Rick Weinberg

Award-winning Journalist and Public Relations Specialist

Rare combination: Reporter, Editor, PR Specialist

The New York Times

Associated Press

ESPN

FOX Sports
Rick Weinberg (continued)

• Written 3,500 articles.

• Interviewed, written magazine cover stories and did TV features on Michael Jordan, Derek Jeter, Larry Bird, Troy Aikman, Alex Rodriguez, Magic Johnson ... Outside of sports: Bill Gates, Warren Buffett & Clint Eastwood.

• National columnist for Inside Sports Magazine and SPORT Magazine. Co-founder and columnist for TotalSports.net, which ESPN purchased.

• Launched TV career with ESPN2 before moving to FOX, where I hosted an “insider” segment called Press Box Insider.
A Bitter Conclusion
For a Confusing Bout

By RICK WEINBERG
Special to The New York Times

LAS VEGAS, Nev., May 8 — The sordid image of boxing grew a bit uglier when Julio César Chávez reclaimed his World Boxing Council super-lightweight championship in a controversial conclusion.

The feature fight of “Revenge: The Rematches” was stopped with three seconds remaining in the eighth round when Chávez was unintentionally head butted by Frankie Randall, causing a deep gash above Chávez’s right eye.

Shortly thereafter, chaos, controversy and confusion erupted, nothing new in the world of boxing.

No Decisive Indication

Was it called too early? And did the wrong fighter (Chávez) win?

“I was ahead in the fight. There was no way I should’ve been behind on anyone’s card. Everyone should know that. I dominated. The decision was unjustly done. I shouldn’t have to feel this way, like a loser. I was robbed.”
Rick Weinberg

6: Dale Earnhardt dies at Daytona 500

Rick Weinberg
Special to ESPN.com

The only time Dale Earnhardt had ever been put into an ambulance, he had climbed right back out seconds later and climbed back into his battered black Chevrolet Monte Carlo. That was back in 1997, when he had flipped over on the backstretch at the Daytona 500.

Earnhardt could not stand the thought of being in an ambulance. That's not what he was about. He built his record-setting career on courage, toughness, heart and the determination to finish whatever he started.

The most serious injury of his illustrious career was a broken collarbone and sternum he suffered in a 1996 race. Two weeks later, taped up and having to be helped in and out of his car, he set a track record and won the pole at Watkins Glen, N.Y.

Injuries just didn't happen to Earnhardt. Even at the age of 49, he was too strong, too tough, too invincible, unreachable and indestructible.

Until 2001, at Daytona International Speedway, Daytona Beach, Florida.

THE MOMENT
It's Sunday, February 18, 2001. There is no race that Earnhardt loves more than the Daytona 500, the premier event in stock car racing. This is the race he looks forward to, every single year, even though this is the race that took him the longest to win, the race that caused him the most emotional pain and heartache. When he finally did win it, in 1998, it was his most memorable victory, the one that stands out among all of his triumphs.

The 2000 Daytona 500 was forgettable because it was a tedious, single-file race without much passing. But this time around, NASCAR had enacted a series of rule changes to

28: Douglas knocks out Tyson, shocks world

Rick Weinberg
Special to ESPN.com

He had never even been knocked down to the canvas. Mike Tyson was the most awesome specimen to emerge in boxing in years, complete with frightening persona and brutal sav
From Sports to Business

Winning Combination

With a list of prospects to chose from and the sale of the buffalo Bills, Forrest Knox began another challenging season at First Union Securities office in San Francisco. But this sold-out experience would be different from all others.

Knox had a large impact on former first vice president of San Francisco Branch, Mary Swetman. Swetman was on Knox's list of prospects and when she told the stockbroker she was in the market for a new home, Knox continued the meeting because she was expecting Knox to make an offer and she could make the appointment though.

For when Knox sat down with Swetman he was amazed to learn that his prospect was waiting for the $560,000 from Ed McMahon. Ed McMahon, "I was delighted," Knox says. "She showed me a letter with McManus's price on it that indicated she had definitely won $560,000. It was a shock!"

Knox didn't even know Swetman at the time, she was not in his database. But when Knox sat down with Swetman he was amazed to learn that his prospect was waiting for the $560,000 from Ed McMahon. Ed McMahon, "I was delighted," Knox says. "She showed me a letter with McManus's price on it that indicated she had definitely won $560,000. It was a shock!"

Knox was already an advocate for the elderly moving in the Youn of San Francisco. He Advocates for elderly people with their finances. He says, "I was just glad I met her today."

Fortunately, it was difficult for Knox to inform Swetman that she wasn't going to be receiving $560,000 and that she should not be participating in the contest. It was a difficult moment for Knox, but he knew that he had to be honest and clear.

Winning Combination

When new sectors were being built at Adven's office in Boca Raton, Fl., Stacy Englelander could have easily moved into a spacious corner office with a striking city view from her window. She declined. That's because Englelander needs the "My College Will Be Fully Funded" wall. Features photos of younger children whose parents and grandparents are getting assets to them yearly for education purposes. Englander's list of college grads stands at 14—and it's rapidly rising. Thirty-six more will be coming.
Fell Into PR
2-Time PR Agency of the Year 2005 and 2009 -- OCPRSA
$150 MILLION

As ancient artifacts pass through Paul Johnson's hands, he senses the spirit of the artist and the civilization long vanished. Egyptian mummys, thousand-year-old Native American works, pre-Columbian art, Terra Cotta warriors — like a real-life Indiana Jones, Johnson handles priceless objects as part of his job.

"I'm tactile," Johnson told me during a recent stroll through the parts of the Bowers Museum that the public sees — and the parts of the museum the public never sees.

"I touch it, it goes to my brain and I know what to do."

If you've been to Santa Ana's Bowers Museum just once, you've seen what Johnson does. But if you've noticed his work, Johnson would be disappointed.

When Johnson's on top of his game, everything he does — the careful planning, the long hours, the painstaking work — disappears.
An Online Magazine Dedicated To Small Businesses, Start Ups, and Business Professionals ...

A dynamic, positive article = powerful marketing tool:

• Helps enhance visibility
• Provides third-party validation
• Enables you to stand out
• Proven to fuel new business
The Power of a Positive Magazine Article

Secular State
Secular Funding Corp. has created a culture and lifestyle that is unique in the industry.

There are many mortgage loan companies out there—and then there is Secular Funding Corporation in Thousand Oaks, Calif.

"We're the work-hard, play-hard company," says John Mahaney, the company's Vice President.

You understand exactly what Mahaney means when you step into Secular Funding Corp.'s building. There is a special energy and enthusiasm in the lobby that is nicely mingled with professionalism, efficiency and fun.

"We've created a culture and lifestyle that is nearly unique in our industry," Mahaney says.

He's right. Secular Funding Corp., which has potential future offices in future cities all across the nation, knows how to take care of its employees, prospective employees, guests and clients.

Every June of the real estate industry, the Secular Funding Company is honored with a "Peer Power" award.

Consider this: the company not only has what cooking up the employees and guests, but also the talent of two talented artists who paint their vision of "Ego's" in a world where the company's logo is prominently displayed. Java Coffee Co. "Ego's" also adorn the walls. Over inside the office, you hear in the background Secular Funding Radio (KESF), a mixture of news, light pop music, newsletters with sophisticated environmental language instead of a meaningless stream of commercials.

Richard Franzi's dynamic peer group for CEOs is transforming the lives of hundreds of business executives in an explosive, confidential and trusting environment.

By Rick Weinberg
When people read a positive article about your business, 92% are more apt to do business with you over your competition.

– NY University Media Study