



**Eric Schroder**  
Editor

[eschroder@m2media360.com](mailto:eschroder@m2media360.com)

717-805-4197

## Soccer in USA —did World Cup help or hurt?

**D**ebating the merits of soccer with diehard fans is the same as with hockey fans about fighting: their attitude is, if you don't get it that's your problem. I wonder if the heavy TV coverage of the World Cup (see p. 14) this summer made or lost more soccer fans.

The USA-England match June 10 was the fifth most-viewed soccer telecast in ABC history. The 2-hour match averaged 12.9 million viewers; by contrast, the average number of viewers for regular season NFL games is 16.6 million viewers.

So with all these eyeballs watching, does a 1-1 final score help or hurt soccer's popularity? I love a 0-0 baseball game; you never know exactly what one play might turn the game in one team's favor. How is a scoreless soccer match any different? One misplay, one lack of hustle, or one terrific individual (or team) effort can decide a match.

I see the other side's argument. There's a lot of time spent NOT attacking. There doesn't seem to be enough rules, or at least enforcement of what rules there are seems inconsistent to say the least. Really, what the hell constitutes offsides?

The World Cup is truly global (North Korea?!), so I enjoyed watching some matches in the name of research since they played during work hours (honest, Boss). The stamina and athleticism displayed by the players is impressive though I worry about brain damage with all those headers. And I love the drama—the diving after a phantom foul, the indignant arguments with the referee, the penalty kicks. I am a soccer fan, World Cup division except for one thing: those vuvuzelas need to be banned or at least “stuck” somewhere.

## Dog day thoughts

Yes, I'm old school but that doesn't make me wrong:

- When did synchronized cheering become accepted in baseball? My son's team has played several teams around the area who sound like softball players. If there's no crying in baseball neither should there be coordinated chants in the dugout.
- Is it just me or is pounding home plate with your \$200 composite bat as you await a pitch not only meaningless as far as hitting the ball but also brainless?
- I maintain still that any man over the age of 25 looks half-witted wearing a baseball cap on backward. What, you're a catcher? You don't think we can see your chins well enough? It's like wearing a cowboy hat sideways, you clowns.

While I'm at it:

- Note to world: If it's raining, turn on your headlights while driving.
- Who litters? Is there any chance at all that a person who tosses his fast-food bag out the car window is a contributing member of society? No? That's what I thought.
- If you want your children to be wealthy adults, tell them to layoff the keypads and become hand surgeons. As much “digitizing” as goes on with video games, texting, etc., a lot of their peers won't be able use their thumbs at all by the time they consider themselves old school.

# SportsTurf

1030 W. Higgins Road  
Suite 230  
Park Ridge, IL 60068  
Phone 847-720-5600  
Fax 847-720-5601

The Official Publication Of The Sports Turf  
Managers Association

**SportsTurf**  
MANAGERS ASSOCIATION

**PRESIDENT** Chris Calcaterra, M.Ed., CSFM, CPRP  
**IMMEDIATE PAST PRESIDENT** Abby McNeal, CSFM  
**PRESIDENT ELECT** Troy Smith, CSFM  
**SECRETARY/TREASURER** James Michael Goatley, Ph.D.  
**COMMERCIAL VICE PRESIDENT** Chad Price, CSFM  
**PROFESSIONAL FACILITIES** Larry DiVito  
**HIGHER EDUCATION** Ron Hostick, CSFM  
**K-12** Martin Kaufman, CSFM  
**PARKS & RECREATION** David Pinsonneault, CSFM, CPRP  
**ACADEMIC** Pamela Sherratt  
**COMMERCIAL** Rene Asprion  
**AT LARGE** Jody Gill, CSFM  
**AT LARGE** Kevin Meredith, CSFM

**CHIEF EXECUTIVE OFFICER** Kim Heck

### STMA Office

805 New Hampshire Suite E  
Lawrence, KS 66044  
Phone 800-323-3875 Fax 800-366-0391  
Email [STMAinfo@STMA.org](mailto:STMAinfo@STMA.org)  
[www.STMA.org](http://www.STMA.org)

### Editorial

**EXECUTIVE VICE PRESIDENT** Charles Forman  
**EDITOR** Eric Schroder  
**TECHNICAL EDITOR** Dr. James Brosnan  
**ART DIRECTOR** Brian Snook  
**PRODUCTION MANAGER** Karen Kalinyak  
**EDITORIAL DIRECTOR** Richard Brandes

### STMA Editorial Communications Committee

Jim Cornelius, Chad Follis, Dale Getz, CSFM, CSE,  
Jody Gill, CSFM, Brad Park, Greg Sacco



SportsTurf (ISSN 1061-687X) (USPS 000-292) (Reg. U.S. Pat. & T.M. Off.) is published monthly by m2media360, a Bev-A1 Communications company at 1030 W. Higgins Road, Suite 230, Park Ridge, IL 60068. POSTMASTER: Send address changes to Sportsturf, P.O. Box 2120, Skokie IL 60076-7820. For subscription information and requests, call Subscription Services at (847) 763-9565. Subscription rates: 1 year, \$40 US & Poss.; 2 years, \$65 US & Poss.; 1 year, \$65 Canada/Foreign Surface, 1 year, \$130 Airmail. All subscriptions are payable in advance in US funds. Send payments to Sportsturf, P.O. Box 2120, Skokie, IL 60076-7820. Phone: (847) 763-9565. Fax: (847) 763-9569. Single copies or back issues, \$8 each US/Canada; \$12 Foreign. Periodicals postage paid at Park Ridge, IL and additional mailing offices. COPYRIGHT 2010, SportsTurf. Material may not be reproduced or photocopied in any form without the written permission of the publisher.

Member of BPA Worldwide.

