

**SETON HALL SPORTS POLL,  
CONDUCTED BY THE SHARKEY INSTITUTE,  
LAUNCHES THIS MONTH**

**Rick Gentile, CBS Sports Veteran, Leads Operation**

South Orange, N.J., February 7, 2006 – The Stillman School of Business at Seton Hall University will soon introduce a sports polling service to the nation, determining public views on a myriad of topical sports issues through the gathering of scientific polling data.

The poll, to be known as the **Seton Hall Sports Poll Conducted by The Sharkey Institute**, will debut this month. It is the first university-based, ongoing polling service to delve into the multi-billion dollar sport industry, and its findings will serve as a barometer of public opinion on the many important issues confronting sport today.

Rick Gentile, long associated with CBS Sports, and currently a professor at Seton Hall, has been named director of the Sports Poll, and is working with other experts from the Stillman School of Business, Center for Sport Management to assemble the polling system through database research and national outreach.

The polling service will cover topical matters with great immediacy and will also take a broader overview of sports issues of general interest to society. Public funding and tax breaks for stadiums and franchises, gambling, labor disputes, role models, ethical behavior, drug testing, legislative issues, franchise movements, equality for women's sports, etc., are all examples of important cultural questions emanating from the sport universe, that will be explored by the Seton Hall Sports Poll.

Corporations, leagues and special interest groups will be invited to commission the polling service for their own research needs.

"The Stillman School has a tradition of ensuring its curriculum transforms concepts into practice," notes Karen E. Boroff, Ph.D., dean of the Stillman School of Business. The Seton Hall Sports Poll will put our students in the 'cross hairs' of market research by having them apply actual polling techniques into practical application."

Ann M. Mayo, Ph.D., director of the Center for Sport Management, adds, "In our newly-constructed polling center, students and faculty can apply their skills in statistics as well as in communications. They will work on real projects, projects that will advance the national dialogue on sports. The Poll will add quality information and analysis to the major issues of the day, engaging not only Seton Hall students, but all students of sport."

"Creating this polling center within the realm of The Sharkey Institute is a truly unique way of developing a wide range of business competencies for a service that has real market value," says Thomas Sharkey Sr.'54, CLU, ChFC. "I'm very proud to see the Institute take on this important assignment, which will enhance students' education and will bring great benefit to the reputation of Seton Hall."

**Gentile Tackles New Project at Seton Hall**

Rick Gentile is a 10-time Emmy Award-winning sports broadcaster and former CBS Sports executive producer and senior vice president, whose career began with the Elias Sports Bureau, the renowned sports statistical service.

During his long tenure at CBS, Gentile served in a number of executive production and programming positions, including as the senior vice president of production and executive producer for the Nagano and Lillehammer Winter Olympics, and senior vice president of programming, Albertville; Lillehammer being the highest rated event in television history. In 1996, he produced CBS's exclusive coverage of the Paralympic Games in Atlanta, and in 2000 produced coverage of the Paralympics from Sydney, Australia for WeMedia, a pioneering webcast in sports history.

At CBS, Gentile also oversaw the production of many other major sporting events including two World Series, two National Football League seasons, five NCAA tournaments, five U.S. Tennis Opens, five seasons of PGA golf including the Masters Tournament and countless other sporting events.

Most recently, Gentile was president and executive producer of Diamond Sports and Entertainment, and senior vice president, executive producer of The Football Network.

Gentile received a B.A. in sociology from Queens College and did graduate work in criminal justice at John Jay College.

"Hiring Rick brings tremendous expertise and credibility to our venture," says Boroff. "His career experiences further reinforce our model of transforming concepts into practice. He is a faculty member and not an administrator, again solidifying our model that the Sports Poll is a learning center first and foremost."

"In many ways, this is a natural extension of my career path," says Gentile. "From the statistical work at Elias to the major issues confronting networks and their coverage, I will have the opportunity to bring many lessons into the development of this service. It's an honor to be asked to get the Sports Poll up and running, and I look forward to working with the dynamic people at Seton Hall."

### **About Seton Hall University**

For 150 years, Seton Hall University has been a catalyst for leadership, developing the whole student, mind, heart and spirit. Seton Hall combines the resources of a large university with the personal attention of a small liberal arts college. Its attractive suburban campus is only 14 miles by train, bus or car to New York City, with the wealth of employment, internship, cultural and entertainment opportunities the city offers. Seton Hall is a Catholic university that embraces students of all races and religions, challenging each to better the world through integrity, compassion and a commitment to serving others. For more information, visit [www.shu.edu](http://www.shu.edu).

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