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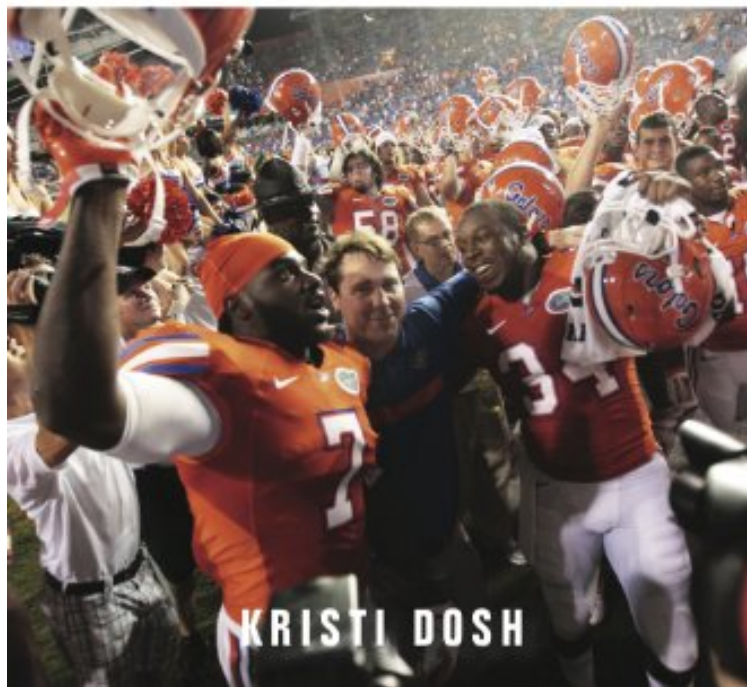
# Saturday Millionaires: How Winning Football Builds Winning Colleges

*Kristi Dosh*

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# SATURDAY MILLIONAIRES

HOW WINNING FOOTBALL  
BUILDS WINNING COLLEGES



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**Kristi Dosh : Saturday Millionaires: How Winning Football Builds Winning Colleges** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Saturday Millionaires: How Winning Football Builds Winning Colleges:

0 of 0 people found the following review helpful. Show me the money! By ligerboy A great read for college football fans or those interested in the business of college financing. I found out dozens of things that I did not know before regarding college football and the business side of intercollegiate sports. If you want to know where all those billions

of dollars are going from the large TV contracts concerning college sports, then this is a very good book to check out. I like how the author used specific real-life examples from popular college sports programs such as the University of Florida to illustrate the input and output of money involved in college football. 0 of 0 people found the following review helpful. Data and analytics By Dr. R. Crants The book sheds a lot of light on the inner workings of universities and their athletic departments. While this topic is certainly interesting and the book is comprehensive in its analysis, the writing is more like an attempt to make sure nothing is missed, than attempt to ensure the reader enjoys the book. If college football and specifically the interactions between the administration, the athletic departments, and the ncaa is of interest, then you will definitely get something out of it, even if it isn't the most enjoyable read 0 of 0 people found the following review helpful. Interesting reading By PatS From the opinion of an avid college football fan it's extremely interesting and enlightening to read the "sausage-making" of the game as a business. I really enjoyed the book and shared many excerpts with my husband - he, too, enjoyed some of the nuances of operating a football business.

Last year Football Bowl Subdivision college football programs produced over \$1 billion in net revenue. Record-breaking television contracts were announced. Despite the enormous revenue, college football is in upheaval. Schools are accused of throwing their academic mission aside to fund their football teams. The media and fans are beating the drum for athletes to be paid. And the conferences are being radically revised as schools search for TV money. Saturday Millionaires shows that schools are right to fund their football teams first; that athletes will never be paid like employees; how the media skews the financial facts; and why the TV deals are so important. It follows the money to the heart of college football and shows the real game being played, covering such areas as: Myth #1: All Athletic Departments Are Created Equal Myth #2: Supporting Football Means Degrading Academics Myth #3: College Football Players Could Be Paid Like Employees Myth #4: Football Coaches Are Overpaid Myth #5: A Playoff Will Bring Equality to College Football Myth #6: Only a Handful of Athletic Departments Are Self-Sustaining The business of college football is unlike any other business. Saturday Millionaires takes you behind the scenes and teaches you how to understand the industry from the inside out, touching on such subjects as conference realignment, pay-for-play, conference television networks and where all those millions go at the end of the day.

"Saturday Millionaires provides an inside, in-depth look into the money machine known as college football. It is a must read for anyone who enjoys the business of college football. The book takes the reader through the various myths that are often associated with big time college athletics. As a Sport Management professor, this book will provide analysis and information that is relevant to many different aspects of our field. - Matthew Blaszk, Assistant Professor - Hospitality, Recreation, and Sport Management Department, York College of Pennsylvania" The business of college football has changed dramatically in the past twenty years, and her understanding of why schools decide what they do separates her from anyone else I know in my industry. This is a book I've been waiting to read for years." - Tim Brando, CBS Sports studio host and play-by-play announcer and host of the Tim Brando Show on Sirius/XM College Sports Nation "Kristi Dosh was the first sports business writer who wanted to learn how the actual financial side of a college athletics department works and how football drives (and spends) the revenues for an athletics program. Her legal training gives her great perspective explaining the impact of Title IX, television contracts, and pay-for-play with its tax implications for athletic departments. Kristi takes you into what Saturday football games really mean to universities across the country." - Ben Jay, Director of Athletics at University of Hawaii; former Executive Associate Athletics Director, Finance Operations at The Ohio State University "The business of college football has changed dramatically in the past twenty years, and Kristi's understanding of why schools decide what they do separates her from anyone else I know in my industry. This is a book I've been waiting to read for years." - Tim Brando, CBS Sports studio host and play-by-play announcer and host of the Tim Brando Show on Sirius/XM College Sports Nation "Saturday Millionaires provides an inside, in-depth look into the money machine known as college football. It is a must read for anyone who enjoys the business of college football. The book takes the reader through the various myths that are often associated with big time college athletics. As a Sport Management professor, [I've found] this book will provide analysis and information that is relevant to many different aspects of our field." - Matthew Blaszk, Assistant Professor, Health, Recreation, and Sport Management Department, York College of Pennsylvania