



'09 | MEDIA GUIDE

The 2009 Detroit Shock Media Guide was written and edited by Desi Segundo and Megan Heinemann with additional assistance from Ryan Pretzer and Cletus Lewis.

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MEDIA GUIDELINES AND INFORMATION

OVERVIEW

During the season, updated team information is available by contacting either member of the Shock Public Relations Department. The Shock organization welcomes media coverage and will make every effort to accommodate any related needs.

CREDENTIALS

Official Shock media passes (or WNBA passes when appropriate) are required for admission to Shock games and for admission to media facilities inside The Palace. These passes are working passes and are intended for the use of working media members only. For credential information, please contact Megan Heinemann. **REQUESTS MUST BE MADE FIVE HOURS PRIOR TO GAME TIME.** Please make certain all requests for credentials are confirmed by the Public Relations Department prior to arriving at the arena. Credentials may be obtained 2.5 hours prior to each game at the press gate, located outside the loading dock media entrance in the southeast corner of the arena. Credentials must be visibly worn at all times and are non-transferable.

PHOTOGRAPHERS

Accredited photographers will be permitted courtside in The Palace and will be stationed in one of two quadrants- either the west side of the basket stanchion on the north end of the floor or the east side of the basket stanchion on the north end of the floor. **ABSOLUTELY NO TRIPODS ALLOWED.** Photographers must be seated stationary, at least four feet behind the baseline at all times. Photographers are not permitted on the court at any time during the game and cannot shoot from public walkways or gathering areas. Orders for strobe lights or credentials should be requested through the Shock PR Office. Photo credentials will be issued in the same manner as other credentials, although requests should be submitted by the photo editor. Official Shock photographers' passes allow admission to The Palace, the media room and to the locker rooms. The recommended film speed under all conditions is ASA 400. Recommended films are: Kodak Tri-X (for black and white), Kodacolor 400 (for color negative film for prints) and Ektachrome 400 (for color transparency slide film). When photographing events on the floor (lighting tends to be less in the stands), the recommended exposure is: 1/125 of a second at F 5.6 for evening or nighttime events. Equipment not needed during the game must be stored off court. One additional camera can be stored either beside or directly behind the photographer. Credentials for cinematographers should be requested through the Shock PR Office and are available on a game-by-game basis. With credentials, cinematographers will be allowed courtside.

RUBBER LENS SHADES

In order to reduce the risk of injury to players, rubber lens shades are now required for all still photographers, broadcasters, news and entertainment video and film crews who are authorized to shoot WNBA game action. Any additional light sources must be either removed or covered with bubble wrap.

Rubber lens covers are available by contacting:
Robert's Distributors, Inc.
255 S. Meridian Street
Indianapolis, IN 46225
(800) 726-5544

PARKING

Members of the media who have been issued credentials will be granted parking privileges in press parking area, located on the south side of the arena. Entrance to the arena parking lot for media members will be through the southern-most entrance off Lapeer Road.

MEDIA WORKROOM

The media workroom is located on the west side of the building directly across from the Pistons' locker room. The room is open 2.5 hours prior to tip-off and features comfortable work areas for your convenience. Telephone and fax service is available, as well as game notes, media guides, statistics, post-game quotes and out-of-town scores. A meal and beverages are also provided for working media members, and admission is by official Shock passes. Press

credentials are required for admission into the media room. Should you need any additional assistance or service, please do not hesitate to ask Megan Heinemann or Desi Segundo.

PRE- AND POST-GAME INTERVIEWS

In accordance with WNBA policy, both the Shock and visiting locker rooms will be open to accredited media members for a 45 minute period prior to each game (6:00-6:45 for a 7:30 p.m. game) and 10 minutes following the conclusion of each game. It is recommended that any interview lasting longer than five minutes in duration be arranged in advance through the Shock PR department (any live television pre- or post-game interviews should also be arranged in advance through the PR department). **ONLY** working media members with valid credentials will be admitted to the locker room. No still photography is allowed in either teams' locker room. Cell phones are not permitted in locker rooms. **ABSOLUTELY NO AUTOGRAPHS ALLOWED DURING MEDIA ACCESS PERIOD.**

INTERVIEW ROOM

Detroit Shock Head Coach Bill Laimbeer will meet the media just outside the Shock locker room, approximately 10 minutes after the conclusion of each game. The Shock's locker room will be open to the media immediately after Laimbeer's post-game press conference.

GAME NOTES, STATISTICS & STATISTICIANS

Game notes and statistics are available in the Shock media room 2.5 hours prior to each game. Statistics are distributed to the working media following each quarter. Post-game quotes and notes are distributed as quickly as possible at the conclusion of each game. Local statisticians are available to assist visiting television and radio broadcasters and can be arranged by contacting the Shock Public Relations Department several days in advance. Once a request is made, the statisticians must be compensated whether they are used or not.

FAX SERVICE

The Shock will provide complementary fax service to members of the working media following each game.

AUTOGRAPHS

SEEKING AUTOGRAPHS OR SOUVENIR ITEMS FROM PLAYERS OR COACHES IS STRICTLY PROHIBITED AND SUBJECT TO FORFEITURE OF CREDENTIAL.

PRESS ROW

Seating at the Shock courtside press row is absolutely limited to media persons covering that particular game. Space is by reservation prior to noon of game day. Others will be accommodated in the press overflow area on a space-available basis.

RADIO

WDTW Radio 1310 AM features all 34 regular-season games of the WNBA's Detroit Shock during the 2009 WNBA season. Play-by-play duties for WDTW 1310 AM are handled by "The Voice" Matt Shepard.

TELEVISION

Three games will be televised nationally on ABC & ESPN2. All games will be broadcast over the internet at www.detroitshock.com. Matt Shepard will be handling play-by-play at www.detroitshock.com.

PRACTICE POLICY

All Shock practices and shootarounds during the 2009 WNBA season will be open to the media from start to finish. Players and coaches will be available for interviews following each practice session. Please contact Megan Heinemann or Desi Segundo in the Shock Public Relations Office for further information.

CONTACTS:	Megan Heinemann	Desi Segundo
OFFICE:	248-377-8626	248-377-0132
EMAIL:	mheinemann@palacenet.com	dsegundo@palacenet.com
CELLULAR:	248-770-3540	248-804-9209

STAFF DIRECTORY

Managing Partner William Davidson*/Karen Davidson

EXECUTIVE STAFF

President & Chief Executive Officer Thomas S. Wilson
 Chief Operating Officer & Assistant General Manager Alan Ostfield
 Executive Vice President John Ciszewski
 Executive Vice President Dan Hauser
 Executive Vice President Mario Etamad C.E.C.
 Executive Vice President Marilyn Hauser
 Executive Vice President & Chief Financial Officer John O'Reilly
 Executive Vice President, Broadcasting & Multimedia Peter M. Skorich
 Senior Vice President, Corporate Marketing Ron Melnyk
 Senior Vice President, Legal Susan Greenfield
 Senior Vice President, Events Stu Mayer
 Chief Operating Officer, Shock Craig Turnbull
 Vice President, Human Resources Tom Bennett
 Vice President, Public Relations Matt Dobek
 Vice President, Marketing Ellen Gahagan
 Vice President, Multimedia Diane Ferranti
 Vice President, Premium Seating Jon Dierkes
 Vice President, Finance Robert Johnson
 Vice President, Operations Jim Summers
 Executive Assistants Kimberly Marker, Daniyel Clark, Diana Norgaard,
 Julie Telly, Margaret Gutowski

SHOCK BASKETBALL STAFF

Head Coach, Gernal Manager Bill Laimbeer
 Assistant Coach Rick Mahorn
 Assistant Coach, Director of Player Personnel Cheryl Reeve
 Head Athletic Trainer/Strength and Conditioning Coach Laura Ramus
 Video Coordinator Paige Jackson
 Team Physician Dr. Shelley Street
 Team Orthopedic Surgeon Dr. Stephen Lemos
 Team Dentist Dr. Ron Berris
 Basketball Information Specialist Edward Rivero

SHOCK FRONT OFFICE STAFF

Vice President of Brand Management Craig Turnbull
 Director of Business Operations & Brand Management Alicia Jeffreys
 Public Relations Coordinator Megan Heinemann
 Media Relations Assistant Desi Segundo
 Dir. of Sales/Marketing, Detroit Shock Carley Knox
 Sales/Marketing Coordinators Tamela Jackson, Samantha Hicks, Rachel Myers, Kristine Bergardino

PUBLIC RELATIONS DEPARTMENT

Vice President, Public Relations Matt Dobek
 Director, Media Relations Kevin Grigg
 Assistant Director, Media Relations Cletus Lewis
 Public Relations Assistant-Shock/Pistons Megan Heinemann
 Public Relations Assistant Michelle Fikany
 Team Photographer Allen Einstein

BOX OFFICE

Director, Box Office Operations Bruce Trout
 Sports Ticketing Manager Dave Siwicki

BROADCASTING/MULTIMEDIA

Executive Vice President Peter M. Skorich
 Vice President, Multimedia Diane Ferranti
 Broadcast Facilities Coordinator David Rhoades
 Director of Broadcast Production Stan Fracker
 Feature Producers Paul Kent, Tad Van Schoik, Chris Stamatakis
 Production Associate Jenny Stevens
 Chief Engineer Dan Brown
 Senior Audio Engineer Kyle Clements
 In-Arena Audio Engineer Steve Conway
 Palacevision Director Jeremy Smoker
 Dance Team Director Rebecca Girard
 Game Operations Manager Tim Dameron
 Mascot Coordinator Taylor Griswold
 Executive Assistant Virginia Niewoehner

PRODUCTIONS

Vice President, Productions Mike St. Peter
 Stage Technicians Jeff Underhill, Martin Doll
 Scoreboard Technicians Dave Gaertner

* In Blessed Memory

STAFF DIRECTORY

COMPUTER SERVICES

Director, Information Technologies & Business Systems	Mike Garrett
Office Analyst	Judy Dowgiert
Tele-communications Manager	Jay Grobling
Tele-communications Specialist	Phil Carter
Information Technologies Operations Manager	Mark Smillie
Database Administrator	Chris Pittenturf
Senior Systems Analyst	Jerome Angelo
Systems Analyst	Joe Hartman

COMMUNITY RELATIONS

Director, Community Relations/Pistons-Palace Foundation	Dennis Sampier
Assistant Director, Community Relations	Anne Balutowicz
Community Relations Manager	Erika Swilley
Community Relations Assistant	Jaime Murdoch

EVENTS

Executive Vice President, Facility Operations	Mario Etamad C.E.C.
Vice President, Operations	Jim Summers
Director, Facility Operations	Chip Robinson
Director, Conversions	Mike Roche
Director, Housekeeping	John Pajak
Assistant Director, Housekeeping	Nolan Ducharme
Director, Parking	Frank Waisse
Assistant Director, Parking	Stan Torres
Managers, Security	James Rhoades, Lisa Kobernick
Director, Event Services	Laura Passariello
Director, Guest Services	Mike Keyfon
Managers, Guest Services	Heidi Gilbert

FINANCIAL SERVICES

Executive Vice President & Chief Financial Officer	John O'Reilly
Vice President, Corporate Controller	Robert Johnson
Assistant Controller-Financial Operations	Joe Brondo
Assistant Controller-Financial Reporting	Kristin Frisbie

PALACE BOOKING/MARKETING STAFF

Executive Vice President	Marilyn Hauser
Senior Vice President, Sports & Events	Stu Mayer
Vice President, Marketing	Elen Gahagan
Vice President Events, Projects/Development	John Itsell
Director, Public Relations	Jeff Carey
Marketing Manager	Kelly Kachnowski
Marketing Specialist	Dean Seawak
Senior Event Manager	Derek Bozkowski
Event Coordinator	Jim Reid
Public Relations Coordinator	Bryant Fillmore
Marketing Coordinator	Ryan Haverland
Booking Coordinator/Contract Specialist	Bryan Szlaga
Executive Assistant	Erica Botsford

PALACE RESTAURANT MANAGEMENT GROUP

Executive Vice President	Mario Etamad C.E.C.
Food & Beverage Director	Jon Collier
Director, Catering	Mark Gulliver
Controller	Maria Walter
Executive Sous Chef	Jeff Maier
Chefs	Dan Hall, Doug Briggs, Joe Doll, Edward Gruzewski, Christopher Ouellette, Donna Sanders, Jason Smith, Darren Stowell
Dining Services Managers	Blair Hamm, Allayna Schadel, Kay Stearley, Dan Wright
Hospitality Catering Coordinator	Carol Hendrix
Catering Sales Coordinator	Catherine Wright
Purchasing Manager	Todd Bewak, Bill Klitzke
Director of Human Resources	Erica Packard
Administrative Assistant	Denise Johnson

PISTONS MARKETING STAFF

Senior Vice President, Corporate Marketing	Ron Melnyk
Vice President, Sponsorship Development	Larry Thompson
Vice President, Corporate Partnerships	Peter Weber
Director of Event Sponsorships	Craig Rosenthal
Director, Corporate Marketing	Michael Zaretti
Director of Corporate Sponsorships	Greg Bizak
Executive Director, Marketing Promotions	Debbie Guina
Senior Director, Corporate Marketing	Matt LaNeve
Corporate Marketing Director	Theresa Doan
Director, Sponsorship Marketing	Craig Peiser
Account Director - Sponsorship Development	Harlan Huckleby
Director of Research	Lisa Zuniga
Manager, Corporate Partnerships	Nicholas Smith
Account Executive	Jason Thomas
Retail Marketing Manager	Dustin Gleick
Inventory Specialist-Corporate Marketing	Dave Neitzer
Executive Assistant	Margaret Gutowski
Marketing Coordinators	Nick LaDrig, Erin Prober, Nadia Stecker, Emily Griffin, Isoko Nimmons

STAFF DIRECTORY

CAMPS/CLINICS

Director, Pistons Camps and Clinics	Steve Moreland
Manager, Basketball Camps and Clinics	Curtis Rybski

SALES DEPARTMENT

Executive Vice President, Corporate Sales	John Ciszewski
Senior Director, Corporate Sales	John Kapral
Vice President, Premium Seating	Jon Dierkes
Director, Sales	Shawn Kuzmin
Director, Palace Outdoor Group	Jim Lepor
Director, Group Sales	Sara Daniel
Director, Outside Sales	Joe Dellwo
Assistant Director, Outside Sales	Ryan Bertschmm
Senior Corporate Account Executives	Rodney Wilson, Korie Moyer, Susan Zayed
Corporate Account Executives	Jeff Grice, David Logan, Kevin Moyer, Bruce Parker, Marc Summers, Jason Sluyter, Julie Kherkher, Erik Pedersen, Will Christy, Ryan Coyle
Premium Sales Account Executive	Brad Eason
Group Sales Representatives	Michelle VanZweden, Tamara Mires, Zach Sebastian, Hillary Bultema, Shawn Williams, Cassie Wilkinson, Katie Johnson
Palace Outside Sales	Jennifer Holmes, Cyndi Knis, Ryan Coyle, Daniel Coffin, Derek Klanke, Garret Rasmusen, T.J Gies, Kevin McConnell, Sam Grossman, Chris Hill
Palace Outdoor Group Account Executives	Gary Strutz
Corporate Sales Office Manager	Cindy Oberheim
Group Sales Administrative Assistant	Raquel Gumma
Director, Customer Retention	Liz Karolak
Customer Retention Specialists	Shannon Bakka, Kate Jacques, Kayla Rice, Cindy Oberheim, Amber Wardrop
Suite Services Director/Call Center Manager	Joann Flood
Suite Services Managers	Phyllis Dowgier, Debbie Sundt
Suite Services Assistant	Maureen Francis
Suite Box Office Coordinator	Angela Finazzo
Suite Box Office Supervisor	Cathy Roney
Director of e-Marketing	Teresa Spencer
Manager, MyCompanyOffer	Amy Griswold
Dir. of Sales/Marketing, Detroit Shock	Carley Knox
Sales/Marketing Coordinators	Tamela Jackson, Samantha Hicks, Rachel Myers, Kristine Bergandino

CREATIVE GROUP

Vice President, Brand Management	Craig Turnbull
Production Manager	Mark Dennis
Creative Director	Amy Raczkowski
Director, Shock Business Operations/Brand Management	Alicia Jeffreys
Art Director - Pistons	Jason George
Senior Graphic Designer	James Brewer
Graphic Designers	Lona Garcia, Mike Jones, Josh Perlinski, Nick Zalewski
Digital Print and Finishing Coordinator	Marianne McLaughlin
Brand Marketing Coordinators	Jacquelyn Benedict, Mike Huff
Job Intake and Billing Specialist	Ruthann Wojtowicz
Director, Year-Round Hoops	Aaron Smith

CRM

Director of CRM	Brian Fey
Database Marketing Coordinator	Jessica Perry

STRATEGIC COMMUNICATIONS/WEBSITE OPERATIONS

Director of Strategic Communications	Dave Wieme
Web Site Editor	Keith Langlois
Web Content Assistant	Ryan Pretzer
Web Site Manager	Jason Maynard
Web Coordinator	Mike Potter

SCORING CREW

Scoring Crew Director	Steve Stuckey
Statistician	Stewart Marcell
Scoring Crew	Nancy Emery, Tamara Mires, Rich Kaschalk, Joe Dellwo, John Kapral, Lauren Smillie, Shawn Kuzmin
PA Announcer	Kevin Beers