

Agents, Jones' persecution Steinberg's key topics

□ The nationally-known sports agent addressed students Monday.

By Philip Leone
THE BATTALION

The role of professional athletes in American society, how to break into the field of athletic representation

and the punishment of Jerry Jones by the NFL and its owners.

These were a few of the topics discussed by sports agent Lee Steinberg in his address to students in Rudder Theatre Monday.

Considered by many to be the nation's leading sports attorney, Steinberg spoke about sports business in the 1990s. He likened today's professional athletes to movie stars and commented on the type of impact

that athletes can have as role models.

"With all the exposure they get from television and advertising, athletes have the ability to trigger imitative behavior, to be tremendous role models," Steinberg said. "Our law firm stresses that our clients give something back to their communities."

Steinberg also urged students interested in becoming sports agents to diversify their education.

"I'd advise people interested in

getting into athlete representation to get both a business and a law degree," Steinberg said. "There's about 2,000 agents out there competing for just a few hundred athletes, so you have to possess some special skills that will benefit these athletes in order to get some kind of an advantage."

Steinberg also fielded a question concerning Dallas Cowboys' owner Jerry Jones and his current

feud with other NFL owners. Steinberg defended Jones' concepts for league marketing and merchandising.

"People are put off by him stylistically, but I think he's been good for the NFL," he said. "He obviously goes against some of the ingrained concepts of the league you're going to see the league and the owners spank him ever time they get the opportunity."

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