Sanders v. Madison Square Garden, L.P. et al

Case 1:06-cv-00589-GEL-DCF Document 56-3 Filed 06/29/2007 Page 1 of 46

Exhibit 4

Doc. 56 Att. 2

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1
 2
    UNITED STATES DISTRICT COURT
 3
    SOUTHERN DISTRICT OF NEW YORK
    06 Civ. 0589 (CGE)
 4
 6
    ANUCHA BROWNE-SANDERS,
 7
                              Plaintiff,
 8
              - against -
 9
    MADISON SQUARE GARDEN, L.P., ISIAH LORD
10
    THOMAS, III, and JAMES DOLAN,
11
                             Defendants.
12
13
                             December 12, 2006
                            10:08 a.m.
14
               VIDEOTAPE DEPOSITION of STEPHEN
15
16
    C. MILLS, taken by the Plaintiff, pursuant
    to Notice, held at the offices of Vladeck
17
18
    Waldman Elias & Engelhard, P.C, 1501
19
    Broadway, New York, New York, before
    Debbie Zaromatidis, a Shorthand Reporter
20
21
    and Notary Public of the State of New
22
    York.
23
24
25
```

21

23

22 Ms. Browne-Sanders came to work at MSG?

A. Yes. I -- I was looking to

25 president of marketing for the Knicks and

24 fill -- fill the position of vice

Really to oversee the day-to-day

22 operations of the marketing staff, oversee

the community relations, oversee the

24 interaction between the Knicks staff and

25 the other departments within The Garden.

54 56 **MILLS** MILLS about -- about the promotion other than And this is a performance review 2 Q. human resources? 3 that you completed for Anucha I can't remember whether I did. Browne-Sanders on or about January 24, 5 Did you speak to Jim Dolan about 5 2002? 6 it? Yes. 6 A. A. You know, I can't -- I can't Q. Can I ask you to take a look at remember if even Jim was involved day to the page 351. There's a series of day at the time when -- or if Dave checkmarks relating to individual 10 Checketts was involved day to day at the 10 performance ratings for particular 11 time of the promotion. 11 categories; is that correct? Q. What year did Mr. Dolan take a 12 12 Α. Yes. 13 more active role in The Garden, if you 13 Q. Under the category of team work, 14 remember? 14 you checked outstanding for 15 MR. GREEN: Objection to form. Ms. Browne-Sanders. 16 You may answer. Did you think that she was 16 17 A. It was -- it was -- I can't deserving of that rating? 17 18 remember the year, but it was -- it was Yes. 18 A. 19 after day -- Dave Checketts departure. 19 Q. And why was that? 20 Q. In Ms. Browne-Sanders capacity Because the Knicks have been in 20 Α. 21 as vice president of marketing, how did 21 my opinion a -- what I consider a silo'd you regard her performance? 22 organization within The Garden and not 23 A. I thought she did a very good 23 fully integrated into the other operations 24 job. 24 of Madison Square Garden particularly 25 25 well, and one of the things that I wanted And are you able to be any more 55 57 **MILLS** 1 1 **MILLS** specific about in what respects you 2 Anucha to do was to find ways to integrate thought she did a good job? 3 3 the activities of the Knicks more -- more 4 MR. GREEN: Objection to form. completely in -- with the activities of You may answer, Mr. Mills. other departments and other parts of the A. I thought she added the Garden. structure and discipline that I was And how did you -- how did looking for in -- in the department. Ms. Browne-Sanders, if you know, go about MR. MINTZER: Mark this as integrating the Knicks with other 10 Mills 3, please. departments in The Garden? (Mills Exhibit 3 marked for 11 A. I am trying to remember back 11 12 identification.) 12 to -- to 2000 -- 2002. I -- you know, I 13 really can't remember the specifics, but, (Document handed to witness.) 13 MR. MINTZER: For the record, 14 14 you know, involved with -- more involved 15 I've given the witness a -- a document 15 with -- with the ticketing operations and 16 that's been marked for identification as 16 suite sales operations. 17 Mills Exhibit 3. It is Bates stamped MSG

18 00350 through 354. Q. Mr. Mills, let me know after 19 20 you've had an opportunity to look at it.

21 (Pause.)

22 Α. Okay.

23 Q. Are you familiar with this

24 document?

25 Yes. A.

O. Okay. Under the -- the third 17 18 category interpersonal competence, you

checked under outstanding for up and above

expectations for down. Do you see that? 20

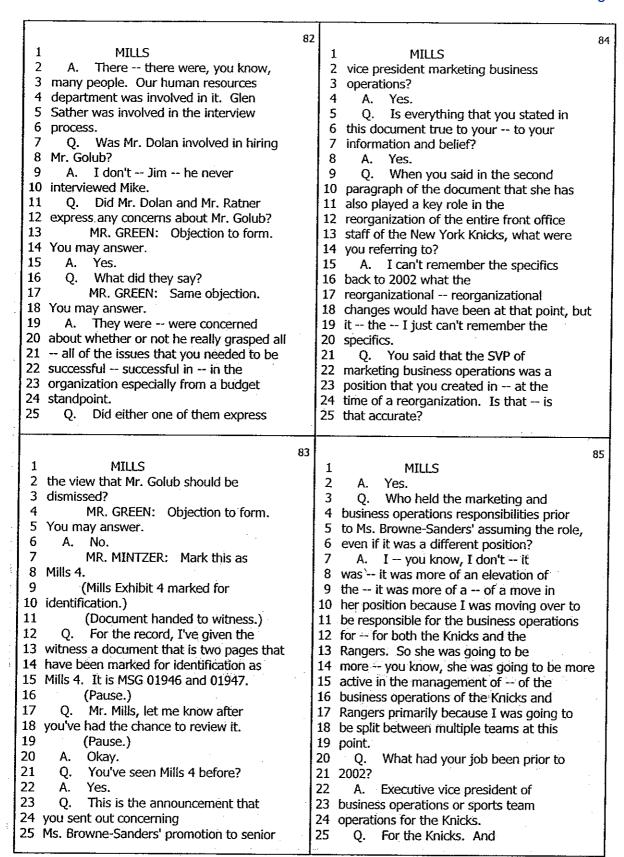
21 22

Q. What did you mean by that?

23 Throughout Anucha's career, she

24 had -- there were always, you know, things

25 about her, the way she interacted with



314 316 MILLS **MILLS** 2 your attention? 2 don't know if -- if it referenced that A. She -- she said to me that there several times. 4 was -- there was an issue with the Knicks 4 Q. Did you have any reaction to 5 and that Hassan had -- she had these reading that? 6 complaints. I can't remember if she spoke 6 MR. GREEN: Objection to form. 7 to me and then sent me the E mail, sent 7 You may answer. 8 the E mail and spoke to -- but the 8 A. Yes. 9 conversation she had with me was 9 Q. And what was your reaction? 10 that -- we had -- we had a complaint, 10 That, you know, that's -- you 11 human resources was involved in -- in 11 know, even if it is in -- in a private 12 looking into it, and she wanted to 12 conversation he had with Dan, you can't 13 terminate the employee. 13 refer to -- you can't talk about people 14 Q. And what to your knowledge was 14 that work in the organization that way. 15 done to investigate? 15 What do you mean by a private 16 A. I said I don't know the conversation with -- with Dan? 17 specifics of what happened with -- with A. I mean even if -- if he and Dan 17 18 the investigation. I just know that when 18 were -- were talking about something, that 19 she brought it to my attention I said well 19 it's -- it's inappropriate in a private 20 if -- if this stuff is investigated and 20 conversation that wasn't in the presence 21 these things were true, we should 21 of Anucha -- he wasn't saying that to 22 absolutely terminate. 22 Anucha, I still think it is inappropriate. 23 MR. SCHOENFELD: I just want to 23 and you -- you can't -- shouldn't have 24 be -- be sure that the portion of the 24 those kinds of -- you can't describe 25 transcript that relates to the people who 25 people or talk about people in that way. 315 317 MILLS 1 **MILLS** 2 complained about harassment is -- is 2 And what, if anything, did you 3 marked confidential. I know we are 3 do to address the fact that Mr. Marbury 4 keeping everything confidential until had made those comments or allegedly made 5 otherwise, but I thought it was important those comments? 6 to specifically put that on the record. A. Well, I -- I knew it -- you 7 MR. MINTZER: Sure. No know, at some point as we got through the 8 objection. investigation we would find out if he 9 MR. SCHOENFELD: Thank you. actually said them and -- and decide Q. What do you recall the comments 10 10 what -- what conversation we should have 11 being in the E mail that 11 with him and what we couldn't go back to 12 Ms. Browne-Sanders forwarded to you from 12 him about. 13 Dan Gladstone concerning Mr. Marbury? 13 Including the investigation you 14 A. You know, it would be easier 14 are referring -- the investigation you are 15 for -- if I looked at the E mail, but 15 referring to is the Hassan Gonsalves 16 there was some reference to a -- a bitch 16 investigation? 17 in the -- in the -- that Anucha was a 17 Α. Yes. 18 bitch or -- in the -- in Stephon's 18 And did anyone get back to you 19 comments. 19 with the results of that investigation as 20 Do you recall seeing that Mr. 20 to whether Marbury had in fact made those 21 Gladstone had said that Mr. Marbury had 21 comments? 22 called Ms. Browne-Sanders a black bitch No one got back to me on 22 A. 23 several times? 23 comments regarding Stephon. 24 A. I -- I recall that there was a 24 Did you ever ask anyone, hey,

25 reference to a bitch or a black bitch. I

25 whatever happened -- are you we doing

100

20

21

24

19 identification.)

25 it, Mr. Mills?

(Document handed to witness.)

Q. I have given you a document that

Have you had a chance to look at

- that has been marked for identification

23 as Mills Exhibit 16, Bates stamp PL 00286.

19 questions.

22 the referees?

Did you ever speak with Ms. Pope

21 about the issue of her going to check on

25 go -- going to go back and talk to Petra

24 if I left it that Anucha was going to

A. You know, I -- I can't remember

20

23

18 communicated to you about Isiah's behavior

19 towards me over the last two

20 years" -- "seasons"?

A. What -- the way I looked at 21

22 this, this E mail and what I -- my

23 interpretation of what she was saying was

24 that we have had a lot of issues over the

25 course of the season. She feels that

18 Ms. Browne-Sanders expressing a concern

but that she was still willing to work

20 with Mr. Thomas?

21 A. I didn't -- I expressed it as a

concern that she didn't want him to come 22

23 up to her and hug and -- and kiss her.

24 Q. I --

25 And I said okay. That is

101

IN & AROUND THE GARDEN

BOX OFFICE

SEATING

SPORTS

ENTERTAINMEN

IN & AROUND THE GARDEN

SPECIAL EVENTS

NEWSLETT

DINECTIONS & PACKING Bars & Restaurants

ALLACCESS TOUR

CORPORATE





STEVE MILLS
President and Chief Operating Officer,
MSG Sports

Steve Mills was named president and chief operating officer, MSG Sports, on December 22, 2003, an expansion of his role as president, MSG Sports Team Operations, which he has held since June, 2001. In his new position, the Long Island native will continue to oversee the business operations of Madison Square Garden's three professional sports teams - the Knicks, Rangers, and Liberty - as well as assume responsibility for all other sports-related activities of the Garden, including college basketball, boxing, and track and field.

Steve's tenure at Madison Square Garden has been marked by a significant revitalization of the sports teams' front office operations, apparent to observers both inside and outside the organization. From instituting a "fan-friendly" mandate that impacts all aspects of game operations, to placing a renewed priority on community relations, resulting in the Knicks assuming a leadership position in the National Basketball Association, Mills' expectation of excellence has elevated all areas of the business. In his role as co-chairman of the Madison Square Garden Cheering for Children Foundation, which works closely with the three sports teams, MSG Networks and Radio City Entertainment, Steve has directed the expansion of the Foundation's after-school support to now include more than 30,000 children and 120 after-school programs throughout New York City.

Prior to his move to the Garden, the 43-year old played an integral role in the National Basketball Association's development for over 16 years, most recently as senior vice president, basketball and player development. His duties included managing the league's relationships with all domestic and international basketball organizations, including the NCAA and USA Basketball, as well as overseeing the NBA's developmental programs and player initiatives during one of the most critical periods in league history. Mills also played a key role in the creation of the Women's National Basketball Association and served on the team responsible for the negotiation of the NBA's Collective Bargaining Agreement.

Steve began his impressive ascent up the NBA ladder in 1983 when he joined the NBA as an account executive in the corporate sponsorship department of NBA Properties. He was promoted to national programs manager for NBA Properties in August, 1986 and then spent three years in the NBA's special events department (1987-89), prior to being named vice president, special events in May, 1989.

From there, the New Jersey resident joined the NBA Commissioner's Office as vice president, corporate development in October 1993, before his appointment as senior vice president, basketball and player development in 1995.

Mills has been honored by a host of organizations and institutions for his distinguished career, most recently as "Business Executive of the Year" by Black Enterprise Magazine. He was selected by Senator Hillary Rodham Clinton as part of her second annual African American Heritage Celebration, which recognizes top executives from all business areas, and has been selected as one of Savoy Magazine's "100 People of Influence" and Sports Illustrated's "101 Most Influential Minorities in Sports." In addition, Steve received the TrailBlazer Award from the Metropolitan Black Bar Association as its 2002 "Executive of the Year" and was

named 1999 "Sports Executive of the Year" by the Rainbow Coalition.

An accomplished basketball player, Mills started three seasons at guard for Hall of Fame coach Pete Carrill at Princeton University, where he helped lead the Tigers to two Ivy League first place finishes, including the League title and an NCAA berth in 1981. He also played professionally for one season in South America in 1981.

Steve earned a degree in sociology with a minor in economics from Princeton in 1981, and has served on the Board of Trustees for the Basketball Hall of Fame and the Board of Directors for USA Basketball. He currently serves on the Board of Directors of the Salvation Army of Greater New York, the Arthur Ashe Institute for Urban Health and the Economic Opportunity Commission of Nassau County.

He and his wife Beverly have two daughters, Kristen and Danielle, and reside in South Orange, NJ.

Back





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EXEMPT **PERFORMANCE** APPRAISAL

Anucha Browne Saders V.P. Marketing
Employee's Name

Department

Department

Supervisor's Name

MSG 00350

SECTION I Performance Rating	OUTSTANDING	BOVE EXPECTATIONS	MEETS EXPECTATIONS	BELOW EXPECTATIONS
Areas of Responsibility/Skill		13	<u>∫</u> Σ NCE R	
Teamwork: Actively develops cooperative relationships company-wide and within own group, fostering integrity, productivity and support for each area of the company.	1		I	MINC
Job Knowledge: Possesses and applies the professional knowledge and/or technical skills necessary to perform job functions. Takes necessary steps to increase job knowledge and keeps abreast of new developments.		, j		
Interpersonal Competence: Elicits cooperation from supervisors, subordinates, peers and external business contacts in a positive, cooperative and courteous manner. Contributes to departmental cohesiveness and productivity.	V	V		-
Communication: Expresses instructions, ideas and information clearly and directly in oral and written form. Possesses effective listening skills.	/			
Creativity & Resourcefulness: Cenerates new ideas and concepts while simplifying and/or improving work methods and procedures. Possesses ability to adjust to changes in priorities, assignments and/or working conditions.				
Initiative & Accountability: Identifies and seeks ways to enhance effectiveness and takes appropriate action. Accepts professional responsibility and accountability for all assignments.	/		+	
Planning G Organization: Budgets time and prioritizes work assignments in order to accomplish goals. Operates effectively under pressure. Actually performs what has been planned in an organized and efficient manner.				
Decision Making & Problem Solving: Obtains and analyzes facts to make sound decisions in a timely manner. Identifies and anticipates problems, changes and trends. Shows practical judgment in making decisions to formulate realistic alternatives and solutions to problems.				
Managerial/Supervisory Shills (if applicable): Delegates responsibility while supervising and evaluating employees fairly. Trains, motivates and develops subordinates. Completes performance reviews in a timely manner. Resolves conflicts equitably. Provides leadership while encouraging staff morale, teamwork and cooperation.	٧	/		1
Cost Control (if applicable): Operates within established budget and continually evaluates decisions in terms of profitability. Implements cost-saving measures, procedures and control.	1	1		
Cuest Relations (if applicable): Exhibits a helpful, courteous, FANS FIRST attitude when interacting with guests by conveying a professional, positive image. Effectively handles guest related situations.				

	CECTION
٠.	SECTION II Performance Goals For Next Review Period
	This section should be completed as a joint process between the employee and his/her supervisor. Define the major performance goals for the next review period. Performance goals should be realistic and achievable, and should relate to the strategic planning and budget process. Specifically define how achievement of the performance goals will be ultimately measured. A target completion date should also be established for each goal. Coals should be placed in priority order.
	Goals to be Achieved During the Next Review Period Target Completion Day
1	1. Broader score of work beyond markety north
1	to lead the team
	2 Develop or had someone to seeve as
	UP of mky for the Knicks
ŀ	3. Develop a more nurturny monogeneit
	1 Decone active in the NRA maketing community
-	by scuing on the marketing advisory board or similar fromp.
i	Plans to Achieve Goals
1	I <u>-</u>
_	
2	
_	
3.	
4.	
- ~	
:	

SECTION III Demonstrated Strengths & Areas For Improvement
Employee Strengths - Consider the performance rating section and identify the individual's major areas of strength.
Harcha trus a tremendous well of maturity to
our orientestade the marketing and because at the
have been ecognical for people across of
Conder aid Cablevision.
STOCKE CASTACT
Areas for Improvement - Consider the performance rating section and identify areas of performance where improvement can be made.
can be made. A
Arucha can improve on adapting her style of manager
Sie should also continue to ingrove hu understanders
of the a crea precentation Exercit of the game.
SECTION IV Overall Performance Rating and Approvals
Based on the factors that have been evaluated, indicate below the overall rating which most accurately describes the
duling the review period. Refer to the Performance Definitions for guidance.
Outstanding Above Expectations : Meets Expectations
Supervisor Date 1. 14/0 7
Appraiser's Supervisor Date
Human ResourcesDate
SECTION V Employee's Comments & Signature
Employee's Comments: Include your demonstrated strengths and what your significant accomplishments were during this period. Explain the objectives that you were not able to expense and what your significant accomplishments were during this
period. Explain the objectives that you were not able to accomplish during this period. Include any areas for development during the next review period. Use a separate sheet of paper if necessary.
have reviewed this performance evaluation and discussed the
I have reviewed this performance evaluation and discussed the contents with my supervisor. My signature means that I have been advised of my performance and does not necessarily imply that I agree with the appraisal ratings.
Date 3.1-Ci/
· · · · · · · · · · · · · · · · · · ·

Over the next review period I will take the following steps to improve in my new role:

- I will continue to cultivate and grow existing relationships internally with the team side of our business, the other MSG properties and the Cablevision companies.
- 2. I will actively assess my staffing needs and identify a strong replacement for myself as VP of Marketing.
- 3. I will work diligently to tweak my management style in order to get the best out of my staff.
- 4. Assert myself to become a stronger player at the league level.
- I will continue to improve my expertise in game presentation while broadening my scope of marketing. My end goal here is to further leverage the brand and build our fan base.

MSG 00354

MEMORANDUM

TO:

All Employees

FROM:

Steve Mills

DATE:

March 11, 2002

RE:

Anucha Browne-Sanders

I am pleased to announce the promotion of Anucha Browne-Sanders to the position of Senior Vice President, Marketing & Business Operations of the New York Knicks.

Anucha joined Cablevision in 2001 as Vice President, Marketing where she developed a number of marketing initiatives that successfully integrated the Knicks brand with other Cablevision business units. She has also played a key role in the reorganization of the entire front office staff of the NY Knicks.

In her new role, Anucha will be responsible for the day to day management of the Knicks front office and serve as the team's chief marketing officer. Anucha will report to me.

Prior to joining Cablevision, Anucha was the Manager of Marketing Strategy & Corporate Marketing at IBM where she was responsible for developing and activating IBM's Olympic and NBA sponsorships.

Anucha holds a Bachelors of Science degree in Communications from Northwestern University and a Masters in Marketing Communications from Florida State University.

During her collegiate days at Northwestern University, Anucha had an outstanding basketball career. In her senior year, she was the NCAA Scoring Champion, a Kodak All-American, a member of the United States National Team and was named Northwestern University's Athlete of the Decade.

MSG 01946

Please join me in congratulating Anucha on this well-deserved promotion.

MSG 01947



EXECUTIVE PERFORMANCE APPRAISAL

Anucha Browne-Sanders

Employee's Name

New York Knicks

Départment

1/24/03

Date.

SVP, Marketing & Business Operations

Tide

Steve Mills

Supervisor's Name



MSG 00338

			-		
SECTION I Performance Rating	OHTETANDING	ABOVE EXPERIENTIONS		MEETS EXPECTATIONS	BELOW EXPECTATIONS
AREAS OF RESPONSIBILITY/SKILL	PE	CFORM			
Teamwork: Actively contributes to company-wide cohesiveness by developing cooperative relationships company-wide, and within own group, which fosters integrity, productivity and positive support for the successful achievement of goals for each area of the company.	×			·	
job Knowledge: Demonstrates necessary level of job competency and required skills. Seeks to improve knowledge.		X			
Leadership: Demonstrates support and understanding for company policies, goals and objectives and positively influences others to do the same.	X				
Managerial Style: Delegates responsibility, supervises and evaluates employees fairly. Trains, motivates and develops subordinates. Resolves conflicts equitably. Provides leadership while encouraging staff morale and teamwork. Elicits cooperation internally and externally in a positive, cooperative and courteous manner.		X			
Results: Accomplishes established goals and objectives, including qualitative and quantitative measurements.	X				
Cost Control: Operates within established budget and continually evaluates decisions in terms of profitability. Implements cost-saving measures, procedures and controls.		X			
Planning & Organization: Budgets time and prioritizes work assignments in order to accomplish goals. Operates effectively under pressure. Actually performs what has been planned in an organized and efficient manner.	X				
Initiative: Demonstrates ability to contribute, develop and carry out new ideas in an entrepreneural environment.	K		• • •		
Communication: Expresses instructions, ideas and information clearly and directly in oral and written form. Possesses effective listening skills.	<				
Decision Making & Problem Solving: Obtains and analyzes facts to make sound decisions in a timely manner. Identifies and anticipates problems, changes and trends. Shows practical judgment in making decisions to formulate realistic alternatives and solutions to problems.		X			

	- Results	

Evaluate performance for stated targets. Rate each target/goal (on a 1-5 scale) and multiply it by its percent weighting to determine each target/goal score. Provide a total score by adding all individual target/goal scores. Also provide an Overall Results Evaluation Rating by placing an "X" in the appropriate box at the bottom of the page.

Statement of Target/Goal	Results	(a) Rating	(b) Weighting	(a) X (t
Develop a ticket strategy delivering sell-through percentages and secondary market sales exceeding the '02-03 season.			30%	
Develop a program that increases door count by 10% over the '02-03 season.	·.		20%	
Build a team revenue stream that currently does not exist.			25%	
Become active in the NBA Marketing community by serving on the marketing advisory board or similar group.			25%	
			-	

Add all the numbers in the (a) x (b) column to get the total score:

The signatures below indicate that the signatures before the continues of the continues as a second signature of the continues as a sec	liè appraiser and	the employee have	discussed the above	m.tarnote/	antenna ameri	
beginning of the performance year.	1		CASCOSSICO WIE BOO	c.m.Rcm?	logis with Extrect	eo resurs at me
Same and the second of the second					· · · · · · · · · · · · · · · · · · ·	,

Appraiser's Signature/Dat

Employee's Signature/Date:

OVERALL RESULTS EVALUATION RATING:

1:0 - 1.9	2.0 - 2.7	28-36	3.7-4.5	4.6 - 5.0
1 Did Not Achieve Expected Performance	2 Partially Achieved Expected Performance	3 Achieved Expected Performance	4 Exceeded Expected Performance	Far Exceeded Expected Performance

2

MSG 00340

SECTION III Demonstrated Strength	hs & Areas For Improvement
Executive's Strengths - Consider the performance re	ating section and identify the Executive's major areas of strength.
Anucha has gained a tremendous amount of respect the with a true commitment to the company's overall succe	roughout the Garden and Cablevision. She is professional and dilige ess. She has improved her knowledge of the entire organization.
·	
Areas for Improvement - Consider the performance can be made.	e rating section and identify areas of performance where improven
Anucha has made tremendous strides as a manager. She the most from her subordinates and peers. I would like Knicks games.	e should continue looking at ways that she can modify her style to go her to continue focussing on and building the in-arena presentation of
SECTION IV Executive's Comments	
SECTION II O . II D C . D	
SECTION V Overall Performance Ra	
Executive's total performance during the review period.	below the overall rating which most accurately describes the Refer to the Performance Definitions for guidance.
Ø Outstanding ☐ Above Expectations	
Executive	Date
Executive's Appraíser	
VP Human Resources & Administration	
President & CEO	
-	

SECTION D – Employee As an employee, you m	ay use this section to comment o	n the Pe	erformance App
and/or record any differen	ences of opinion.		
			•
	-		·
		 	
	<u> </u>	ž	-
		:	
			
		- ;	
	· · · · · · · · · · · · · · · · · · ·		
SECTION E - Developme	·		•
The plan may address kn	owledge, skills, abilities or behaviture positions. Include no more t	ors need han 3 an	led to perform n eas.
Development Area	Action Steps		Outcome
· ·	Anucha will work with Pete		
Management style and	Olson in continuing to improve her management skills.	<u> </u>	
echniques.	The thoragement skins.	J	
	Conduct monthly meetings with	<u> </u>	
ntegrate the Knicks into ross divisional (CVC)	other CVC divisions to discuss		
nitiative.	marketing opportunities.		
		i	
			~
	Í		
•			
			-
			· -
ECHON:F - Career Interes	d Discussion Summary:		
ea(s) you would like to pursue	<u> </u>	:	
eps you would like to take:			
			-
Step 1			
Step 2	·		
Step 3			
	5 .	-	•
		-	

Plans To Achieve Goals

- I will continue to develop on the established ticketing and marketing strategy in
 cusure sell through percentages and secondary sales percentages higher that the
 current year. This plan will include a greater focus on season subscription sales and
 renewals:
 - Establishing clarity between Sales and customer service roles
 - Emphasis on sales skills development
 - Establishing baseline standards and expectations for sustained performance
 - Establishing measurement criteria and metrics for accountability
 - Establishing a more streamlined integration between the marketing and SS department with measurable results
- 2. I will create a plan that addresses the door-count 10% over this season's numbers.
- 3. I will continue to generate high margin FE hospitality programs and for profit events to drive additional revenue for the business.
- 4. I will attach myself to more NBA programs to establish a stronger presence within the NBA community.

MSG 00343



MPIP



Performance Planning and Appraisal

Employee and Organization Information:

Anusha Browne Sandere Employee's Name

SVP Markoting, NY Knicks Position Title

Crade

MSG - 2 Penn Piaza Employee's Location

Executive Department

Bueiness Group

Steve Mills

Appraiser's Name

11/20/00 Hire Date

Time to Position

12/1/02

Current Appraisal Date

12/1.01

Previous Appraisal Date

12/1/03

Next Appraisal Date

Signatures:

Appraiser a Supervieor

time Date Sept 1363

CONFIDENTIAL



MSG 03960

"X" under the rating the appropriate box	FORM: Effectiveness E ow, rate performance . Then provide an Ove at the bottom of the p	In each key	effectivener nėss Ratios	9 are:	a by pla	 icing : n "X"
NE Nat Effective	SE	. 1	<u></u>			
	Fornewher Eductive			,	V <u>e</u> Very ≘neceh	_
KEY SE	ECTIVENESS AREAS AND				C.T SHOOT	
				T	NATIN	<u></u>
Listens well and u Expresses ideas o Curreys confident Persua slyaly some	nderstands the needs of cust learly end directly se in communication and pen			KE		E VE
Builds, monages, a achieve goale Colleborates effect	ind sustains erganizational ac ively within and across depar	nd susiamer rela	ults Benships to	NE	SE E	Vē
Ensure: goals and Creates afficient pro Articipates problem Effectively balances Makes Results Happen	strategies support the compa ocesses and work plans and takes corrective action and communicates long term	n and stron term	odorities	NE	SE E	VΕ
Makes wound, timely Takes account reep Demonstrates Resiliance	cation-wide focus on satisfying organizational processes, round for the least to results onetitive for achieving results and Flexibility and Flexibility	ee and respond	ds ībilitlec	NE	\$E' E	νE
Shows residence where Promotes and Is received Advocates necessary Manages and Develops	muliple demands and shifts on faced with setbacks or crit ptive to new ideas organization change	meiol		NE S	E E	νE
Ensure: departments Provides engoing cos Works to decuse and Supports Company Validations	career planning and develop ching and performance feedt resolve employee work leave	parent Parent		NE S	€ €	v∈ :
Practices and promote Consistently upholds Acts honestly and other Tracts others are felt. Develops 5-44.	is the company's values and follows the company's po- celly in the workplace and respectful mariner	- •		ve și	E	VE
Knows own strengths Lasins from experience Activate process		redicionica es	N	E SE	.	VE
RALL ECTIVENESS RATING:	NE	DE TECTIVA	E Effective	V	VE ny Effeniya	
	10			<u></u> _		

Year-End Performance Appraisal Forms

CONFIDENTIAL

MSG 03962

YEAR-END PERFORMANCE APPRAISAL

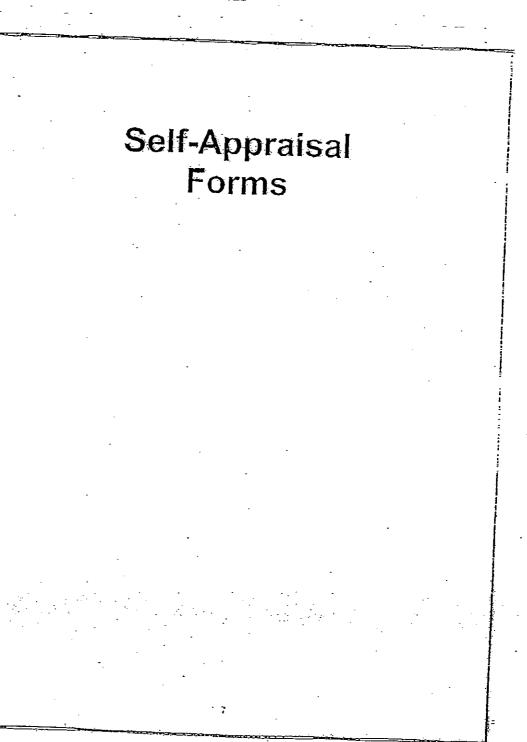
SECTION A – Results Evaluation;
Evaluate year-end performance for stated MPIP goals. Rate each goal and multiply it by its weighting to determine each goal score. Provide a total MPIP score by adding all individual goal scores. Also provide an Overall Results Evaluation Rating by placing an "X" in the appropriate box of the bottom of the page.

Statement of			
Gost	Results	(a) feating	(b) (ai X (
Orow cash flow.	The Knicks Marketing group performed exceptionally during a very difficult advertising and team performance environment	145	Weighting Score
Develop high quality event presentation components.	The Knicks have improved the in-arena experience. New in-arena elements have been designed and okecuted.	145	25% 36.25
Utilica Finicks assets to assist other divisions.	Have exceeded goals outlined for cross company promotions.	150	20% 30
nprove employee relations.	Anucha has improved employee relations within the learn. There is still considerable room for more growth.	140	20% 28
MPIP score: ERALL SULTS ALUATION TING:	id all the numbers in the (a) × (b) co	ellarms to	get 145 145 146-150 X

Soucha Brane Sardas AS - 2.14-03

Develop high quality incovative event presentation components, which include in-arena game entertainment and dance reams.	game presentation. 150 15% 355 Developed an effective themonight concedule for the spacen and successfully implemented kids day and 70%
Utilize the value of Knicks assets to assets other MSG and Cablevision divisions in achieving their business goals by partnerlag in at least 2 cross-divisional initiatives. Improve employee nassions, increase the effectiveness of englayees by putting grader locute on employee development.	Completed production of two OOL commercials utilizing players – these were extremely successful in retaining time lavel of Interest in the OOL product line to the African American and Latino community. Exploring player integration into IFC and Much Music productions. Coordinating with the WIZ on field marketing initiatives. Conducted focus group research – used to validate brand image and the value of key programs. Conducted focus group research – used to validate brand image and the value of key programs. Conducted a sedec of brand building works larges to gain consensus on communication targets and brand messaging stratagy. Established a coordinated communications process for working across the CSC marketing divisions process for working across the CSC marketing divisions – Cahlevision. Cleariery, and MSQ Network. Putting greater focus on identifying apportunities for strong performers – Center for Creative Leadership [Jeto]; [EG conference (Jeter, Pazaras). Orade adjustments and promotions for top padocmers were completed. Adjustments wore made to organization shoulder for increased productivity and team pedicimance.
	Add all the numbers in the (2) x (b) column to get the total struct
OVERALL RESULTS EVALUATION RATING:	0-60 81-99 100-119 120-139 120-160 1 Did Not Parliety Achieved Exceeded Sections of Expected

SELF-APPRAISAL SELF-APPRAISAL FORM; Results Evaluation Evaluate year-end performance for stated MPIP goals. Rate each goal and multiply it : by its weighting to determine such goal score. Provide a total MPIP score by adding all individual goal scores. Also provide an Overall Results Evaluation Reting by placing an "X" in the appropriate box at the bottom of the page. Statement of Cost Grow cash flow (OPBITDA) by \$43.2 million-over 2001 Exceeded FE lengel in a strugging economic and team ŧā) , 150 35% Attained better than projected ticket revenue through the first three months of the season. Offset lost FE revenue with new business opportunities — non sid sales prospecting, additional (high margin) VIP hospitally programs (VIP road trips, famasy days), refined camp towers share, and further excurred cost containment for ad FE programs. Conducted attensive agency review and cetablished Rapp Collins as an "agency of record" for The Garden. Developed and executed a comprehensive ticket sales and SS retention plan. Speartheaded a complete assessment of the SS seles and cristomet service fruction for the family which Mig result in marked improvements moving forward. Aggreealively scinforced, entiresced and communicated SS benefite Successfully rolled out Tickelmaster Account Manager and Marketplace feetures for SS for the three teams. indication and plan and individual; — wifeing the light first sales (seeson, mid plan and individual; — wifeing the light sales (seeson, mid plan and individual; — wifeing the light sales (seeson, mid plan and individual; — wifeing the light sales (seeson, mid plan and individual; — wifeing the light sales (seeson, mid plan and individual; — wifeing the light sales (seeson). direct mail, omail, telephone. Daystoped and executed aggressive plan for attacking waitlet and supplemental databases to dentily potential 66. Supplemental databases to dentily potential Successfully bired an effective and seasoned VP CR and Fan Development - Strong focus on Community Relations: Alumni Relations, field marketing, end fen development With strong assist from mode pariners, Elite, and sponsor partners, successfully raised the level of exposure for Alian Houston. δ



CONFIDENTIAL

MSG 03966

PERFORMANCE PLANNING MID-YEAR PERFORMANCE REVIEW Evaluate progress toward stated MPIP goals. Include comments relating to performance progress, and changes in plan, as well as suggestions as to how to most effectively reach stated goals. Mid-Year Performance Review Grow cash flow (OPBFTDA) by \$43.2 Concluded extensive agency review. Contracted Rapo Coline agency to assist in the development and execution of a million ove: 2001. comprehensive ticket cales and SS retention plan. Created action plan to reinforce and communicate 55 benefits. Developing plan for the rollout of Tickelmeeler Account Manager and Marketplace features for SS. Implementing multi-liered direct marketing strategy for ticket sales (seeson, mini plan and todividual) – utlizing direct mad, email, Developing plan for ottacting visiblet and supplemental databases to identify potential S9. FE target of \$5,4 nation was not met. Final FE revenue was \$5.3 In process of hiring VP CR and Fan Development. - Strong fecus ex Community Relations, Atumni Relations, ficid marketing, and fan development Contracted with Efite Model Management to address greater exposure opportunities for current players across the three teams. Develop high quality innovative event Updating video open with new team brancing direction; presentation components, which include Researching lightling improvements in events Garden Vision Improvements including MSG-TV brancing and in-arena game entartainment end dance programming development Development of more extensive theme night plan. learns. KCD auditions with five webcasting component. Researching ungoing amateur night feature. Other team (Ballers, Jumpers, KCK) Improvement plans. Utilize It e value of Knicks assets to Corncleted production of two OOL commerciate utilizing players sealet other MSG and Cablevision Exploring player integration into IFC and Much Music productions. divisions in achieving their business Coordinating with the WIZ on field marketing initiatives. goals by partnering in at least 2 crossdivisional initiatives. improve employee relations, increase Putting precitor tocus on identifying opportunities for strong performers - Center for Creative Leadership (Intar): 150 conference (Jeter, Pazaras). the effectiveness of employees by putting greater focus on employed development. Grade adjustments and promotions for top performers is ongoing. Anucha Browne Sanders EMPLOYEE (Print Name) EMPLOYEE (Sign Name) DATE APPRAISER (Prini Name) (emsN ngiZ) HazikHYYA DATE

PERFORMANCE PLANNING

GOAL PLANNING FORM

State each performance goal as specifically as possible, and list the key activities that need to be done to achieve each goal. Provide due dates and weightings for each goal.

Statement of Goef	Key Activities to Achieve Goal	Dua Uatea	Weighting
Grow sach flow (OPETTDA) by \$43.2 million over 2001	Continue to sellout all games in 2002 with no price increase by establishing and implementing a comprehensive ticket sales strategy. Maintain FE revenues consistent with 2001 level. Enhance CR opportunities for the New York Knicke and our players.	6/02 6/02 7/02	35%
•	Davelop and implement a season subscriber benefits program.	4/02	. [
Develop high quality innovative event presentation components, which include in-archa game entertainment and dance teams.	Introduce new in arena entertainment elements. Establish theme nights throughout the season. Continue to Improve the dance to am presentation.	5/02	25%
Utilize the value of Knicks assets to essets to the MSG and Cablevialon divisions in achieving their business goals by particularly in at least 2 pross-divisions! initiatives	Leverage the strength of NYK Do an ascel across MSG and CSC properties. Dovolog tighter integration with the MSG Network to ensure consistent Knicks-branded messaging.	7,02	20%
mprove employee relations. ncresse the effectiveness of imployees by putting greater focus in employee development	implement HR initiative in accerdance with bottles agreed to with Cettlevision HR. Encourage employee professional growth apportunities.	9/02	20%

Tatal Welahting 2 100%

EMPLOYEE (Print Name)

EMPLOYEE (Sign Name)

DATE

APPRAISER (Print Name)

APPRAISER (Sign Name)

DATE

Browne-Sanders, Anucha

NY KNICKS

2003

REDACTED

Cablevision Systems Corporation

2003 MPIP Individual Ratings

2003 Unit Head 2003 Unit Grade Name Title Rating (1 to 5)

Mills Stephen C NY KNICKS 27 Browne-Sanders Anucha SVP - Marketing & Business Ops

Browne-Sanders, Anucha NY KNICKS





MPIP

Performance Appraisal

Employee and Organization Infor	mayon;
	· · ·
Employee's Name	Appraiser's Name
Anucha Browne Sanders	Steve Mills
Position Title	Appraisal Date
SVP, Marketing & Business Operation	ons .
Business Group	
New York Knicks	
Bignatures:	
ppraiser:	Date:
ppraiser:	Date:
	Date:
ppraiser: ppraiser's Supervisor: mployee*:	Date:
ppraiser: ppraiser's Supervisor: mployee*: he signature does not necessarily represent the employee's agraised.	Date:



1 Did Not Achieve Expected Performance	2 Partially Achieved Expected Performance	3 Activeved Expected Performance	4 Exceeded Expected Performance	5 Far Exceeded Expected Performance
Performance	Performance		Cromance	expected Performan

KEY EFFECTIVENESS AREAS AND BEHAVIORS	RATING
Possess and applies professional knowledge and/or technical skills required to perform job functions Takes necessary steps to increase job knowledge and keeps current with new developments, ideas, trends and technology Comments:	4
2. Communicates Effectively • Listens well and understands the needs of customers and others • Expresses ideas clearly and directly • Conveys confidence when communicating • Persuasively communicates in a way that produces positive results Comments:	5
3. Develops Relationships • Builds, manages, and sustains organizational and customer relationships to achieve goals • Collaborates effectively within and across departments • Acknowledges the contributions of others • Is an effective team leader and member Comments:	4
4. Plans Effectively • Ensures goals and strategies support the company's vision • Creates efficient processes and work plans • Anticipates problems and takes corrective action • Effectively balances and communicates long term and short term priorities Comments:	4
Makes Results Happen Maintains an organization-wide focus on satisfying customer (internal and external) needs Defines and craffies organizational processes, roles and responsibilities Makes sound, timely decisions that lead to results Takes personal responsibility for achieving results	4

revised 1/1/05

2

	Total Rating
dd numbers together in the Rating Boxes to receive a total. Divide total by 8 or to determine Overall Effectiveness Rating. Place an X in the appropriate box elow.	37
Manages and Develops People (Applies only to those with supervisory responsibilities) Conducts and completes performance appraisal reviews on time Ensures departmental career planning and development Provides coaching and performance feedback where appropriate Works to discuss and resolve employee work issues and concerns Promotes and encourages diversity within the organization	5
8. Develops Self • Knows own strengths and weaknesses • Learns from experience • Actively seeks feedback for improvement Comments:	3
 7. Supports Company Values and Policies Practices and promotes the company's values Consistently upholds and follows the company's policies Supports and practices the code of business conduct and ethics Acts honestly and ethically in the workplace Treats others in a fair and respectful manner Comments: 	4
6. Demonstrates Resilience and Flexibility • Deals effectively with multiple demands and shifting priorities • Shows resilience when faced with setbacks or criticism • Promotes and is receptive to new ideas • Advocates necessary organization change Comments:	4

Overall Effectiveness Rating:

1 Did Not Achieve Expected Performance	2 Partially Achieved Expected Performance	3 Achieved Expected Performance	4 Exceeded Expected Performance	5 Far Exceeded Expected Performance
 .			X	

SECTION B - Goals/Accomplishments Achieved:

List the top three goals/accomplishments achieved during this review period.

Anucha embraced the role of P&L Manager during this period. She challenged her staff and all service providers to drive revenues and control expenses.

Anucha effectively managed through the organizational and philosophical changes when Isiah Thomas was hired. She has managed to derive upon key player involvement in team business and marketing initiatives with less player availability.

revised 1/1/05

3.			4.		
Anucha delivered a					
Anucia denvereu a	11 5% ticket pri	ra incrasca sr	-d completed		
Anucha delivered a the arena for Knicks	games.	e illutast ai	ia compietea	the first stage	of rescaling
•					
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SECTION C = Addi	tional Commen	to the thic c	* - *		····
SECTION C - Addi	rovided in Secti	on A.	ection to pro	vide additior	al comment
	_				
Anucha must continu	ue to develop he	r ability to foci	s and identify	the issues a	-d initiativae
most important to the	e team's overall :	currace Sha	han dana nur	HIC ISSUES AI	IO Imuauves
ologo organization ar		3UCC655. ONG	has done exc	ellent job of t	uilding a first
class organization ar	nd a strong statt.				
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ECTION D - Overal		रेating: Based	I on Sections	A, B and C	provide an
ECTION D - Overal	renormance l	anacanciata l			
ECTION D – Overal verall rating by plac	i Performance I	appropriate l	ox below.		
ECTION D — Overal verall rating by plac	ing an X in the	appropriate !	box below.		
VERALL	1	appropriate	box below.	T 4	1 2
VERALL RFORMANCE	1 Did Not	2 Partially	3 Achieved	4 Exceeded	5 Far Exceeded
VERALL	1	appropriate	. 3	Exceeded Expected	Far Exceeded Expected
VERALL RFORMANCE	1 Did Not Achieve	2 Partially Achieved	3 Achieved Expected	Exceeded Expected Performance	Far Exceeded
VERALL RFORMANCE	1 Did Not Achieve Expected	2 Partially Achieved Expected	3 Achieved Expected	Exceeded Expected	Far Exceeded Expected
VERALL RFORMANCE	1 Did Not Achieve Expected	2 Partially Achieved Expected	3 Achieved Expected	Exceeded Expected Performance	Far Exceeded Expected
VERALL RFORMANCE	1 Did Not Achieve Expected Performance	2 Partially Achieved Expected Performance	3 Achieved Expected Performance	Exceeded Expected Performance	Far Exceeded Expected Performance

revised 1/1/05

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Browne Sanders, Anucha

From:

Browne Sanders, Anucha

Sent:

To:

Thursday, December 15, 2005 7:34 AM

Mills, Steve Subject:,

Last Night's Game

Stove

tast night before the Knicks game Isiah came up behind me and hugged me and tried to kiss me. When I didn't allow him to kiss me he said " I can't get any love".

Given what I have communicated to you about. Isiah's behavior toward me over the last two seasons and my concern that he is at the root of player hostility Loward me, please let him know that I am not comfortable with him touching me at all.

While I am at games, I would also like to avoid any public incidents. This happened in middle of gate 1. I was talking to Jerome Williams who has no idea what's going on. It was

Thank you



**,1