

EXHIBIT B

IN THE UNITED STATES DISTRICT COURT FOR THE
WESTERN DISTRICT OF TEXAS
AUSTIN DIVISION

DELIVERANCE POKER, LLC,
Plaintiff

v.

MICHAEL MIZRACHI and
TILTWARE, LLC,
Defendants

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C.A. NO. 1:10-CV-00664-JRN

PLAINTIFF'S DISCLOSURE OF EXPERT TESTIMONY

Plaintiff submits these disclosures in accordance with the Scheduling Order entered in this case an Federal Rule of Civil Procedure 26(a)(2).

A. **Maurice Mills**
10110 Se 226th Place
Kent, Washington 98031
(206) 406-1737

Plaintiff intends to present evidence from Mr. Mills under Federal Rule of Evidence 702, 703, and 705. In particular, Plaintiff intends to have Mr. Mills testify as to those opinions he provided in his deposition in this case on February 17, 2011. Mr. Mills's opinions include his opinions concerning (1) the value of the consideration given by Sabre Asset Management, S.A. in the License Agreement between Sabre Asset Management, S.A. and Deliverance Poker, LLC, dated July 31, 2009; (2) the value of the equity in Deliverance Poker, LLC that Sabre Asset Management, S.A. received under the License Agreement between Sabre Asset Management, S.A., dated July 31, 2009; (3) the potential revenue stream from having a small percentage of online poker players on a website (e.g., less than 1% of online poker players playing continuously would generate approximately \$50,000,000); (4) the features of online poker

websites; (5) the features to be offered by Sabre Asset Management, S.A./RealDeck on the website of Deliverance Poker, LLC (e.g., Random Number Generator technology, live dealer technology, technology to limit access to website only to those in places where such gambling is legal, etc.); (6) the importance of marketing a website in order to for such a business to be successful; (7) the importance of consistency in marketing; and (8) the reasons for not launching the Deliverance Poker website after Michael Mizrachi quit endorsing Deliverance Poker and instead began endorsing Full Tilt Poker. Mr. Mills has not been retained or specially employed in this case and he is not an employee of Plaintiff.

B. **Reynaldo Jay Perales**
Perales Investment Group, LLC
9601 McAllister Fwy, Suite 1150
San Antonio, Texas 78216
(210) 355-5581

Plaintiff intends to present evidence from Mr. Perales under Federal Rule of Evidence 702, 703, and 705. In particular, Mr. Perales may testify as to the work he did in developing the search engine optimization for Plaintiff's website and his participation in the testing of the website and preparations for launching the website. Mr. Perales may further testify as to how the search engine optimization adds value to a website and the cost for providing such work. Mr. Perales has not been retained or specially employed in this case and he is not an employee of Plaintiff.

C. **Carlos Benavides, III**
c/o Douglas M. Becker
Gray & Becker, P.C.
900 West Avenue
Austin, Texas 78701
(512) 482-0061

Plaintiff intends to present evidence from Mr. Benavides under Federal Rules of Evidence 702, 703, and 705. In particular, Mr. Benavides is expected to testify as to (1) the

value of the consideration given by Sabre Asset Management, S.A. in the License Agreement between Sabre Asset Management, S.A. and Deliverance Poker, LLC, dated July 31, 2009; (2) the value of the equity in Deliverance Poker, LLC that Sabre Asset Management, S.A. received under the License Agreement between Sabre Asset Management, S.A., dated July 31, 2009; (3) the potential revenue stream from having a small percentage of online poker players on a website (e.g., less than 1% of online poker players playing continuously would generate approximately \$50,000.000); (4) the features of online poker websites; (5) the features to be offered by Sabre Asset Management, S.A./RealDeck on the website of Deliverance Poker, LLC (e.g., Random Number Generator technology, live dealer technology, technology to limit access to website only to those in places where such gambling is legal, etc.); (6) the importance of marketing a website in order to for such a business to be successful; (7) the importance of consistency in marketing; and (8) the reasons for not launching Deliverance Poker website after Michael Mizrachi quit endorsing Deliverance Poker and instead began endorsing Full Tilt Poker. Mr. Benavides has not been retained or specially employed in this case and he is not an employee of Plaintiff whose duties regularly involve giving expert testimony.

D. **Gary Wilcox, Ph.D.**
The University of Texas at Austin
Department of Advertising, College of Communication
1 University Station A1200
Austin, Texas 78712
(512) 471-0917

Plaintiff intends to present evidence from Dr. Wilcox under Federal Rules of Evidence 702, 703, and 705. Please see attached report of Dr. Wilcox for the statement of his opinions and the bases and reasons for them, as well as the data and other information considered by Dr. Wilcox and the exhibits that will be used to summarize and support his opinions. Please see the attached curriculum vitae of Dr. Wilcox for his qualifications, including a list of all publications

authored in the previous ten years. Dr. Wilcox has not testified as an expert at trial or deposition in the past four years. Dr. Wilcox is being compensated for the time he has devoted to study and testimony in this case at the rate of \$350 per hour. To date, Dr. Wilcox has spent approximately 22 hours on the study of the issues in this case and preparation of his report.

E. **Douglas M. Becker**
Gray & Becker, P.C.
900 West Avenue
Austin, Texas 78701
(512) 482-0061

Plaintiff intends to present evidence from Mr. Becker under Federal Rules of Evidence 702, 703, and 705. In particular, Mr. Becker will testify as to the reasonableness and necessity of attorney fees and costs and expenses incurred by Plaintiff in filing and presenting the claims in this lawsuit. As attorney fees continue to accrue in this case, Mr. Becker will not have a final amount claimed until the conclusion of the case. Mr. Becker will testify as to the reasonableness of the legal fees as set forth in Rule 1.04(b) of the Texas Rules of Professional Conduct:

- (1) the time and labor required, the novelty and difficulty of the questions involved, and the skill requisite to perform the legal services properly;
- (2) the likelihood, if apparent to the client, that the acceptance of the particular employment will preclude other employment by the lawyer;
- (3) the fee customarily charged in the locality for similar legal services;
- (4) the amount involved and the results obtained;
- (5) the time limitations imposed by the client or by the circumstances;
- (6) the nature and length of the professional relationship with the client;
- (7) the experience, reputation, and ability of the lawyer or lawyers performing the services; and
- (8) whether the fee is fixed or contingent on results obtained or uncertainty of collection before the legal services have been rendered.

Tex. R. Prof. Conduct, Rule 1.04(b). A copy of Mr. Becker's biography is attached.

F. **John D. Jacks**
Gray & Becker, P.C.
900 West Avenue
Austin, Texas 78701
(512) 482-0061

Plaintiff intends to present evidence from Mr. Jacks under Federal Rules of Evidence 702, 703, and 705. In particular, Mr. Jacks will testify as to the reasonableness and necessity of attorney fees incurred by Plaintiff in filing and presenting the claims in this lawsuit. As attorney fees continue to accrue in this case, Mr. Jacks will not have a final amount claimed until the conclusion of the case. Mr. Jacks will testify as to the reasonableness of the legal fees as set forth in Rule 1.04(b) of the Texas Rules of Professional Conduct, which is set forth above. A copy of Mr. Jacks' biography is attached.

Respectfully submitted,

By: /s/ John D. Jacks
Douglas M. Becker
Texas State Bar No. 02012900
John D. Jacks
Texas State Bar No. 00785986
GRAY & BECKER, P.C.
900 West Avenue
Austin, Texas 78701
Telephone: (512) 482-0061
Facsimile: (512) 482-0924
COUNSEL FOR PLAINTIFF
DELIVERANCE POKER, LLC

CERTIFICATE OF SERVICE

I certify that on 3/1/2011, a true and correct copy of the foregoing was faxed to the following counsel

John P. Henry
The Law Offices of John Henry, P.C.
P.O. Box 1838
Round Rock, Texas 78680

Fax No. 512-428-6418

Ian J. Imrich
10866 Wilshire Blvd., Suite 1240
Los Angeles, California 90024

Fax No. 310-481-4475

/s/ John D. Jacks

GRAY & BECKER
ATTORNEYS AT LAW
900 WEST AVENUE
AUSTIN, TEXAS 78701-2210
(512) 482-0061
TELECOPIER (512) 482-0924

Douglas M. Becker -- Preparatory education: Harvard College, A.B. cum laude (1969); legal education: University of Texas School of Law, J.D. (1975). Briefing Attorney for Judge Wendell A. Odom, Texas Court of Criminal Appeals (1975-76); Assistant Attorney General of Texas (1976-83); Assistant Chief and Appellate Coordinator, Law Enforcement Division (1980-83); Chief, Law Enforcement Division (1983); has served as Associate Municipal Judge, City of Westlake Hills (1980-90) and Special Assistant Attorney General of Texas (1983-91). Admitted to practice before the United States Supreme Court, Texas Supreme Court, United States Court of Appeals for the Fifth Circuit, United States Court of Claims, and the United States District Courts for the Northern, Southern, Eastern, and Western Districts of Texas. Member: State Bar of Texas; Bar Association of the Fifth Federal Circuit.

GRAY & BECKER
ATTORNEYS AT LAW
900 WEST AVENUE
AUSTIN, TEXAS 78701-2210
(512) 482-0061
TELECOPIER (512) 482-0924

John D. Jacks -- Preparatory education: The University of Texas at Arlington, B.A. with high honors (1990); legal education: The University of Texas School of Law, J.D. with honors (1992). Assistant Attorney General of Texas (1993-97); Assistant Division Chief, Capital Litigation Division (1994-97); private practice of law with Walker, Bright & Whittenton, P.C. (1997-99). Admitted to practice before the United States Court of Appeals for the Fifth Circuit, the United States District Courts for the Northern, Southern, Eastern and Western Districts of Texas, and the Texas Supreme Court. Member: State Bar of Texas and Travis County Bar Association.

Statement by Gary B. Wilcox, Ph.D.
For submission to Gray & Becker, Attorneys at Law
Concerning the 2010 World Series of Poker appearances by Mr. Michael Mizrachi

March 1, 2011

I have been asked by Gray & Becker, Attorneys at Law to determine the brand placement value that is due to Deliverance Poker by Michael Mizrachi appearing in the 2010 World Series of Poker (WSOP) wearing Full Tilt Poker logos instead of the Deliverance Poker logos. It is my opinion that the brand placement value due to Deliverance Poker based on the United States and International markets is \$3,275,037.

During the national airing of the WSOP, players are paid to wear hats and clothing that contain identification of sponsorships. The identification typically takes the form of distinct logos with the brand names and web site addresses of the sponsors. This type of sponsorship promotion is referred to as Brand or Product placement.

Brand placement is a form of advertising where branded products are placed in television, film and music as integrated parts of the storyline. The goal is to use entertainment media to gain consumer exposure to brand names. Increasing dramatically in recent years, brand placement has become a very important part of the integrated marketing strategies for companies like BMW, Apple, and Anheuser Busch. These marketers feel brand placement may be more effective than traditional advertising because the brand placement is embedded in the program and the viewers cannot avoid exposure as they can with traditional advertising. In addition, the viewers may not elicit a negative reaction to placement as they might with a traditional ad that interrupts program viewing.

Players on the WSOP wear hats and shirts that identify their sponsors. This visual brand information is transmitted to the viewer of the program when the camera includes the player in the televised shot, thereby exposing the audience to the sponsor's identification.

A description of the methodology to determine the value of the brand placement exposures in the U.S. and International markets is presented below.

Determining exposure time.

To determine the amount of brand placement value to Deliverance Poker, the amount of time Mr. Mizrachi appeared on camera during the WSOP was calculated. The broadcast schedule of WSOP events on ESPN and ESPN2 was obtained as indicated in Exhibit 1. In order to determine in which program times of the WSOP Mr. Mizrachi appeared, information was used from Tel-eTrack News Report. This information provided the basis for determining what dates and times Mr. Mizrachi appeared on the WSOP. WSOP was broadcast on ESPN as a first-run prime time event on twelve occasions during the time period examined beginning September 2010 and ending January 2011. The first-run events were later broadcast on ESPN2 and were classified as "re-airs". The programs have continued to be broadcast on ESPN and ESPN2 since the tournament ended in November .

Copies of these events were obtained to determine when Mr. Mizrachi began wearing the Full Tilt logo and how much time he appeared on the televised program. Only a limited number of the original programs were still available for viewing because of the length of time that had passed since the original broadcast of the programs. After comparing a list of times Mr. Mizrachi appeared with the list of available programs, twelve prime time, one-hour programs were available for viewing. All twelve hours of programming were obtained. A Ph.D. student who had expertise in content analysis was retained to view the programs in their entirety and the on-camera times Mr. Mizrachi wearing the Full Tilt logo appeared were noted in seconds for each program.

Since information was unavailable on which specific prime time events were re-broadcast on ESPN2, the average number of seconds Mr. Mizrachi appeared on all twelve programs were calculated. This average was then used to determine to the total amount of time Mr. Mizrachi appeared on camera during all of the shows on which he appeared. This averaging methodology provides a conservative measure of the time Mr. Mizrachi was on camera as the programs are still being broadcast in the U.S. If anything, this process provided estimates underreporting his exposure.

Cost Determination

Prominent brand placement value is normally calculated based on the ad value commensurate to a: 30 second spot rate card x length of exposure. That value is reduced by one-half if the exposure is classified as not prominent or weak. While viewing the WSOP programs, Mr. Mizrachi's exposure was recorded in seconds on the screen as well as either prominent (full screen) position or non-prominent (other than full screen) position.

Cost for a 30 second advertisement during WSOP on ESPN and ESPN2 was determined from Nielsen Ad*Views to be \$6,017.56 and \$1,039.01 respectively (see Exhibit 3). ESPN prominent exposure was calculated at a rate of \$6,017.56. ESPN non-prominent exposure was calculated at a rate of one-half of the prominent rate ($\$6,017.56/2 = \$3,008.50$). ESPN2 prominent exposure was calculated at a rate of \$1,039.01. ESPN2 non-prominent exposure was calculated at a rate of one-half the prominent rate or \$519.50. Cost per second of exposure was obtained by dividing the :30 spot rate by 30 and is shown in Exhibit 5.

ESPN rates were used in first run prime times only and ESPN2 rates were used in all other times. According to Exhibit 2, Mr. Mizrachi appeared in 248 program segments – 12 of those were first run on ESPN with the remainder 236 on ESPN2.

Exposure calculations for the brand placement value are shown in Exhibit 5. The prominent first air (ESPN) per second value was \$200.50 ($\$6,017.56/30$) and the non-prominent re-air (ESPN2) per second value was \$34.63 ($\$1,039.01/30$). The non-prominent first air (ESPN) per second value was \$100.28 ($\$3,008.50/30$) and the non-prominent re-air (ESPN2) per second value was \$17.32 ($\$519.50/30$). From the analysis of all twelve hours of programs, Mr. Mizrachi averaged 176 seconds of prominent exposures per hour and 207 seconds of non-prominent exposures per hour.

Twelve hours of first air prominent exposure on ESPN resulted in \$423,456 brand placement value. Twelve hours of first air non-prominent exposure on ESPN resulted in \$249,096 brand placement value. Two hundred thirty six hours of re-air prominent exposure on ESPN2 resulted in \$1,438,420 brand placement value. Two hundred thirty six hours of re-air non-prominent exposure on ESPN2 resulted in \$846,060 brand placement value. Addition of all four figures resulted in a total brand placement value of

\$2,957,032 on the 2010 World Series of Poker in the U.S. market from September through January 2011. It should be noted that brand placement exposures continue to accrue as the WSOP is broadcast on a regular basis on the ESPN networks.

International Markets

In addition to the U.S. market, ESPN International distributes the same versions of WSOP to the following markets: Latin America, Brazil, Europe, Canada, Australia/Pacific Rim, and Japan. The programs are the U.S. produced versions; however, the announcers are dubbed in the language for the appropriate market. For example, in Brazil the announcers speak Portuguese instead of English. The video portion remains unchanged from the U.S. versions thereby providing the international viewer of these programs the same video as is seen in the U.S.

Because of the diverse nature of the audience in each of these markets, there is no comprehensive international rate card available for :30 ad spot ad costs. ESPN International determines the :30 ad spot cost market by market. Specifically, rates in Latin America and Brazil are \$500 for a :30 spot on WSOP. By comparison, rates for a :30 spot on WSOP in Australia are \$400. This rate is charged for each broadcast of the program whether first run or re-air. According to ESPN International, the WSOP series was shown in the six markets listed above for 2010 and with a re-air at least once.

In Europe, ESPN International syndicates WSOP so it is not available through ESPN regional feeds. The WSOP is also aired on ESPN Classic in the European market. Since WSOP is syndicated in this way, ESPN was unable to provide specific ad rates for these markets.

The same methodology as described for the U.S. market was employed to calculate the brand placement value for the international markets. However, rates were only available for Latin America, Brazil, and Australia. Since the video content of the programs remained unchanged, the prominent and non-prominent calculations from the U.S. market were used for the International markets. The :30 second ad rates as stated above were used for the markets.

Exhibit 6 presents the Brand Placement values for Latin America, Brazil, and Australia. The prominent per second value for Latin American and Brazil was \$16.67 and the non-prominent per second value was \$8.83. Twelve hours of first run plus one

additional re-air resulted in a total of 24 hours of WSOP programming. The totals for prominent value in both Latin American and Brazil were \$70,414 per market. The totals for non- prominent value in both Latin American and Brazil were \$43,867 per market.

The prominent per second value for Australia was \$13.33 and the non-prominent per second value was \$6.67. Twelve hours of first run plus one additional re-air resulted in a total of 24 hours of WSOP programming. The total for prominent value in Australia was \$56,306. The total for non- prominent value in Australia was \$33,137.

Addition of figures results in a total brand placement value of \$318,005 on the 2010 World Series of Poker in the International market from September through November 2010. Since ad rates were not available for the European, Canadian, Japan, or the Pacific Rim, brand placement value could not be calculated. It is estimated, however, that with the addition of these markets, the brand placement for the international markets would at least double. Furthermore, exposures continue to accrue as the WSOP continues to be aired around the world on a regular basis on ESPN International.

/S/ Gary B. Wilcox

Exhibit 1
World Series of Poker Schedule 2010
ESPN

Date	Time (ET)	Event
Jul 20	8 p.m.	2010 World Series of Poker Preview
Jul 27	8 p.m.	\$50,000 Poker Player's Championship
Jul 27	9 p.m.	\$50,000 Poker Player's Championship Final Table
Aug 3	8 p.m.	WSOP 2010 Tournament of Champions
Aug 3	9 p.m.	WSOP 2010 Tournament of Champions
Aug 10	8 p.m.	Main Event
Aug 10	9 p.m.	Main Event
Aug 17	8 p.m.	Main Event
Aug 17	9 p.m.	Main Event
Aug 24	8 p.m.	Main Event
Aug 24	9 p.m.	Main Event
Aug 31	9 p.m.	Main Event
Aug 31	10 p.m.	Main Event
Sep 7	9 p.m.	Main Event
Sep 7	10 p.m.	Main Event
Sep 14	9 p.m.	Main Event
Sep 14	10 p.m.	Main Event
Sep 21	9 p.m.	Main Event
Sep 21	10 p.m.	Main Event
Sep 28	9 p.m.	Main Event
Sep 28	10 p.m.	Main Event
Oct 5	9 p.m.	Main Event
Oct 5	10 p.m.	Main Event
Oct 12	9 p.m.	Main Event
Oct 12	10 p.m.	Main Event
Oct 19	9 p.m.	Main Event
Oct 19	10 p.m.	Main Event
Oct 26	9 p.m.	Main Event
Oct 26	10 p.m.	Main Event
Nov 2	9 p.m.	Main Event
Nov 2	10 p.m.	Main Event
Nov 9	9 p.m.-TBD	Main Event Final Table

Source: <http://tvbythenumbers.zap2it.com/2010/07/14/espn-world-series-of-poker-schedule/57139>

Exhibit 2
Mizrachi appearances on WSOP wearing Full Tilt brand
From Tel-eTrack News Report¹

Sep 14	<u>8:00pm; 9:00pm</u>	
Sep 15	12:00am;	
Sep 17	1:00am;2:00am;	
Sep 19	3:00pm;4:00pm;	
Sep 20	7:00pm;8:00pm;	
Sep 21	12:30am;2:00am; 7:00pm; <u>8:00pm;9:00pm;</u>	
Sep 22	12:00am;1:00am;8:00pm;	
Sep 23	10:00pm	
Sep 24	12:00am;	
Sep 26	10:00pm	
Sep 27	12:00am;8:00pm	
Sep 28	<u>8:00pm;9:00pm</u>	
Sep 29	12:00am;1:00am;2:00am	
Sep 30	10:00pm	22 re-airs
Oct 3	11:00	
Oct 4	12:00am;1:00am;7:00pm;8:00pm;9:00pm;	
Oct 5	<u>8:00pm;9:00pm;</u> 11:00pm;	
Oct 6	12:00am;1:00am	
Oct 7	12:00am;	
Oct 8	2:00am;	
Oct 10	5:00pm;7:00pm;8:00pm;10:00pm;11:00pm	
Oct 11	12:00am;1:00am;7:00pm;8:00pm;	
Oct 12	11:00pm;	
Oct 13	12:00am;1:00am;8:00pm;	
Oct 14	12:00am;1:00am;2:00am;3:00am	
Oct 15	12:00am;1:00am;2:00am;	
Oct 17	1:30am;3:00pm;5:00pm;11:00pm;	
Oct 18	12:00am;1:00am;7:00pm;8:00pm;9:00pm	
Oct 19	<u>8:00pm;9:00pm;</u> 10:00pm	
Oct 20	12:00am;1:00am;7:00pm;8:00pm;9:00pm;10:00pm;11:00pm;	
Oct 21	1:00am;2:00am;	
Oct 22	1:00am;	
Oct 24	5:00pm;6:00pm;7:00pm;8:00pm;10:00pm;11:00pm	
Oct 25	12:00am;1:00am;8:00pm;9:00pm	
Oct 27	7:00pm;8:00pm;	
Oct 28	1:00am;2:00am;	
Oct 31	11:00pm	66 re-airs
Nov 1	12:00am;6:00pm;7:00pm;	
Nov 2	<u>8:00pm;9:00pm;</u>	

Exhibit 2 (cont.)

Nov 3 12:00am;1:00am;
Nov 7 5:00pm;6:00pm;7:00pm;8:00pm;10:00pm;11:00pm;
Nov 8 12:00am;1:00am;2:00am;11:00pm
Nov 9 9:00pm; 10:00 pm
Nov 11 8:00pm;
Nov 14 3:00pm;4:00pm;5:00pm;6:00pm;10:00pm;11:00pm
Nov 15 12:00am;6:00pm;7:00pm;
Nov 19 4:00am;5:00am;
Nov 20 1:00am;2:00am;
Nov 21 12:00pm;1:00pm;2:00pm;3:00pm;10:00pm;11:00pm
Nov 23 1:00am;2:00am;
Nov 24 1:00am;2:00am;
Nov 25 12:00;1:00am;2:00am;4:00am;
Nov 26 1:00am;2:00am;
Nov 28 1:00pm;2:00pm;3:00pm;4:00pm;5:00pm;10:00pm;11:00pm;
Nov 29 12:00am;1:00am;2:00am;8:00pm;9:00pm;10:00pm;11:00pm
Nov 30 1:00am; 60 re-air

Dec 1 1:00am
Dec 2 1:00am; 2:00am; 3:00am;
Dec 3 3:00am; 4:00am; 5:00am;
Dec 5 4:00pm; 5:00pm; 10:00pm; 11:00pm
Dec 6 2:00am; 8:00pm
Dec 8 12:00am; 1:00am; 2:00am; 3:00am; 4:00am;
Dec 9 4:00am; 5:00am;
Dec 10 4:00am; 5:00am;
Dec 12 5:00pm; 6:00pm
Dec 13 12:00am; 1:00am; 2:00am; 3:00am; 4:00am; 5:00am; 10:00pm;
11:00pm;
Dec 14 1:00am; 2:00am; 3:00am; 4:00am; 5:00am;
Dec 15 1:00am; 2:00am; 3:00am; 4:00am; 5:00am;
Dec 16 4:00am;
Dec 17 1:00am; 2:00am; 3:00am;
Dec 19 4:00pm; 5:00pm; 6:00pm; 8:00pm; 9:00pm;
Dec 20 12:00am; 1:00am; 2:00am;
Dec 21 3:00am;
Dec 22 4:00am;
Dec 23 1:00am; 2:00am;
Dec 24 4:00am;
Dec 25; 12:00am; 1:00am; 2:00am;
Dec 26 12:00pm; 1:00pm; 2:00pm; 3:00pm; 4:00pm; 5:00pm; 8:00pm;
9:00pm
Dec 27 10:00pm; 11:00pm;
Dec 28 4:00am; 5:00am; 74 re-air

Exhibit 2 (cont.)

Jan 8	9:00pm; 10:00pm	
Jan 9	6:00pm; 7:00pm	
Jan 10	2:00am; 8:00pm; 9:00pm;	
Jan 13	2:00am; 4:00am;	
Jan 14	3:00am;	
Jan 23	6:00pm; 7:00pm; 8:00pm	
Jan 27	1:00am;	14 re-air

236 re-air; 12 first air

Bold indicates first air

Underline indicates sampled programs

¹ Tel-eTrack News Report uses a system that monitors closed captioning and creates a news database from that raw data into own proprietary software that allows keyword searches against that database. Tel-eTrack is a service of Teleclip, Inc.

Exhibit 3
Nielsen Ad*Views
Cost for :30 second national spot
ESPN/ESPN2

Commercial	Program	Distributor	Gross Cost
Duration	Name		per Unit
30 seconds	WSOP	ESPN	\$6,017.56
30 seconds	WSOP	ESPN2	\$1,039.01

Nielsen Ad*View information obtained from JL Media Midwest, 10 Blayton Lane, St. Louis, MO.

Exhibit 4
Michael Mizrahi Full Tilt
Brand Placement Exposure

Date	Time	Exposure - Prominent	Exposure - non prominent
7/27/10	7:00 p.m.	73 seconds	311 seconds
7/27/10	7:30 p.m.	65 seconds	460 seconds
7/27/10	8:00 p.m.	203 seconds	306 seconds
7/27/10	8:30 p.m.	294 seconds	524 seconds
Subtotal		635 seconds	1601 seconds
8/10/10	7:00 p.m.	0 seconds	1 second
8/10/10	7:30 p.m.	15 seconds	0 seconds
8/10/10	8:00 p.m.	0 seconds	0 seconds
8/10/10	8:30 p.m.	0 seconds	0 seconds
Subtotal		15 seconds	1 second
8/17/10	7:00 p.m.	0 seconds	0 seconds
8/17/10	7:30 p.m.	0 seconds	0 seconds
8/17/10	8:00 p.m.	0 seconds	8 seconds
8/17/10	8:30 p.m.	0 seconds	0 seconds
Subtotal		0 seconds	8 seconds
9/14/10	8:00 p.m.	0 seconds	22 seconds
9/14/10	8:30 p.m.	0 seconds	165 seconds
9/14/10	9:00 p.m.	35 seconds	160 seconds
9/14/10	9:30 p.m.	115 seconds	133 seconds
Subtotal		150 seconds	480 seconds
9/21/10	8:00 p.m.	0 seconds	157 seconds
9/21/10	8:30 p.m.	0 seconds	42 seconds
9/21/10	9:00 p.m.	45 seconds	97 seconds
9/21/10	9:30 p.m.	20 seconds	5 seconds
Subtotal		65 seconds	301 seconds
9/28/10	8:00 p.m.	15 seconds	25 seconds
9/28/10	8:30 p.m.	30 seconds	70 seconds
9/28/10	9:00 p.m.	20 seconds	31 seconds
9/28/10	9:30 p.m.	50 seconds	5 seconds
Subtotal		115 seconds	131 seconds
10/5/10	8:00 p.m.	145 seconds	147 seconds
10/5/10	8:30 p.m.	168 seconds	148 seconds
10/5/10	9:00 p.m.	226 seconds	127 seconds
10/5/10	9:30 p.m.	240 seconds	45 seconds
Subtotal		779 seconds	467 seconds
10/19/10	8:00 p.m.	302 seconds	93 seconds
10/19/10	8:30 p.m.	115 seconds	47 seconds
10/19/10	9:00 p.m.	70 seconds	114 seconds
10/19/10	9:30 p.m.	99 seconds	185 seconds
Subtotal		586 seconds	439 seconds
11/9/10	9:00 p.m.	82 seconds	207 seconds
11/9/10	9:30 p.m.	148 seconds	216 seconds
11/9/10	10:00 p.m.	190 seconds	235 seconds
11/9/10	10:30 p.m.	0 seconds	2 seconds
Subtotal		420 seconds	660 seconds
Total		2765 seconds	4088 seconds
Average per hour		154 seconds	227 seconds

Exhibit 5
Exposure Calculations
Product Placement Value

30 second First run Ad Rate (Nielsen Ad*Views) ESPN	\$6,017.56
30 second Other run Ad Rate (Nielsen Ad*Views) ESPN2	\$1,039.01

Prominent First run per second (\$6,017/30 seconds)= \$200.50
 Prominent Other run per second (\$1,039/30 seconds)= \$34.63

Non-prominent First run is worth half of a Prominent First run (\$3,008.50) per second
 (\$3,008.50/30 seconds)= \$100.28
 Non-prominent First run is worth about half of a Weak First run (\$519.50) per second
 (\$519.50/30 seconds)= \$17.32

Michael Mizrachi average seconds per hour of programming	
Prominent	176 seconds (2115 seconds/12 hours)
Non-prominent	207 seconds (2478 seconds/12 hours)

Twelve (12) first runs on ESPN

Prominent

176 seconds x \$200.50 = \$32,288/hour of programming	
12 hours of first run on ESPN	\$423,456

Non-prominent

207 seconds x \$100.28 = \$20,758/hour of programming	
12 hours of first run on ESPN	\$249,096

Two hundred thirty-six(236) re-air on ESPN2

Prominent

176 seconds x \$34.63 = \$6,095/hour of programming	
236 hours of re-air on ESPN2	\$1,438,420

Non-prominent

207 seconds x \$17.32 = \$3,585/hour of programming	
236 hours of re-air on ESPN2	\$846,060
	\$2,957,032

Cable Ad Rates

- A commercial is defined as any paid advertisement announcement, spot or message with duration of 10 to 120 seconds, aired by the cable station and recorded by Nielsen
 - Ad activity is based on nationally distributed commercials aired during cable telecast programs
 - Monitoring is done 24 hours a day

-
- Source for nearly all National Cable expenditure data is derived from SQAD, Inc.'s NetCosts system
 - CPP data from NetCosts that Nielsen receives is created from actual purchases made by NetCosts contributors and reflects the combined costs based on their true weighting of upfront and scatter buys and is considered "gross".
 - Data Source: Nielsen

Exhibit 6
Exposure Calculations
Brand Placement Value
International Markets

:30 second Ad Rate (Source: ESPN International)

Brazil	\$500
Latin America	\$500
Australia	\$400

Brazil

Brazil prominent run per second ($\$500/30$ seconds)=\$16.67

Brazil non-prominent run is worth half of a

Prominent run ($\$250$) per second ($\$250/30$ seconds= \$8.33

Twelve (12) first runs on ESPN plus one additional re-air in International markets - 24 total hours of WSOP

Prominent

176 seconds x \$16.67 = \$32,288/hour of programming
24 hours on ESPN International \$70,414

Non-prominent

207 seconds x \$8.83 = \$1,828/hour of programming
24 hours of first run on ESPN \$43,867

Latin America

Latin America prominent run per second ($\$500/30$ seconds)= \$16.67

Latin America non-prominent run is worth half of a

prominent run ($\$250$) per second ($\$250/30$ seconds= \$8.33

Twelve (12) first runs on ESPN plus one additional re-air in International markets - 24 total hours of WSOP

Prominent

176 seconds x \$16.67 = \$32,288/hour of programming
24 hours on ESPN International \$70,414

Non-prominent

207 seconds x \$8.83 = \$1,828/hour of programming
24 hours of first run on ESPN \$43,867

Exhibit 6 (cont.)

Australia

Australia prominent run per second (\$400/30 seconds)=\$13.33

Australia non-prominent run is worth half of a prominent run (\$200) per second (\$200/30 seconds)=\$6.67

Twelve (12) first runs on ESPN plus one additional re-air in International markets - 24 total hours of WSOP

Prominent

176 seconds x \$13.33 = \$2,346/hour of programming

24 hours on ESPN International

\$56,306

Non-prominent

207 seconds x \$6.67 = \$1,381/hour of programming

24 hours of first run on ESPN

\$33,137

Total International Markets

\$318,005

Source: ESPN International: New York, N.Y

Gary Burl Wilcox

John A. Beck Centennial Professor in Communication

OFFICE

Mailing Address:
The University of Texas at Austin
Advertising Department
University Station A1200
Austin, Texas 78712
Telephone: (512) 471-0917
Burl@mail.utexas.edu

HOME ADDRESS

3307 Bonnie Road
Austin, TX 78703

Campus Address:
Walter Webb Hall 416

EDUCATIONAL QUALIFICATIONS

Ph.D. in Mass Media, Michigan State University
M.A. in Communication, The University of Texas at Austin
B.B.A. in Marketing, The University of Texas at Austin

ACADEMIC EXPERIENCE

Professor & Director of Graduate Studies, Department of Advertising, The University of Texas at Austin,
September 1998 to present.
Professor & Chairman, Department of Advertising, The University of Texas at Austin,
September 1991 to August 1998.
Associate Professor & Chairman, Department of Advertising, The University of Texas at Austin,
September 1990 to August 1991.
Associate Professor & Graduate Adviser, Department of Advertising, The University of Texas at
Austin, September 1986 to August 1990.
Assistant Professor, Department of Advertising, The University of Texas at Austin, September
1981 to August 1986.

PUBLICATIONS

Books & Book Chapters

"Cigarette Advertising and Consumption in the United States, 1961-1990," Gary B. Wilcox and Barry Vacker,
Chapter 16 in *Advertising & Markets: A Collection of Seminal Papers*, edited by J.C. Luik and M.J. Waterson, NTC
Publications Limited, 1996.

"Cigarette Advertising and Consumption in South Korea, 1988- 1992," Gary B. Wilcox, Marye Tharp, and Kitae
Yang, Chapter 17 in *Advertising & Markets: A Collection of Seminal Papers*, edited by J.C. Luik and M.J.
Waterson, NTC Publications Limited, 1996.

Advertising in Society: Classic and Contemporary Readings on Advertising's Role in Society, Roxanne Hovland and
Gary B. Wilcox, NTC Publishing Group, Lincolnwood, Illinois, 1989, Korean translation by NANAM Publishing
House, Seoul, Korea, 1994

"Advertising as an Index of Change," Gary B. Wilcox and Judith Kaplan, Chapter 15 in *Measuring the Information
Society: The Texas Studies*, ed. Frederick Williams, Sage Publications, 1988.

Articles

- "Soft Drink Advertising and Consumption in the United States: 1984-2007," Gary B. Wilcox, Harsha Gangadharbatla, Sara Kamal, International Journal of Advertising, Volume 28, Number 2 2009.
- "What's Changed? Does Beer Advertising Affect Consumption in the United States?" Gary B. Wilcox and Harsha Gangadharbatla, International Journal of Advertising, Volume 25, Number 1, 2006.
- "Beer Brand Advertising and Market Share in the United States: 1975 to 1998," Gary B. Wilcox, International Journal of Advertising, Vol. 20, No. 2, 2001.
- "World Wide Web Advertising," Gary B. Wilcox, RAE, Volume 39, Number 4, November/December 1999.
- "Internet Marketing: Advertising as Information," Gary B. Wilcox, Texas Business Review, February, 1999.
- "Cigarette Advertising and Consumption in South Korea, 1988-1992," Gary B. Wilcox, Ki-Tac Yang, and Marye Tharp, International Journal of Advertising, Fall, 1994.
- "Cigarette Advertising and Consumption in the United States, 1961- 1990," Gary B. Wilcox and Barry Vacker, International Journal of Advertising, September, 1992.
- "Cigarette Brand Advertising and Consumption in the United States, 1949-1985," Gary B. Wilcox, Journal of Advertising Research, August/September, 1991.
- "Trends in Magazine Advertorial Use, 1980-1986," Patricia Stout, Gary B. Wilcox, and Lorrie Greer, Journalism Quarterly, Winter, 1989.
- "Advertorials: Another Option for Media Planners," Patricia Stout, Lorrie Greer, and Gary B. Wilcox, Journal of Media Planning, Spring, 1989.
- "Constitutional Protection for Advertising: A Constitutional Stepchild?" Dwight L. Teeter, Jr., Gary B. Wilcox, and Roxanne Hovland in Advertising in Society, edited by Roxanne Hovland and Gary B. Wilcox, NTC Publishing Group, Lincolnwood, Illinois, 1989.
- "Broadcast Liquor Commercials: Consumer Response to a TV Spot," Gary B. Wilcox, Roxanne Hovland, and Dwight Fletcher, Journalism Quarterly, Spring, 1988.
- "Consumer Response to Seagram's Equivalency TV Spots," Lauren Tucker, Roxanne Hovland, and Gary B. Wilcox, Journalism Quarterly, Winter, 1987.
- "Alcoholic Beverage Advertising and Consumption in the United States, 1964-1984," George Franke and Gary B. Wilcox, Journal of Advertising, August, 1987.
- "Advertising in Texas," Gary B. Wilcox and Judith Kaplan, in The New Texas: Perspectives on an Information Society, Frederick Williams, Editor, Tracor Publications, 1987.
- "Influences on the First Amendment Status of Commercial Speech: The Future of Alcoholic Beverage Advertising," Roxanne Hovland and Gary B. Wilcox, Communication and the Law, April, 1987.
- "The Information Content of Comparative Magazine Advertisements: A Longitudinal Analysis," Lindly Chou, George Franke, and Gary B. Wilcox, Journalism Quarterly, Spring, 1987.
- "Facial Expression of Models in Magazine Advertisements: A Cross-Cultural Comparison," Jae-Hyun Choe, Gary B. Wilcox, and Andrew Hardy, Journalism Quarterly, Spring, 1986.
- "Capital Cities Cable: Implications for Alcoholic Beverage Advertising in the Electronic Media," Gary B. Wilcox, Dorothy Shea, and Roxanne Hovland, Communication and the Law, February, 1986.

"The Effect of Price Advertising on Alcoholic Beverage Sales," Gary B. Wilcox, Journal of Advertising Research, October/November, 1985.

"The Effects of Physical Attractiveness of the Endorser on the Performance of Testimonial Advertisements," Gary B. Wilcox, John Murphy, and Peter Sheldon, Journalism Quarterly, Autumn, 1985.

"Setting High Technology Objectives for Advertising Principles," Keith Adler and Gary B. Wilcox, Journalism Educator, Summer, 1985.

"Humor and Depression -- A Socio-Economic Analysis of Advertising in the 1920s and 1930s," Gary B. Wilcox and Sandra Moriarty, Journalism Quarterly, Summer, 1984.

"Aging In Advertising: Product Related Reactions to Age Portrayals in Print Ads," Herb Rotfeld, Gary B. Wilcox, and Len Reid, Journalism Quarterly, Autumn, 1982.

"Implications of First Amendment Doctrine on Prohibition of Truthful Price Advertising Concerning Alcoholic Beverages," Gary B. Wilcox, Communication and the Law, Spring, 1981.

"The Impact of Program Environment on Recall of Humorous Television Commercials," John Murphy, Isabella Cunningham, and Gary B. Wilcox, Journal of Advertising, Spring, 1979.

Proceedings & Conference Papers

"Distilled Spirits Advertising and Consumption in the United States: 1971-2007," Gary B. Wilcox and Kyung Ok Kim, Proceedings of the American Academy of Advertising, 2010.

"Quick Service Restaurant Advertising and Consumption in the United States 1986-2007," Sara Kamal, Gary B. Wilcox, and Isabella C. Cunningham, Proceedings of the American Academy of Advertising, 2010

"Post-Broadcast Ban: U.S. Liquor Advertising from 1997 to 2007," Heather M. Schulz, Gary B. Wilcox, Harsha Gangadharbatla, Proceedings of the Center for Health Promotion Research, 2010.

"The Effects of Advertising and Publicity on Sales Revenue, 1985-2005," Kyung-ran Kim, Gary B. Wilcox, and Meme Drumwright, Proceedings of the American Academy of Advertising, 2008.

"Am I on Your Playlist? Explorations into the Impact of Podcasting on Academic Performance" Laura Bright and Gary B. Wilcox, TCEA Educational Technology Research Symposium, 2008.

"Does Beer Advertising Affect Overall Consumption In the United States?" Harsha Gangadharbatla and Gary B. Wilcox, Proceedings of the American Academy of Advertising, 2005.

"Emerging Issues: Interactive Communication in a Changing World," Proceedings of the American Academy of Advertising, 1999.

"Emerging Media, Marketing Communication in the Digital World," Proceedings of the American Academy of Advertising, 1998

Editor, Proceedings of the American Academy of Advertising, 1996.

"The Cigarette Advertising Controversy: Will Regulation Help?" Gary B. Wilcox and Jef I. Richards, Proceedings of the American Academy of Advertising, 1990.

"An Exploratory Study Identifying Characteristics of Advertising Creatives: The Creative Quotient Test," Roxanne Hovland, Gary B. Wilcox, and Tina Hoffman, Proceedings of the American Academy of Advertising, 1988.

"Advertising and the Constitution: Regulation and Rights in Flux," Roxanne Hovland, Dwight Teeter, and Gary B. Wilcox, Proceedings of the American Academy of Advertising, 1988.

"An Exploratory Study of How Media Professionals View Advertorials," Lorrie Greer, Patricia Stout, and Gary B. Wilcox, Proceedings of the American Academy of Advertising, 1988.

"Alcoholic Beverage Advertising in the Electronic Media and The First Amendment," Roxanne Hovland and Gary B. Wilcox, Proceedings of the American Academy of Advertising, 1986.

"Time-Compression: Additional Evidence Regarding Its Effects on Audience Response to Television Commercials," John Murphy, Gary B. Wilcox, and Andrew P. Hardy, Proceedings of the American Academy of Advertising, 1986.

"Repeated Measures Designs: Pretest and Practice Effects," George Franke and Gary B. Wilcox, Proceedings of the Southern Marketing Association, 1985.

"The Effects of Time-Compression on the Performance of Comparative and Non-Comparative Television Commercials," John Murphy, Gary B. Wilcox, and Andrew Hardy, Proceedings of the American Marketing Association, 1985.

"Targeting the Affluent: Implications for Advertisers," Isabella Cunningham, Gary B. Wilcox, and Lynn Williams, Proceedings of the 12th Annual International Research Conference in Marketing, La Londe Les Maures, France, May, 1985.

"Victory Through Vegetables: The Promotion of Whole Foods Supermarkets," Andrew Hardy and Gary B. Wilcox, Popular Culture Association/American Culture Association, Louisville, Kentucky, April, 1985.

"The Response of White Consumers to Integrated Advertising -- The Socially Consumed Product," Len Reid, Herb Rotfeld, and Gary Wilcox, Proceedings of the American Academy of Advertising, 1981.

Conferences/Presentations/Speeches

Speaker, "Travel Austin: Advertising in Idea City," University Honors Center, The University of Texas at Austin, October, 2006.

Speaker, "Lectures in the Palm of Your Hand: Podcasting Course Lecture Content," Strategic Initiatives Conference, Apple Computer, Inc., Austin, Texas, January, 2006.

Speaker, "Is Graduate School for Me?" Sponsored by the Office of Graduate Studies, The University of Texas at Austin, April, 2003.

Speaker, "Building the Texas Wine Brand" 2002 AIM Marketing Conference, Texas Wine and Grape Growers Association, Messina Hof Winery, Bryan-College Station, Texas, June, 2002.

Speaker, "Branding Decisions in the 21st Century" Texas Beef Council Annual Meeting, Austin, Texas, March, 2002.

Speaker, "eCommerce: Trends and Frontiers" Internal Revenue Service Communications Training -- Advanced, College of Communication, The University of Texas at Austin, August, 1999.

Speaker, "Technology and Trends," Internal Revenue Service Communications Training, College of Communication, The University of Texas at Austin, May 1999.

Adjunct Professor, Fundacao Getulio Vargas, Principles of Advertising, Sao Paulo, Brazil, March 1999.

Chair, "Emerging Issues: Interactive Communication in a Changing World," Pre-Conference Session, American Academy of Advertising, Albuquerque, New Mexico, March 1999.

Chair, "Emerging Media, Marketing Communication in the Digital World," Pre-Conference Session, American Academy of Advertising, Lexington, Kentucky, March 1998.

Discussant, "Rescuing an Endangered Resource: What Can We Do to Save Advertising History?," American Academy of Advertising, Special Session, Norfolk, Virginia, March, 1995.

Speaker, "Advertising for Non-profit Organizations," Children's Trust Fund of Texas Fall Seminar, The Four Seasons Hotel, Austin, Texas, September 5, 1991.

Speaker, "Moving Electronic Images into the Personal Computer," ESP '90: Into the Future - A satellite videoconference from Rochester Institute of Technology, Joe C. Thompson Conference Center, The University of Texas at Austin, October, 1990.

Speaker, "Computer Imaging and Cognition," Scholars' Project in Honor of the Silver Anniversary of the Founding of The College of Communication, The University of Texas at Austin, March, 1990.

Speaker, "Advertising Decisions for Non-profit Organizations," American Society of Mental Health Professionals Summer Institute, Austin, Texas, July, 1989.

Speaker, "Beyond Textbook and Theory: Teaching Concept in the Advertising Classroom," American Academy of Advertising, Special Session, San Diego, California, March, 1989.

Speaker, "Selling Alcohol," Sex, Drugs, Rock-n-Roll and the Media, Senior Fellows Special Topic Session, College of Communication, The University of Texas at Austin, October, 1988.

Speaker, "Computer Imaging: Changing Communication Technology for Artists," TeCH 88, University of Edinburgh, Edinburgh, Scotland, August, 1988.

Speaker, "Next Generation Classroom Computers," American Academy of Advertising, Special Session, Chicago, Illinois, April, 1988.

Speaker, "Computer Graphics Applications for Advertising Education," Preparing for the 21st Century: Using Computers in Journalism Education, A University of Texas Symposium, Austin, Texas, July, 1987.

Speaker, "Instructional Techniques Using Computer Graphics for Visual Communication," The Executive Council of The University of Texas Ex-Students' Association, July, 1987.

Speaker, "Texan's Use of Media for Shopping Information," 37th Annual Conference of the International Communication Association, Montreal, Canada, May, 1987.

Speaker, "Advertising in Texas," A Scholars' Conference in Conjunction with THE NEW TEXAS Project, Center for Research on Communication Technology and Society, College of Communication, The University of Texas at Austin, November, 1986.

Speaker, "Research on the Impact of Mass Media Communication on Alcohol Misuse," Alcoholic Beverage Medical Research Foundation, The John Hopkins Alcohol Research Center, Baltimore, Maryland, October, 1986.

Session Chair, "Alcohol Advertising in the Electronic Media," American Academy of Advertising, Baton Rouge, LA, March, 1986.

Session Chair, "Research on Market Segments," American Institute of Decision Sciences, Las Vegas, NV, November, 1985.

Speaker, "Regulation of Alcohol Beverage Advertising in the Mass Media," Faculty Dialogue with Communication Advisory Council, College of Communication, The University of Texas at Austin, March, 1985.

Discussant, "Behavioral/Cultural Dimensions," Southern Marketing Association, Atlanta, GA, November, 1983.

Panelist, "Consumer Response to New Directions in Advertising," The Next 200 Years, National Public Radio Program, June, 1982.

PROFESSIONAL EXPERIENCE

Director and Editor, Fall 1987, Public Service Television Advertisements for the Texas Department of Health -- AIDS Awareness Campaign.

Director, Fall 1986, Computer Graphics Student Exhibition for The Second Annual Allan Shivers Conference on THE NEW TEXAS, Lyndon B. Johnson Presidential Library, The University of Texas at Austin.

Director & Editor, Fall 1985, Children's and Parents' Film for M.D. Anderson Children's Hospital produced in cooperation with the College of Communication, The University of Texas at Austin.

Director & Editor, Spring 1985, National Public Service Television Advertisements, National Wildflower Research Center, Austin, Texas.

Director, Fall 1983, Learning Resources Network Film for The University of Texas at Austin --Admissions Office. (Distributed nationally to over 200 high schools).

ACADEMIC AWARDS & GRANTS

Dad's Teaching Award Nomination, 2010.

Professor of the Month, UT Senate of College Councils, April, 2008.

Graduate Recruiting Travel Grant, UT Austin Graduate School, 2007-2008, 2008-2009, 2009-2010

Outstanding Graduate Adviser Award 2005-2006

Chancellor's Council Outstanding Teaching Award Nomination, 2005, 2006

College of Communication Teaching Award Nomination, 2005

Principle Investigator, Expanding the Digital Frontier: The Texas Alliance for Distributed Computing, Communication and Collaboration, \$500,000 Intel Grant, The University of Texas at Austin, 1997-99.

Vice President, American Academy of Advertising, 1996.

John A. Beck Centennial Professor in Communication, The University of Texas at Austin, Fall, 1993 to present.

Fellow, Allan Shivers Fellow in Communication, The University of Texas at Austin, 1991-1992.

Member, Phi Kappa Phi Honor Society.

Fellow, Joe C. Thompson Centennial Professorship in Advertising, The University of Texas at Austin, Summer 1985, 1987-1988, 1990-1991, and 1992-93.

College of Communication Teaching Award Nomination, The University of Texas at Austin, 1982-1983; 1984-1985; 1986-1987; 1987-1988, 2004.

Graduate School Academic Excellence Scholarship, Michigan State University, 1979-1980.

School of Communication Creativity Award, The University of Texas at Austin, 1976-1977.

DOCTORAL COMMITTEES

Chaired 41 Ph.D. committees and served as a member of several others.

MASTERS COMMITTEES

Chaired over 100 Masters Theses/Professional Reports and served as a reader on several others.

ACADEMIC CONTRIBUTIONS

University Committees

Donald D. Harrington Recruitment Fellowship Committee, 2005-present.
Public Relations Graduate Education Task Force, Co-Chair, Spring 2000.
College of Communication Dean's Evaluation Committee, Fall 1998 to Spring 1999.
Faculty Computer Committee, Fall 1996 to Spring 1998.
Provost's Academic Advisory Committee, Fall 1994 to Fall 1997.
College of Communication Promotion & Tenure Committee, Fall 2001, Fall 2002
College of Communication Committee of 25, Fall 1988 to Fall 1990.

Other Academic Services

Board Member, GO TEXAN Partner Program Advisory Committee, Texas Department of Agriculture, Fall 1999 to 2005.
Graduate Adviser, Department of Advertising, Fall 1998 to present.
Chairman, Department of Advertising, Fall 1990 to August 1998.
Graduate Adviser, Department of Advertising, Fall 1986 to Summer 1990.
Undergraduate Adviser, Department of Advertising, Summer 1983 to Summer 1985.
Chairman, Scholarship Committee, Department of Advertising, 1983 to 1991.
Sponsor, The University of Texas at Austin Advertising Club, 1982-1984, 1986-1988.