Marks-Peltz spent two seasons as the morning sports anchor and a talk show host at 790 the Ticket in Miami. He also has play-by-play experience in high school football and was the Director of Broadcasting and Media Relations for the Mid-Missouri Mavericks of the Frontier League in 2005. Marks-Peltz graduated from the University of Miami in May 2005 with a double major in broadcast journalism and political science.

He is single and resides in Miami.



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### José Pañeda SPANISH RADIO BROADCASTER

José Pañeda, the Spanish Voice (“La Voz”) of the Miami HEAT, enters his 20th season as the team’s Spanish language radio play-by-play announcer, broadcasting all Miami HEAT games this season on Univision Radio’s WQBA-1140 AM and WAQI-710 AM. An original HEAT employee, Pañeda is in his 21st year with the team.

In 1998, Pañeda made HEAT history as he broadcast the first ever Miami HEAT game on Spanish language television. In 2002, Pañeda once again made history by becoming the first NBA broadcaster ever to reach and announce 1,000 consecutive regular season games in Spanish. Pañeda has now broadcast 1,526 consecutive regular season games and all 106 playoff games in HEAT history which includes the 2006 NBA Championship.

In addition to his HEAT duties, Pañeda has been the Spanish language radio voice at the NBA Finals nine times, which have been broadcast in the United States and internationally through several networks including the NBA on ESPN Spanish Radio Network. Pañeda is also a veteran of 11 Spanish broadcasts of the NBA All-Star game.

In 1998, Pañeda was named by *Sports Illustrated* as one of the five fastest speaking announcers in the NBA.

For two consecutive summers, Pañeda was the host and play-by-play announcer for WNBA games broadcast on Gems Television to 21 countries in Latin America. In the summer of 1999, Pañeda was the play-by-play voice of basketball on Univision’s network coverage of the Pan American Games. Pañeda has also broadcast NBA games to TV viewers in most of Latin America through TNT Latino and provided play-by-play commentary for Fox Sports America. In 1992, Pañeda was the television color commentator at the Olympic qualifying Tournament of the Americas on Univision. He has also worked on English radio and television in Miami.

As Senior Advisor, Hispanic Broadcasting & Marketing, Pañeda is responsible for serving as the HEAT’s spokesperson in the Hispanic community and advising the HEAT Group with their efforts. This includes creating and implementing different plans to assist the Marketing, Public Relations, and Community Affairs departments. This is in addition to overseeing the Spanish radio and television broadcasts.

Born and raised in Miami, Pañeda is a graduate of Belen Jesuit Prep High School and Florida International University (’86). In 2008, Pañeda, a high school baseball and soccer letterman, was inducted into the Belen Jesuit High School Sports Hall of Fame with the first ever Lifetime Achievement award for his broadcast achievements. Pañeda and his wife, Ana, are the parents of twin boys, José Carlos and Alexander Eduardo. The Pañeda family resides in Miami and enjoys fishing in the Keys.



### Joe Pujala SPANISH ANALYST/HOST

Joe Pujala enters his tenth year overall and eighth consecutive, as the Miami HEAT’s pre-game, halftime and post-game co-host on all Spanish language broadcasts. Pujala has worked over 900 games with the Miami HEAT and in addition to providing analysis, he has interviewed numerous coaches, players, athletes, celebrities and dignitaries for his pre-game, halftime and post-game shows.

Pujala is also the Spanish voice of the University of Miami Hurricanes football broadcasts. He contributes regularly as a sports analyst for a number of South Florida Spanish language radio stations. He also writes a weekly Miami HEAT column in *Argentina Hoy*, a local Spanish language newspaper.

During the last 19 years, Pujala’s career has dealt mainly in the broadcast and advertising fields including managing the largest Hispanic radio group in South Florida. He has spent the last nine years working in the advertising agency business, and is President of Plan B Advertising, an award-winning full-service general and Hispanic-market advertising agency.

Pujala, a native Miamian, is a graduate of Barry University. He and his wife, Grace, reside in Kendall with their sons Brian and Bradley.

## TRAVELING MEDIA



**Ira Winderman**  
South Florida  
Sun-Sentinel



**Michael Cunningham**  
South Florida  
Sun-Sentinel



**Michael Wallace**  
Miami  
Herald



**Sarah Rothschild**  
Miami  
Herald



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**The Official Broadcast  
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*en español*



**MIAMI**  
**HEAT**

# MIAMI HEAT COMMUNITY AFFAIRS

As an extension of the NBA Cares initiative – the Miami HEAT is committed to positively dedicating time and support for the improvement of all South Florida residents, especially children and women at risk. It is our belief that as our fans and youth give to us, it is equally important that we give back to them.

## EDUCATIONAL PROGRAMS

### HEAT Academy – Presented by Carnival Cruise Lines

Recognizing the need for children to receive extra exposure to academics, particularly in reading, writing, math and science, the Miami HEAT has embraced the importance of providing children with the opportunity to have a free, quality after-school program in South Florida. Through the generous financial support of presenting sponsor Carnival Cruise Lines and additional sponsor Blue Cross and Blue Shield of Florida, and through a collaborative partnership with Miami-Dade County Public Schools, the Miami HEAT has teamed up to facilitate HEAT Academy at three local inner city schools: Paul Laurence Dunbar Elementary, Little River Elementary and Riverside Elementary. At HEAT Academy, students work on academics, get assistance with homework, have a safe place to be when their parents are not available, and most importantly, learn from positive role models who inspire kids to excel. HEAT players and employees frequently visit the classrooms and introduce their own lesson plans to the students. HEAT Academy operates the majority of the school year, Monday – Friday.

### Miami HEAT Learn & Play Center presented by Blue Cross and Blue Shield of Florida

The Miami HEAT along with Blue Cross and Blue Shield of Florida, have teamed up to create Learn & Play Centers throughout South Florida. As part of the program, the HEAT renovates an existing room into a HEAT-themed area with new paint, computers, furniture, books, audio/video equipment, games for children and other essentials necessary to transform the area into a place where children can retreat to and spend some time reading, working on their homework or playing in a safe and secure environment. To date, the HEAT has established Learn & Play Centers at five sites: Each of our three HEAT Academy schools – Paul Laurence Dunbar Elementary, Little River Elementary, and Riverside Elementary – as well as the Community Partnership for Homeless and most recently, Bucky Dent Gymnasium in Hialeah.

### HEAT Scholarships

In its 13th year, the Miami HEAT, in conjunction with the Miami HEAT Charitable Fund, offers \$10,000 in scholarship funds to high school seniors each year. Scholarship applications are available in December and recipients are awarded in May. Scholarships are awarded based on academic performance, outstanding community service and financial need. Scholarships include the following: Two (2) \$2,500 HEAT Academic Scholarships, one (1) \$2,500 Alec Kessler Student-Athlete Scholarship, and one (1) \$2,500 Dr. Jack Ramsay Scholarship (for a student pursuing a career in the field of Broadcast Journalism & Communications)



Shawn Marion helps a young HEAT fan play ping pong at the dedication ceremony for the HEAT's Learn & Play Center at Bucky Dent Gymnasium in Hialeah.

# MIAMI HEAT COMMUNITY AFFAIRS

## ATHLETICS

### HEAT Youth Basketball Presented by Gatorade & Blue Cross and Blue Shield of Florida

In an effort to help create champions on the court as well as off it, the Miami HEAT, Gatorade and Blue Cross and Blue Shield of Florida have teamed up to offer South Florida youth recreational basketball leagues a chance to feel the HEAT Experience. As a member of the program, participants are eligible to receive an exclusive HEAT Youth Basketball package and special HEAT and Gatorade offers. Select member leagues are also afforded the opportunity to gain excellent on and off-court basketball training and instruction on improving their basketball and teamwork skills from HEAT players and coaches at special basketball clinics.

### Shoot For the Stars Books & Basketballs Summer Clinics

Throughout the summer, the Miami HEAT facilitates complimentary basketball camps designed to offer children the opportunity to learn fundamental basketball skills and the importance of teamwork and good sportsmanship. Led by Miami HEAT Community Affairs Liaison Wali Jones, the clinics reach more than 2,000 children at inner city locations throughout South Florida. Shoot for the Stars has also included international visits to Puerto Rico, the Bahamas, Antigua, Trinidad, Jamaica and the Dominican Republic.

### Wheelchair Basketball

In conjunction with the Miami-Dade Parks' Leisure Access Services, the Miami HEAT offers support for the Miami HEAT Wheels, an adult wheelchair basketball team, and the HEAT Sparks, the junior wheelchair team, wherein players teach others how those with disabilities lead active and productive lives. The HEAT Wheels practice throughout the year and compete in local and regional matches while attempting to qualify for the National Wheelchair Basketball Tournament in February.

## OUTREACH

### HEAT Back to School

HEAT Players, Xtreme Team, Burnie and HEAT Dancers welcome back to school the students and teachers of a

local elementary school to help kickoff the school year. With a little encouragement from the HEAT players as they distribute school supplies to the children and the added excitement of the HEAT Experience, the event serves to alleviate any first day jitters the students might be feeling.

### HEAT Hispanic Heritage Month Event

With the largest Hispanic season ticket fan base in the NBA, the Miami HEAT continues to engage the Hispanic community, with an annual HEAT Hispanic Heritage Month Event during the month of October. In its third year, the event consists of a fun-filled day of festivities for the general public that includes interaction with HEAT Players, HEAT Dancers, the Xtreme Team and Burnie the mascot.

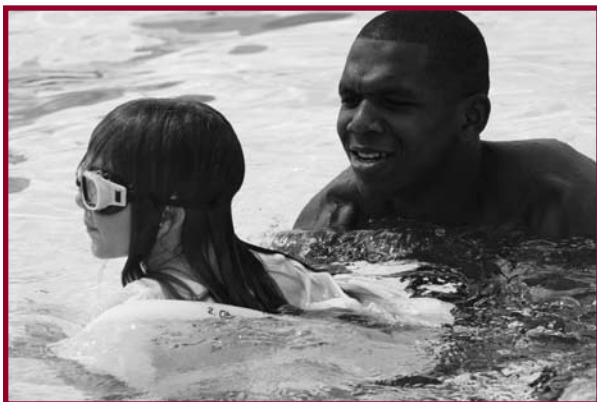
### HEAT Learn to Swim Presented by Blue Cross and Blue Shield of Florida

The Miami HEAT has teamed up with Blue Cross Blue Shield of Florida and the American Red Cross in an effort to stress the importance of water safety to children of all ages throughout South Florida. The HEAT "Learn to Swim" initiative emphasizes the need for parents and children to learn how to swim and be cautious in the water through numerous community appearances by HEAT players, Burnie and the HEAT Xtreme Team. Our HEAT April Pool's Day event officially serves to kickoff the swim season in South Florida. The event consists of a press conference and an interactive portion where HEAT players as well as HEAT Dancers join young swimmers in the pool for swim lessons under the direction & supervision of American Red Cross certified lifeguards. The HEAT also provides \$10 off swim lesson coupons redeemable at select American Red Cross pool locations.

### HEAT Season of Giving

The Miami HEAT players and staff ring in the holiday season each year with numerous festive celebrations and generous outreach efforts to help uplift the spirits of those in need. Programs include turkey giveaways during Thanksgiving, hospital visits to seriously-ill children, holiday parties and toy drives for local charities. During the holiday season, HEAT players work together to bring smiles and holiday cheer to those less fortunate, strengthening the connection between the beneficiaries during this most important time of year.

*Miami native James Jones takes an active role in his community and helped local children learn to swim and the importance of water safety as part of the HEAT's Learn to Swim program.*



MEDIA

# MIAMI HEAT COMMUNITY AFFAIRS



*As part of its Home Strong initiative the HEAT honor courageous men and women who serve in uniform for the United States Armed Forces before each home game. Above, Dwyane Wade and Udonis Haslem assist in honoring a pair of local heroes.*

## **Miami HEAT Visits, Item & Memorabilia Requests and Ticket Donations**

The Miami HEAT supports numerous organizations and events throughout the South Florida community. Through special visits, donations of sports memorabilia, game tickets, in-kind items and player/mascot/dancer appearances, as well as staff involvement and volunteerism, the Miami HEAT reaches out to the community on a year-round basis.

All requests for donated items and player appearances must be submitted in writing on organization letterhead at least eight (8) weeks prior to an event to the address listed below. Please include the date, time and location of the event and mail to:

Miami HEAT  
Community Affairs Department/Requests  
601 Biscayne Boulevard  
Miami, FL 33132

## **MIAMI HEAT CHARITABLE FUND**

Established in 1997, the Miami HEAT Charitable Fund supports programs for the betterment of at-risk families in South Florida. Beneficiaries include SafeSpace, a domestic violence shelter for women and children, the Jackson Memorial Foundation's Guardian Angels and Holtz Children's Hospital, and the Miami Coalition for a Safe and Drug-Free Community.

The Miami HEAT Charitable Fund also provides educational scholarships for high school seniors and partners with inner-city elementary schools to fund the HEAT Academy, which provides after-school tutoring and mentoring programs. Through these initiatives, the Miami HEAT Charitable Fund continues to inspire the youth of South Florida to envision their dreams and achieve their goals.

## **Miami HEAT Home Court for Kids Wing at Holtz Children's Hospital**

Holtz Children's Hospital at Jackson Memorial recently celebrated the dedication of its new state-of-the-art pediatric intensive care unit made possible by a joint donation of \$2.5 million by Carnival Cruise Lines and the Miami HEAT Charitable Fund. The redesigned facility currently lets parents play a more active role in their child's treatment and recovery. This ongoing partnership allows for more critically ill children to be treated in South Florida through cutting-edge medical care.

## **Home Strong**

Established in 2006, Home Strong is an ongoing program that salutes and honors the courageous men and women in uniform for their dedication to the United States Armed Forces. Pat Riley and the Miami HEAT created this initiative as a means of demonstrating support and paying tribute to our soldiers and veterans. Through various components, military personnel and their families who have returned back from Iraq and Afghanistan are honored and recognized for their service to the country.

## **Miami HEAT Family Festival**

The Miami HEAT Family Festival is a themed, interactive, carnival-like celebration in which HEAT players, coaches, celebrities and 250 families come together for a day of family and fun in an effort to raise vital dollars for local charities. In addition to the fanfare at the event, top restaurants from South Florida create a memorable dining "Food Court" extravaganza. The 12th Annual event will take place in the spring of 2009. In addition to this, the Foundation serves as host to the Annual Team Dinner & Concert. A date has yet to be determined for this signature fundraising event.

# MIAMI HEAT COMMUNITY AFFAIRS

## HEAT Scramble Golf Classic

The Annual HEAT Scramble Golf Classic has offered golfers an opportunity to tackle some of the most prominent golf courses around town, such as Don Shula's in Miami Lakes, the Blue Monster at the Doral Golf Resort and Spa and most recently, the Miccosukee Golf & Country Club. All proceeds benefit the Miami HEAT Charitable Fund.

## Miami HEAT Holiday Cards

This year, the true spirit of the holiday season is shared once again with family, friends and business associates by sending Miami HEAT Charitable Fund Holiday Cards. The net sales of the cards benefit the Miami HEAT Charitable Fund. All artwork for the card is created by the winner of a children's art contest. The contest is conducted during the summer months at the Miami HEAT Home Court for Kids Wing and Carnival Cares for Kids Center at Jackson Memorial Hospital.

## HEAT Wives Club

The Miami HEAT Wives Club, established in conjunction with the Miami HEAT Charitable Fund, consists of members including wives of active HEAT coaches, players and select senior executive management. The group works closely together with the Miami HEAT Charitable Fund in support of the South Florida community through activities including the organization of various fundraising efforts, the Annual SafeSpace Holiday Outreach initiative and other numerous hours of volunteer contributions.

## Wali Jones

### COMMUNITY AFFAIRS LIAISON

Ask thousands of South Florida's successful public school graduates to list their sources of inspiration through the years, and undoubtedly you'll find the name of Wali Jones somewhere on that list. In his 20th year of service to South Florida as a member of the Miami HEAT organization, Jones has enriched the lives of nearly one million children through one of his trademark community programs, motivational speeches and clinics.

As the HEAT's community affairs liaison, Jones has made it his life's ambition to motivate South Florida's youth to action, both in and out of the classroom. He is the founder and director of the National Shoot for the Stars program, providing complimentary "Books & Basketball" clinics for underprivileged youth. He also serves as the principal of HEAT Academy, the Miami HEAT's academic after-school program. Jones' dedication to youth and education is unmatched. In addition to his work with the HEAT, he also serves as the Director of Educational Research and Study for the Tournament of Champions in Florida and is also the Co-Director of the Best of the Rest Stars, Education Through Sports Camp.

Prior to joining the HEAT, Jones worked for the Department of Education and the federal government as a human development trainer at the Center for Education Development in San Antonio for seven years. There he supervised a 10-state region, which encompassed over 400 school districts, educating teachers in classroom management and teaching techniques through neuro-linguistical programming.

Additionally, Jones leads basketball camps and clinics which teach academics, AIDS education, nutrition and career exploration. His tireless schedule takes him to more than 250 sites each year. In January of 1999, he received national honors as he was presented with the President's Award by President Bill Clinton during the Stop the Violence program. He is also currently in the process of penning his second book, "Wali Wonder Has a Basketball Jones" which deals with education through sports. His first book "Black Champions Challenge American Sports," was published in 1971.

Of course, many still recall Jones for his on-court achievements. A 10-year veteran of the NBA, Jones was drafted in the third round (20th overall) of the 1964 NBA Draft by Detroit after averaging 19.5 points as a standout guard at Villanova University where he was a two-time All-East Regional selection. He won a championship ring alongside Wilt Chamberlain on the vaunted 1967 Philadelphia 76ers team, which was voted into the Hall of Fame as the best team in the NBA's first 25 years. In addition to his two stints with the 76ers, Jones saw action with the Pistons, Milwaukee Bucks and Baltimore Bullets of the NBA and spent one year with the Utah Stars of the ABA. Upon retiring from active duty, Jones served as a scout for Philadelphia for seven years.

Jones remains active on the court, participating in senior celebrity tournaments and on the USA Senior Dream Team, which, led by tournament MVP Jones, won a gold medal at the 1996 Masters International Senior Games. He also captured MVP honors in 2003 at the Masters National 60-and-over Tournament. In 2007, he received the Sportsmanship Award from the organization. Jones holds an economics degree from Villanova and resides in Miami.



# AMERICAN AIRLINES ARENA INFORMATION



Since its spectacular grand opening on December 31, 1999, the American Airlines Arena – South Florida's Waterfront Showplace and proud home to the 2006 NBA Champion Miami HEAT – is one of the nation's premier facilities in sports and entertainment.

Built with state-of-the-art sound and lighting, the 19,600-seat American Airlines Arena has hosted such diverse musical superstars as U2, Madonna, Cher, Gloria Estefan, Andrea Bocelli, Luis Miguel, the Rolling Stones, Bruce Springsteen and the E Street Band, Marc Anthony, Phish, Shakira, Paul McCartney and Hannah Montana just to name a few.

More than a concert venue, the Arena has proven itself as South Florida's number one sports and entertainment destination with championship events in boxing, wrestling and gymnastics as well as rodeos and family shows like the Harlem Globetrotters, Disney On Ice, Ringling Bros. and Barnum & Bailey Circus, The Wiggles, WWE and Sesame Street.

The Arena has also played host to several live televised events including the 2004 and 2005 MTV Video Music Awards, Britney Spears' "Onyx Hotel" Tour, Cher's "Living Proof - The Farewell Tour" and the prestigious Latin Grammy Awards, each placing Miami in the international spotlight. Private events have included product launches, corporate basketball tournaments, gala dinners and a host of meetings, large and small. In addition, the Arena has hosted several

special events utilizing the East Plaza with its stunning view of Biscayne Bay and the ultra-exclusive Dewar's 12 Clubhouse.

The American Airlines Arena also has an intimate theatre setting to accommodate smaller concerts. The state-of-the-art Waterfront Theatre, located within the American Airlines Arena, is Miami's hottest premiere event location. This 3,000-5,600 seat venue can also be used for private performances, dinner theatre or general session. It comes complete with a ceiling to floor acoustic curtain, proscenium stage, theatrical lighting, carpeted isles and beautiful chandeliers.

The downtown studio of Miami's NBC affiliate (WTVJ) also calls the American Airlines Arena home, regularly shooting with the Arena as a backdrop. In addition, Bongo's Cuban Café, Gloria and Emilio Estefan's tropical-themed restaurant, is located on the Arena's plaza level, and has quickly become the hottest and most consistent salsa nightclub in South Florida.

The American Airlines Arena is the cornerstone of a rapidly developing downtown area. With over 15,000 new residents expected in the next five years and 40,000 in the next decade, the Arena is positioned for success. With its wealth of amenities, incredible location and spectacular surroundings, it's no wonder the American Airlines Arena has become an entertainment complex like no other.

## **Grand Opening: 12/31/1999**

19,600 (balcony open) and  
16,500 (balcony closed) for basketball;  
15,000 for hockey;  
15,500 for concerts;  
5,000 for theatrical shows.

**Premium Seats Concepts:** Star Boxes - 6;  
Center Court Suites - 20; Loges - 54;  
Courtside Lounges - 152; Party Suites - 4

**On-Site Parking Spaces:** 1,150

**Spaces Within 15-minute walk:**  
more than 15,000

## **Site:** 14.63 acres

**Building Area:** 680,000 square feet  
(arena only); 1.4 million square feet  
(arena and surrounding development)

**Dining and Entertainment:** Dewar's 12  
Clubhouse with wine bar and view of the  
court; Dual Flagship Lounge Restaurants;  
Grey Goose Lounge; Bongos Cuban Café,  
Gloria & Emilio Estefan's Restaurant &  
Nightclub; five outdoor balconies; outdoor  
plaza with Biscayne Bay view.

