

20<sup>th</sup>

**The Sharkey Institute**

**SETON HALL  
SPORTS POLL**

***Impact Report 2025-2026***





**ESPN President, Content Burke Magnus (L)  
Walking on Campus with Professor Len DeLuca (R)  
November 17, 2025; Picture Credit: Christian Hui**



# TABLE OF CONTENTS

---

|                                        |           |
|----------------------------------------|-----------|
| <b>Mission Statement</b>               | <b>1</b>  |
| <b>A Letter From JH541</b>             | <b>3</b>  |
| <b>Meet The Team</b>                   | <b>5</b>  |
| <b>Spotlights</b>                      | <b>6</b>  |
| <b>Poll Impact</b>                     | <b>12</b> |
| <b>Internal Community Impact</b>       | <b>13</b> |
| <b>Social Analytics</b>                | <b>16</b> |
| <b>External Community Impact</b>       | <b>17</b> |
| <b>Media Mentions</b>                  | <b>19</b> |
| <b>Academic Mentions</b>               | <b>23</b> |
| <b>Press Releases</b>                  | <b>24</b> |
| <b><i>Hall or Nothing</i> Episodes</b> | <b>25</b> |

# OUR MISSION

---

The Seton Hall Sports Poll has two clear, equally important objectives

## 1st

First, it is to enhance the reputation of the Sharkey Institute, the Center for Sport Management, the Stillman School of Business, and Seton Hall University by publishing rigorous reports pertaining to sports ethics, business, and culture.

## 2nd

Second, it serves as a lab for Seton Hall students providing experiential learning in data analytics, social media, publishing, and oral and written communications. This aligns with the Stillman School of Business goal of providing an education that transforms concepts into practice.





*Poll Workers Outside of the Live Airing of  
ESPN First Take and Sirius XM Stephen A. Smith Show  
March 24, 2026; Picture Credit : Christian Hui*

# A LETTER FROM JH541

---

Over 3,000,000 people know Seton Hall through the Seton Hall Sports Poll. That's three million learning American opinions and analytics through the Poll about sports ethics, business, and culture.

That's one of the products of the revolutionized Sports Poll's 20th year in AY 2025-2026 per Seton Hall University Relations. Dr. Dan Ladik leads the Poll as its methodologist. That reach does not include the value of four hours of national exposure of ESPN's *First Take* and the *Stephen A. Smith Show* on SiriusXM on a Tuesday in March, or the six hours that students and staff had with ESPN President Burke Magnus in November, and FOX and FIFA World Cup leaders Alexi Lalas, Lauren LaRusso and Seton Hall's favorite son Bob Ley in April.

This is why the diverse Sports Poll family of interest that includes Bad Bunny, *The Blind Side*, Gianni Infantino, Automatic Balls and Strikes, New Jersey Transit, *Remember the Titans*, WNBA collective bargaining deals, and UFC on the White House lawn reflect what Roone Arledge's *Wide World of Sports* (ABC 1961-1998) once penned as the "constant variety of sport." Our "thrill of victory" is creating a new Sports Movie

Poll franchise, growing the student involvement to a team of 20+ undergraduate and graduate student pollsters over the course of five polls surveyed by YouGov Plc., adding distribution through an active Social Media team on Instagram, X, and LinkedIn, as well as the production of a new *Hall or Nothing* podcast.

All this emanates from the last room on the fifth floor of Jubilee Hall's northeast corner. JH541 is the newly designed Sharkey Institute Conference Center which now also houses weekly courses including Sports Polling, Sports Business Analytics, and Professional Sports Organizations. The conference center - *a.k.a. The Shark Tank* - also hosts numerous faculty meetings, interdepartmental sessions with our colleagues in the Center for Sports Media, collaborations with the Sports Management & Analytics Club (SMAC), *The Setonian*, and VIP receptions for the industry guests that Center for Sport Management Director Charles Grantham and Poll associate director and exec producer Len DeLuca recruit to South Orange.

This impact report reflects the 2025–2026 academic year and addresses the continued improvement of the content, reach, and influence of the Poll. The report will provide an examination of our internal impact on the University, and heightened external impact to the industry. Two examples of the external impact are the product from our debut of a first-look arrangement with *Sports Business Journal* Award winner as best digital site, *ESPN.com*, and our first pick-up in *Le Parisien*.

The Seton Hall Sports Poll intends to grow with new students, new platforms, new content and an abundance of new discoveries. It remains the only student-run national sports poll. We are pleased to share this latest update of the Poll's Renaissance.

**Best Regards,**

**The 2025–2026 Seton Hall Sports Poll Team**



**SHSP Event Posters Displayed in Jubilee Hall Room 541  
June 29 2026; Picture Credit : Tanya Dixon**

# MEET THE TEAM



**DANIEL LADIK**  
CHIEF METHODOLOGIST  
Associate Professor & Chair of  
the Department of Marketing



**CHARLES GRANTHAM**  
Director of the Center For  
Sport Management



**LEN DeLUCA**  
ASSOCIATE DIRECTOR  
Instructor of Sport  
Management

## ANALYTICS



**RAHUL NAIR**  
*Senior:* Sport Management  
& Finance



**CONNOR BROWN**  
*Sophomore:* Sport  
Management



**MAYA WINCZURA**  
*Senior:* Sport Management  
& Marketing



**ADRIANNA CLEMENTS**  
*Senior:* Public Relations



**JUSTIN LORETZ**  
*Sophomore:* Finance &  
Management



**CHRISTIAN HUI**  
*Senior:* Sport Management  
& Data Science

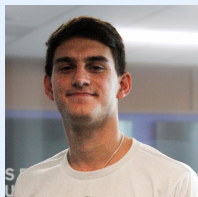


**JAKOB MERCADO**  
Graduate Assistant



**MATT SILVA**  
Graduate Assistant

## SOCIAL



**ANTHONY SEMENCZ**  
*MBA:* Management



**ISAIAH MERCADO**  
*Sophomore:* Sport  
Management & Marketing



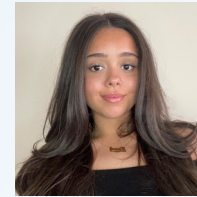
**LAKYN AUSTIN**  
*Junior:* Journalism



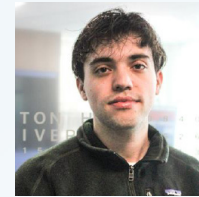
**KAITLYN KANE**  
*Junior:* Sport Management  
& Marketing



**JULIANNA GRIESBAUER**  
*Senior:* Graphic Design  
& Advertising



**LIANA COTTO**  
*Senior:* Visual & Sound  
Media

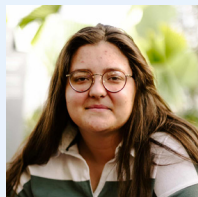


**ANTHONY ACCETURO**  
Graduate Assistant



**AIDAN JOYCE**  
Graduate Assistant

## SCRIBES



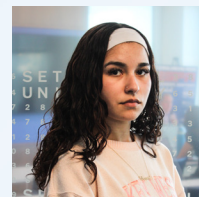
**ACE CRAWFORD**  
*Senior:* Visual & Sound Media



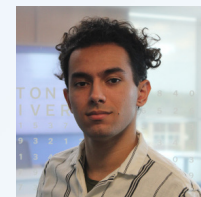
**ALAYANA MACWAN**  
*Junior:* Journalism



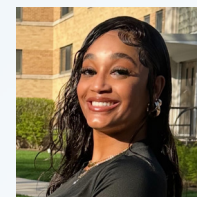
**SOLLYIS VELAZQUEZ ALERS**  
*Junior:* Sport Management  
& Marketing



**MIA CASTRO**  
*Junior:* Marketing



**ERIC GUARDIANO**  
*Senior:* Marketing



**TALEA LEWIS**  
*Junior:* Marketing

**Not Pictured**  
Gianna Capozzi, Sean Gordon, and Lindsay Kinsky  
participated in the Fall 2025 semester

# “SPOTLIGHTS” AY 2025- 2026

## Stephen A. Smith Steps in The Hall

On March 24, 2026, the Center for Sport Management hosted Stephen A. Smith for the third time on campus. The event was coordinated between Seton Hall University and members of Smith's team. The students of the Sports Poll played an active role in assisting with the daily operations and organizational initiatives that were needed. The Center for Sports Media's SHU TV studios served as the broadcasting location for ESPN's *First Take*, marking the first time the show was streamed live from Seton Hall University. This was to be followed by SiriusXM's the *Stephen A. Smith Show*.

Guest speakers included Men's Basketball Head Coach Shaheen Holloway, and Charles Grantham, Professor of Sport Management and former Executive Director of the National Basketball Players Association and mentor of Smith. Both shows were live-streamed through the University Center and the Main Event Room for students viewing. Once both shows concluded a Q & A was hosted for the over 200 undergraduate and graduate students.



March 24, 2026; Picture Credits : Christian Hui

# “SPOTLIGHTS” AY 2025- 2026

## The Seton Hall Sports Poll’s 20th Anniversary

In 2026, the Seton Hall Sports Poll marked its 20th anniversary. For two decades, it has been the nation’s first university-based polling service focused solely on the sports industry, generating widely recognized research on how sports, business, and society interact.

The Poll was conceived by Stillman professor Ann Mayo and former CBS Sports executive producer Rick Gentile with help from former New York Yankees publicist Marty Appel in February, 2006. It has since become a reliable source for understanding public opinion on various topics, including the Olympic Games, sports betting, athlete conduct, stadium financing, and gender equality. Historically, the Poll has always blended academic research with practical experience.

The anniversary also recognized the students who have contributed to the Poll’s achievements. Currently, both undergraduate and graduate students are involved in every phase of the research, from creating surveys and analyzing data to writing press releases, producing podcasts, developing social media strategies, and designing graphics. As it enters its next decade, the Poll continues to offer students unique hands-on experience while producing research that influences discussions throughout the sports industry and beyond.



**20th Anniversary Podcast Episode  
February 24, 2026**



**Picture for The 20th Anniversary Setonian Article  
November 6, 2026; Picture Credit : Christian Hui**

# “SPOTLIGHTS” AY 2025- 2026

---

## Burke Magnus Visit ESPN President, Content

On November 17, the Seton Hall Sports Poll and SMAC, the Sports Management & Analytics Club, welcomed ESPN President, Content Burke Magnus for a series of events including: a one-on-one fireside chat with Center for Sport Management Instructor and poll Associate Director Len DeLuca and ESPN veteran Bob Ley before 200 students and staff, a second interview with poll Methodologist Dan Ladik for a segment of *Hall or Nothing*, the Sports Poll's podcast; and a visit to the Sports Poll itself as well as the Center for Sports Media.

Magnus honored Seton Hall by sharing the Super Bowl LXI one-minute video narrated by founder Walt Disney. Former colleagues at CBS Sports — where Magnus once interned for DeLuca — and later at ESPN, the two first discussed the network's recent landmark agreements with the WWE and NFL Network, both announced in August of this year when NFL also became a 10 percent owner of ESPN.

ESPN gained the broadcasting rights to Super Bowl LXI on February 14, 2027, with preparations starting a year in advance. “Valentine’s Day and the Super Bowl on the same day,” Magnus said during his chat with DeLuca. “Let’s see how society grapples with that one.”



**November 17, 2025; Picture Credits : Christian Hui**

# “SPOTLIGHTS” AY 2025- 2026

## Inside The Lines: World Cup

As the culminating event of Spring 2026, the Poll, in partnership with the Center for Sports Media, convened “Inside the Lines: World Cup Comes to New Jersey”, a panel discussion exploring the landmark return of the FIFA World Cup to American soil. The panel, hosted by BJ Schecter, the Executive Director of the Center for Sports Media, featured four distinguished guests: Alexi Lalas, FOX Sports analyst and former U.S. Men’s National Team player; Michael Rowe, formerly General Counsel to the New York stadium during that tournament and now with Positive Impact; Bob Ley, award-winning ESPN journalist and Seton Hall alumnus; and Lauren Nathan-LaRusso, Seton Hall Law alumna and current General Counsel for the NY/NJ Host Stadium.

Informed by original Poll data, the conversation covered ticket pricing controversy, the economic impact of the World Cup, the stadium’s evolution from 1994 to 2026, the geopolitical implications of Iran’s participation, and the outlook for the U.S. Men’s National Team. A robust audience full of both undergraduate and graduate students also had the opportunity to engage the panel directly — including prospective Seton Hall students visiting the campus among those in attendance.



**April 14, 2026; Picture Credit : Seton Hall Admissions**

# “SPOTLIGHTS” AY 2025- 2026

## Petersheim Academic Exposition

On April 22, at the 2026 Petersheim Academic Exposition, the Seton Hall Sports Poll continued its dedication to student research and hands-on learning. This yearly event showcases excellent faculty and student work from across the University, allowing the Sports Poll team to explain how their renowned research is created and its influence on discussions about sports, business, and society. Three student members presented their contributions to each step of the polling process, including survey design, methodology, data analysis, media outreach, and content creation. Attendees discovered how the Poll converts public opinion research into press releases, podcasts, social media campaigns, and visual narratives, all while providing students with practical experience that goes beyond traditional classroom learning.

Taking part in the Petersheim Academic Exposition highlighted the Sports Poll’s function as an example of interdisciplinary teamwork, uniting students from diverse academic fields such as marketing, sports management, journalism, business analytics, and visual media. By featuring both the Poll’s research and the students involved, the exposition illustrated how the Seton Hall Sports Poll consistently upholds the Stillman School of Business’s goal of turning academic ideas into practical applications preparing future professionals in the sports industry.

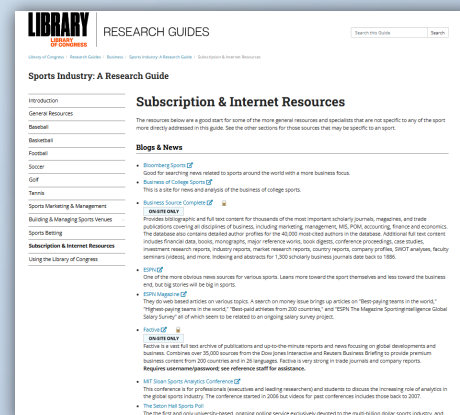
**Ace Crawford presented:** *The Blind Side* is the Top Sports Movie of the 21st Century

**Alayana Macwan presented:** Americans and Basketball Fans Support March Madness Now and College Athletes Later

**Christian Hui presented:** Olympics as a Moral Compass: Pope Leo XIV Highlights Sport’s Role in Fostering Unity

## Library of Congress

In the AY 2025–2026, the Poll had the honor of being indexed by the Library of Congress under the Subscription & Internet Resources section for the sports industry. It is listed with other major sports data resources, highlighting its value to the study of professional sports business, management, and analytics.



**Poll Workers at The Petersheim Academic Exposition  
April 22, 2026; Picture Credit : Christian Hui**

*Picture Credits : Christian Hui*



# SETON HALL SPORTS POLL COMMUNITY IMPACT

| INTERNAL                                                                                                                                                                                                                                  |                                                                                                                                                                                                                          | EXTERNAL                                                               |                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Students                                                                                                                                                                                                                                  | Stillman                                                                                                                                                                                                                 | Media Mentions                                                         | Academics                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- 21 undergraduates</li> <li>- 4 graduates</li> <li>- Skills practiced:<br/>writing, analytics, social media,<br/>public relations, media creation,<br/>graphic design, time management</li> </ul> | <ul style="list-style-type: none"> <li>- Campuswide events</li> <li>- BMKT polling class</li> <li>- SMAC</li> <li>- Social media reach</li> </ul>                                                                        | <ul style="list-style-type: none"> <li>- AY 2025-2026</li> </ul>       | <ul style="list-style-type: none"> <li>- AY 2025-2026</li> <li>- Attendance at major conferences</li> <li>- Peer reviewed mentions</li> </ul>                                      |
| RECOMMENDATIONS FOR AY 2026-2027                                                                                                                                                                                                          |                                                                                                                                                                                                                          |                                                                        |                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Strengthen media team</li> <li>- GA's for the entire AY</li> <li>- Compete in the <i>Women with Drive</i> case competition</li> </ul>                                                            | <ul style="list-style-type: none"> <li>- BMKT polling class</li> <li>- Graduate student advisory board</li> <li>- Sports professors synergy</li> <li>- Pirate sport (LinkedIn)</li> <li>- Building franchises</li> </ul> | <ul style="list-style-type: none"> <li>- New media partners</li> </ul> | <ul style="list-style-type: none"> <li>- Attendance at major conferences</li> <li>- Creation of Poll academic listserv</li> <li>- Professor partnerships / sharing data</li> </ul> |

# INTERNAL COMMUNITY IMPACT

---

Last year, the Poll had two clear goals: (1) to increase impact on and off campus and (2) to improve media pickups. As detailed below, both goals were reached yet will still be top of mind among all the AY 2026–27 efforts. We are re-framing those two goals into one new overarching goal and that is to *Build Community*. In other words, it will be easier to increase impact on and off campus and improve media pickups if we have stronger relationships in both of those areas.

In this AY, The Poll more than doubled its headcount with 25 student workers (13 from the Stillman School of Business, 8 from the College of Human Development, Culture, and Media (CHDCM) and 4 graduate students) completing 5 polls, 16 press releases, 8 podcast episodes and worked at 3 major campus wide Center for Sport Management events. To complete these tasks, writing, analytics, social media, public relations, media creation, graphic design and time management skills were all practiced to their fullest [see total hours worked graphic on page 15]. These real-world skills are learned while on campus under supervision. The Poll activities are strongly aligned with the mission and goals of the Stillman School of Business, Concepts into Practice and the Sharkey Institute grant of service which allows for students to have professional working opportunities without leaving campus.

## Recommendations for AY 2026–27

- Currently the Poll has 5 student teams: social media, graphic design, analytics, scribes, and media, the newest of the 5. While we are very pleased that the *Hall or Nothing* podcast was created and 8 episodes were produced, we feel more student workers are needed on the media team, as we underestimated this team's needs. In addition, we did well with the audio production, but did not venture into video production, which would be helpful with our socials, as well as other community building efforts.
- During the Spring 2026 semester, we incorporated two graduate student GAs, Aidan and Anthony, to assist in managing the student teams. This was a significant addition to our workflow as they supported Professors Ladik and DeLuca. Without question, we need to continue having one or more graduate students involved in the Poll for an entire AY.
- During the fall 2025 semester, 5 Poll students participated in the *Women with Drive* motorsports case competition run by the Falk College of Sport at Syracuse University. While the team did not make it out of the first round, it was a positive experience, and the Poll will compete again in the 2026 competition.

---

## Within The Stillman School of Business

The Poll took a number of positive steps in building community across campus this AY. It sometimes surprises us that not everyone in Stillman or Seton Hall knows about the Poll. Throughout the year, we were creative and found ways for the Poll to host events and/or participate in campus events.

The biggest impact for the AY were the 3 major Center for Sport Management events (Burke Magnus/ESPN, Stephen A. Smith/ESPN, and World Cup/Bob Ley & Alexi Lalas) which hundreds of students attended. The Stephen A. event was even broadcast live nationally on ESPN. Each event is detailed fully in its respectful spotlight section.

Professor Ladik created the BMKT 4610 Sport Polling class which ran during the spring 2026 semester with 16 undergraduate students and 2 graduate students taking the class as an independent study. In this course, the students learned polling methodology, created a bespoke report based on previous Poll data, and participated in the creation of the 3 spring semester polls. BMKT 4610 will run again during the Spring 2027 semester before it's reviewed by UEPC.

The yearly Petersheim Research Symposium is an excellent venue for the SHU community to engage with Poll data. For the first time, 3 presentations – Sports Movie Poll, March Madness, and Sports and Faith – were part of the Symposium [see spotlight on page 10]. The Poll students not only shared Poll data but also practiced their oral communication skills. This event is detailed fully in its spotlight section.

The Poll website needed a revision, and we are happy to report that all photos, text, links, personal, and reports are current!

Both Professors DeLuca and Ladik participated in the Stillman Speaks speaker series. In March, Professor DeLuca hosted a panel with Michael Smith, and Bryan Felt and discussed, “March Madness: The Root of College Sports Chaos.” In April, Professor Ladik presented World Cup data in a session titled, “American Interest in the 2026 World Cup.” Both presentations featured current Poll data.

With the goal of getting Stillman graduate students involved with the Poll, Professor Ladik created the Graduate Student SHSP Advisory Board. After probing interest among all Stillman graduate students via email, a Team was created with the 15 graduate students and 6 Poll students. Within the Team, poll questions were discussed and Center for Sport Management events were promoted.

In March 2026, the Poll created a LinkedIn group Pirate Sport. This LinkedIn group consists of Seton Hall graduates currently working in sport and its purpose is to aid in generating poll questions, testing poll questions, and assist in promoting poll results.

# INTERNAL COMMUNITY IMPACT

## Poll and SMAC Partnership

The Poll and SMAC worked seamlessly throughout the AY. SMAC faculty adviser Len DeLuca appeared twice before SMAC to talk about college sports and sport antitrust. SMAC's Vincent Arnedos and Poll's Connor Brown hosted the pre-panel questions and trivia contest when ESPN's Burke Magnus visited the Campus in November. In April, SMAC and the Poll collaborated with The Women's Network (TWN) in hosting a Women Leaders Panel which SMAC co-produced and was attended in force. Beyond adviser DeLuca, AY 2025-26 featured Poll student workers Rahul Nair and Jacob Mercado while AY 2026-27 will feature Poll student workers Connor Brown, Kaitlyn Kane, Justin Loretz, and Isaiah Mercado, all of whom will be members of the Executive Board. SMAC and the Poll look forward to expanding its alliance in 2026-2027.

## Recommendations for AY 2026-27

- While the Poll featured graduate student involvement this AY, this is an area to strengthen community. The Graduate Student Poll Advisory Board, GAs assisting in JH541, independent studies with the BMKT 4610 course, and attendance at major Center for Sport Management events all positive steps forward. Other than independent studies, more two-way dialogue is required to build a stronger graduate student community. While Professor Grantham's MBA course was taught in JH 541, Poll data and updates need to be integrated with the Stillman sport graduate classes. The same could be said about SHU Law school sport classes.
- At present, there is not a consistent communication channel with SHU sport faculty as much of our communication is ad hoc. There are excellent sport faculty in A & S, CHDCM, and the Law

School. Our recommendation is to create is for us to drive this community building effort and a Team - "The Sport Professors" to ensure our reports and events are communicated effectively.

- Pirate Sport on LinkedIn was another positive step forward in building community with alumni. At the same time, this effort did not start until mid-spring semester and currently features 18 alumni. Our goal this AY is to build this community to over 100 as these former Pirates can be helpful with fresh poll question ideas as well as testing poll questions.
- Throughout this AY, the SHSP conducted 5 polls while at the same time building a competency in particular areas such as sports fandom, the rise of women's sports, sports betting, and sports movies. We called this "building a franchise" in a particular area. The next step for this AY is to create industry reports and promote them at the same level as our press releases.

## SHSP Student Worker Hours

|                           |      |
|---------------------------|------|
| Social Team               | 971  |
| Analytics Team            | 616  |
| Media Team                | 228  |
| Scribes Team              | 336  |
| Graphic Design Team       | 692  |
| Total Sum of Hours Worked | 2843 |

# SOCIAL ANALYTICS AY 2025-2026

| Month          | Instagram Views | Views from Non-Followers | X Impressions | X Engagement |
|----------------|-----------------|--------------------------|---------------|--------------|
| September 2025 | 28K             | 72%                      | 347           | 19           |
| October 2025   | 20K             | N/A                      | 444           | 9            |
| November 2025  | 18K             | N/A                      | 61            | 2            |
| December 2025  | 21K             | 71%                      | 290           | 13           |
| January 2026   | 8K              | 63%                      | N/A           | N/A          |
| February 2026  | 16K             | 70%                      | 1,250         | 61           |
| March 2026     | 43K             | 76%                      | 73            | 1            |
| April 2026     | 16.6K           | 62.50%                   | N/A           | N/A          |
| AY 2025-2026   | 170.6K          | 71.71%                   | 2,465         | 105          |

# EXTERNAL COMMUNITY IMPACT

---

## Media Mentions

The Poll reports released to the media are the main vehicle to create external impact. In the 2024–25 AY, the Poll conducted 5 polls, resulting in 11 press releases and 16 media pickups. Muck Rack metrics indicate 16 media mentions, 92 total media engagements, a 2.8 average PR hit score, and a total UVM of 122,698,349. In the 2025–26 AY, the Poll conducted 5 polls, resulting in 16 press releases and 70 external media pickups. Muck Rack metrics detail 32 media mentions, 58 total media engagements, a 3.03 average PR hit score, and a total UVM of 345,283,471.

## Recommendation for AY 2026–27

- The Poll developed a strong relationship with one major media partner – ESPN – which led to six significant ESPN pickups. The main goal of this AY is to add one or more media partners. The stronger we build community with a media partner, the easier it is for the Poll to earn media placements.

## Academic Mentions in Peer Reviewed Publications

Although the Poll previously had not pursued academic attention, Poll data found its way into academic research. Last year, we reported 22 academic references since 2010, including 12 over the past three years in peer reviewed journals, conference proceedings, and theses/dissertations. In the 2025–26 AY, 12 new academic references featured Poll data. Mostly notably, Professor Ladik's *European Journal of Marketing* article.

---

## Recommendations for AY 2026–27

- Last year, the Poll was active but not systematic in building community with sport professors. Professor Ladik presented the *European Journal of Marketing* article at the 2025 Sports Marketing Association (SMA) conference in Glendale, AZ. At the outset of the presentation, he took a few minutes to introduce and describe the Poll. In addition, he passed out dozens of Poll data reports. In March 2026, Professors DeLuca and Ladik attended the largest sports conference in America – the MIT Sloan Sports Analytics conference in Boston, MA and met with sports media outlets. In May 2026, Professors Ladik and McCarthy attended the National American Society for Sport Management (NASSM) Conference in San Juan, Puerto Rico. Professor McCarthy presented and Professor Ladik networked with researchers that have Poll content overlap.
- We are happy to report that two professor relationships started at the October 2025 SMA conference, one with sports and faith and one with sports betting, resulted in Poll data collaborations this AY and two accepted submissions to the 2026 SMA conference in Baltimore, MD. The more the Poll builds community with sport academics, the more academic attention we will receive.

- With the goal of being more systematic with our academic community development, the recommendation for this AY is to create an academic listserv to promote Poll results. In May 2026, the Poll experimented with this idea scraping over 500 emails from the 2025 SMA and NASSM conferences and emailing these professors a Poll introduction letter, a draft of our forthcoming Fandom Report, and call-to-action to note about our future Poll listserv. At present, we have 24 professors who are interested in receiving future Poll reports.

# MEDIA MENTIONS AY 2025-2026

## MUCK RACK MEDIA METRICS

*Muck Rack is the communications platform that helps the Seton Hall Sports Poll place as well as track results of our press releases. The following are the key metrics analyzed for each release.*

**Mentions:** This figure represents the amount of recorded media mentions across the time period.

**Total Engagement:** A metric showing total interaction with the coverage (Shares, Likes, Comments, Reposts)

**Total UVM:** How many unique visitors each website reaches monthly; an estimate of potential reach monthly.

**Total Journalist Shares:** The amount of times Journalists themselves share the articles on their own social medias.

– The combined audience size of all the journalists who shared their articles on social media.

**PR Hit Score:** a weighted metric used to measure the impact or quality of media coverage a story receives.

|                                    |               |
|------------------------------------|---------------|
| Mentions                           | 32            |
| Total Engagement                   | 58            |
| Average Engagement                 | 2             |
| Total UVM (Insights by Similarweb) | 345,283,471   |
| Total Journalist Shares            | 1             |
| Total Journalist Reach             | 8,795         |
| Average PR Hit Score               | 3.03          |
| Average UVM                        | 11,906,326.59 |

### July 7, 2025:

*Library of Congress*

### July 28, 2025:

*How to Store Sports Cards: 7 Tips to Keep Them Pristine for Resale [American Legends]*

### September 30, 2025:

*Sophie Cunningham Stands Up for Caitlin Clark After Cathy Engelbert's Controversial \$16M Claim [EssentiallySports]*

### October 1, 2025:

*Bad Bunny Is a Perfect Choice for the Halftime Show [Bloomberg.com]*

### October 7, 2025:

*Is Esports a Sport? Criteria, Evidence, and Debate Explained [Sports Camps]*

### October 16, 2025:

*How This Marketing Professor Exposed Gambling In America [ODAAT Gambling Awareness (YouTube)]*

### October 19, 2025:

*ENG 190 Project: Paying College Athletes - Research and Persuasion [Studocu]*

### November 6, 2025:

*Burke Magnus, President of ESPN Content, to Visit Seton Hall [Targeted News Service]*

### November 19, 2025:

*Bad Bunny's 2026 halftime is backed by polls -- but these Super Bowl shows still rule by search [ESPN.com]*

*Blame it on the Voodoo ["Out of Our League" (Podcast)]*

---

### **November 26, 2025:**

*'The Blind Side' tops poll ranking 21st century sports movies*  
[ESPN.com]

*(note : article also appeared in ESPN UK, ESPN India, ESPN Australia, and MSN)*

### **November 27, 2025:**

*What is The Best Sports Movie of The 21st Century?* [Dsport]

### **November 28, 2025:**

*Best COLLEGE Sports Movies* [College Towns]

### **November 30, 2025:**

*WNBA CBA extension nears expiration as gaps remain*  
[Sports Business Journal]

*Weekend Rap* [Sports Business Journal]

### **December 1, 2025:**

*Morning Buzzcast* [Sports Business Journal]

*Seton Hall University* [Masters Portal]

### **December 6, 2025:**

*The ban is lifted, but the Hall waits...*  
[Old Ball Game Studios (Facebook)]

### **December 7, 2025:**

*Reeve on women coaches, racial allyship and advocacy*  
[Minnesota Spokesman-Recorder]

*Opinion Weekend* [Substack]

### **January 6, 2026:**

*Time Machine: Winter Olympics* [Marist Poll]

### **January 26, 2026:**

*Sandra Bullock's The Blind Side Co-Star Quinton Aaron Is Fighting For His Life In Hospital* [Lifestyle Fortress]

### **February 5, 2026:**

*New Seton Hall Sports poll shows Americans 'overwhelmingly' support Seahawks over Patriots for Super Bowl win*  
[The Sporting News]

*(note : article also appeared in Yahoo! Sports and CA Yahoo! Sports)*

*Bad Bunny, Sexual Identity, Queerbaiting, Wagerbaiting, and the NFL's Strategy to Expand a Betting-Era Audience* [RockenRoll]

### **February 6, 2026:**

*Super Bowl 2026: Fan poll favors Seahawks and classic snacks*  
[ESPN.com]

*(note : article also appeared in ESPN UK, ESPN Australia, and MSN)*

*2026 Winter Olympics poll: Figure skating, snowboarding draw most fan interest* [ESPN.com]

*(note : article also appeared in ESPN India and ESPN Australia)*

*Super Bowl LX Roundup: Vaccaro, Jenner, Party Props, Seahawks Unite America* [In Game]

### **February 7, 2026:**

*Here's the team most Super Bowl fans are rooting for, how they feel about Bad Bunny show: poll* [Penn Live]

### **February 8, 2026:**

*New poll breaks down America's Super Bowl picks* [KSDK.com]

*(note : also appeared in 13newsnow)*

*Happy Super Bowl Sunday! Here are some fan-favorite stats as you watch!* [WTHRcom (on Instagram)]

### **February 10, 2026:**

*Nostalgia Part 1: Why Is It So Popular in Super Bowl Ads?*  
[Substack]

# MEDIA MENTIONS AY 2025-2026

---

## February 12, 2026:

*The Enten Scale: Gold or Gridiron? A CNN Original Digital Video Series Hosted by Chief Data Analyst Harry Enten. [CNN]*

*What's the most popular Winter Olympics sport? [Deseret News]*

*(note : article also appeared in Yahoo! Sports and KSL)*

## February 21, 2026:

*U.S. Fan Interest for Milan Cortina 2026 Winter Olympics Peaks in Figure Skating and Snowboarding [Avanda Times]*

## March 6, 2026:

*Paying College Athletes [Britannica]*

## March 16, 2026:

*The Sweet Spot: Milwaukee Golf Show's success; Brookfield tee company; golf collectibles market; Old Fashioned Golf [Wisconsin Golf]*

## March 24, 2026:

*First Take [ESPN]*

*Stephen A. Smith Show [SiriusXM.com]*

## May 6, 2026:

*World Cup Loses Fans With Expensive, Hard-to-Get Tickets, Study Says [LA Sports Report]*

## June 5, 2026:

*FIFA claims to have '508 million' requests for 7 million available tickets. So why are plenty of tickets still available? [Yahoo! Sports]*

*The World Cup Is Sports Betting's Biggest Moment—and Maybe Its Last Hurrah [Barron's]*

*(note : article also appeared in MSN and moomoo)*

*Empowering or Exploitative? Examining Young Adult Perceptions of NIL Athletes' Social Media Posts [Research Gate]*

*America's Long War Against Soccer [Joon Lee (YouTube)]*

## June 8, 2026:

*FOOTBALL: April poll shows 33% of Americans will follow FIFA World Cup; ticket data shows 54 of 104 matches all sold or very close [The Sports Examiner]*

*Soccer Monday: The World Cup is (almost) here! [Substack]*

## June 9, 2026:

*Nearly 50% of Americans say UFC event tarnishes White House image [Washington Times]*

## June 10, 2026:

*2026 World Cup Chaos: 5 Major Issues Before Kickoff [Gistly]*

*DOJ Fires Back at Effort to Shut Down UFC Show [Slam Wrestling]*

*Poll: Americans sharply divided on Trump's UFC fight at the White House [nj.com]*

*(note : article also appeared in Yahoo! Sports)*

## June 11, 2026:

*2026 World Cup: "Why isn't it more fun?"... The United States not really in the mood [Le Parisien]*

## June 12, 2026:

*2026 World Cup poll: U.S. excited for tournament, tempered USMNT expectations [ESPN.com]*

*(note : article also appeared in MSN)*

## June 16, 2026:

*Why the Record-Smashing World Cup Is Becoming a Defining Moment for Sports Streaming [Cord Cutters News]*

# MEDIA MENTIONS AY 2025-2026

---

## ON CAMPUS PUBLICATIONS

### September 21, 2025:

*The Leaguewide Message from WNBA Players: Pay Us What You Owe Us [The Stillman Exchange]*

### November 5, 2025:

*Burke Magnus, President of ESPN Content, to Visit Seton Hall [Seton Hall University]*

### November 6, 2025:

*Seton Hall Sports Poll marks 20 years of national impact [The Setonian]*

### November 18, 2025:

*ESPN's President of Content offers advice for students at Seton Hall Sports Poll, SMAC hosted event [The Setonian]*

### December 2, 2025:

*ESPN's President of Content Offers Advice for Students at Seton Hall Sports Poll, SMAC Hosted Event [Seton Hall University]*

### February 9, 2026:

*Unpacking Bad Bunny's 'Benito Bowl,' exceeding Seton Hall fans' expectations [The Setonian]*

### February 16, 2026:

*The NBA All-Star Weekends Main Event [The Stillman Exchange]*

### April 22, 2026:

*Inside 3D Printing in the Innovation Hub Maker Studio [Seton Hall University]*

### March 13, 2026:

*Seton Hall Experts Shape National Headlines in February [Seton Hall University]*

### March 18, 2026:

*March Madness panel breaks down 'Chaos of College Sports' [The Setonian]*

### April 15, 2026:

*Inside The Stephen A. Smith Experience at Seton Hall University [The Stillman Exchange]*

### April 24, 2026:

*Rapid rise of women's sports: From Seton Hall to the national stage [The Setonian]*

# The Setonian



# ACADEMIC MENTIONS 2025-2026

**Allison, R., & Kossakowski, R. (2025).** "A Lot of Men Have Definitely Gotten Over the Whole 'No One Wants to Watch Women's Sports' Thing: Fan Perceptions of the Masculinization of Women's Soccer Fandom," *Men and Masculinities*, 28(3). (Published August 2025)

**Ladik, Daniel, Kunkel, Kunkle, Thilo, Gupta, Keshav, and McArdle, Danielle (2025).** "Powerplay Revisited – Outlining the Future of Sport Marketing Research," *European Journal of Marketing*, 59, (7): Pages 1585-1614. (Published September 2025)

**Granese, Jake (2025).** "West Flagler and the Future of Sports Betting: Navigating Tribal Sovereignty and the Need for Consumer Protection in a Growing Market," *University of Miami Business Law Review*, 34 (1) Article 7. (Published November 2025)

**McManus, Jane (2025).** *Fast Track: Inside the Surging Business of Women's Sports*, Temple University Press.

**Orsini, Justin (2025).** "Is Collegiate Athletics Already Professionalized While the NCAA Still Recognizes College Sports as Amateur Athletics?" Seton Hall Law School Thesis.

**Fink, Matthew Connor (2026).** "Supervising the Omnipresent Casino: Evaluating the Role of State and Local Regulation in Stemming Youth Addiction to Sports Gambling," *Duke Law Journal*: 75, pgs. 951-992. (Published February 2026)

**Covo, Yaron, Klug, Trevan, Olgun, Melisa, Ramy, Mohamed Ahmed, Darji, Rayyan, and Gupta, Mihir (2026).** "It's Not 'Personal': Health Information Disclosure and the Physical- Mental Distinction," *The Columbia Journal of Law & the Arts*: 49(3), 495-548. (Published March 2026)

**Cloud, K., Tibbetts, E., & Lotenberg, E. (2026).** Progress or Product: Capitalism and the Illusion of Change in NCAA Women's Basketball. *Journal of Women and Gender in Higher Education*, 19(1), 144-158. (Published March 2026)

**Wenner, Lawrence A. and Gantz, Walter (2026).** "We've Come a Long Way Baby (Maybe): Male and Female Fans Watching Men's and Women's Basketball," *Communication & Sport*, 14 (2), pgs. 442-470. (Published April 2026).

**Foxe, J., Dolšak, N. & Prakash, A. (2026).** "Does a 'Taylor Swift Effect' Encourage Pro-Social Behavior? Celebrity Endorsement and Individual Willingness to Purchase Carbon Offsets," *Policy Sciences*, 59, 439-462. (Published May 2026)

**Nisbett, G.S., Everbach, T., Dunn, S.S. (2026).** "Empowering or Exploitative? Examining Young Adult Perceptions of NIL Athletes' Social Media Posts," In: Hundley, H.L. (eds) *College Athletes, Media, and Intersectionality*. Palgrave Macmillan. (Published May 2026).

**Stone, George, Jones, Michael A., Passyn, Kirsten, and Montgomery, Cameron (2026).** "Looking Back on the Anthem Protest Movement and COVID: An Exploratory Investigation of College & High School Student Support for NFL Football during the Anthem Protest and COVID Eras (2017-2022)," *Atlantic Marketing Association Proceedings*, 4.

# PRESS RELEASES 2025-2026

**November 5, 2025:** *"From Puerto Rico to the World: Bad Bunny Spurs Young and Avid Fan Interest in 2026 Apple Music Super Bowl Halftime Show"*

**November 25, 2025:** *Americans Say WNBA Players are Underpaid and Should Strike if No Labor Agreement is Reached by the Extended November 30th Deadline*

**November 30, 2025:** *"The Blind Side" is the Top Sports Movie of the 21st Century*

**December 3, 2025:** *Americans Say Pete Rose Belongs in the National Baseball Hall of Fame*

**February 5, 2026:** *Americans Overwhelmingly Favor Seahawks Over Patriots in Super Bowl LX*

**February 6, 2026:** *Don't Ban the Tush Push: Americans in Favor 2 to 1*

**February 10, 2026:** *Nearly Twice as many Americans say they will watch Milano Cortina 2026 vs. Beijing 2022*

**February 12, 2026:** *NBA Fans Overwhelmingly Excited for USA vs. World All-Star Game*

**February 19, 2026:** *Olympics as a Moral Compass: Pope Leo XIV Highlights Sport's Role in Fostering Unity*

**March 11, 2026:** *Strong Support for World Baseball Classic and 2026 MLB Season*

**March 17, 2026:** *Americans and Basketball Fans Support March Madness Now and College Athletes Later*

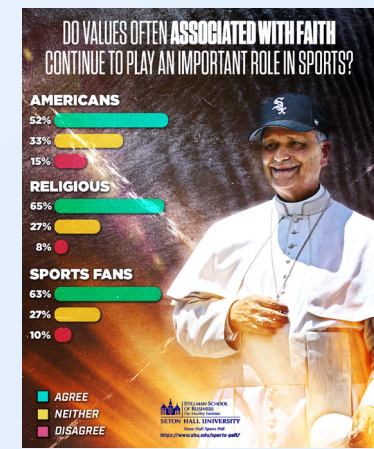
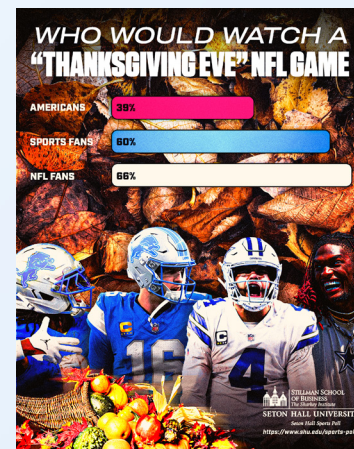
**April 21, 2026:** *A 'Thanksgiving Eve' Game Will be a Major Hit for the NFL*

**May 5, 2026:** *World Cup Ticket Interest Drops by 10 Points Among Soccer Fans*

**June 4, 2026:** *2026 FIFA World Cup: Americans Want to Watch but NOT Host*

**June 8, 2026:** *Americans are Divided on UFC Freedom 250 at the White House*

**June 30, 2026:** *Collecting Sports Memorabilia is a Financial Investment*



# HALL OR NOTHING PODCAST EPISODES \_\_\_\_

**October 29, 2025:** Episode 1: *Percentage of What Exactly?*  
Featuring Professor Charles Grantham, Dr. Dan-o, & Len DeLuca  
Discussing NIL.

**November 12, 2025:** Episode 2: *A Huge Win!*  
Featuring Dr. Mike Smith, Dr. Dan-o, & Len DeLuca  
Discussing The NFL, Tush Push, and Bad Bunny at Super Bowl LX.

**November 26, 2025:** Episode 3: *All in One Place*  
Featuring Burke Magnus of ESPN and Dr. Dan-o  
Discussing The Design Behind Content Distribution.

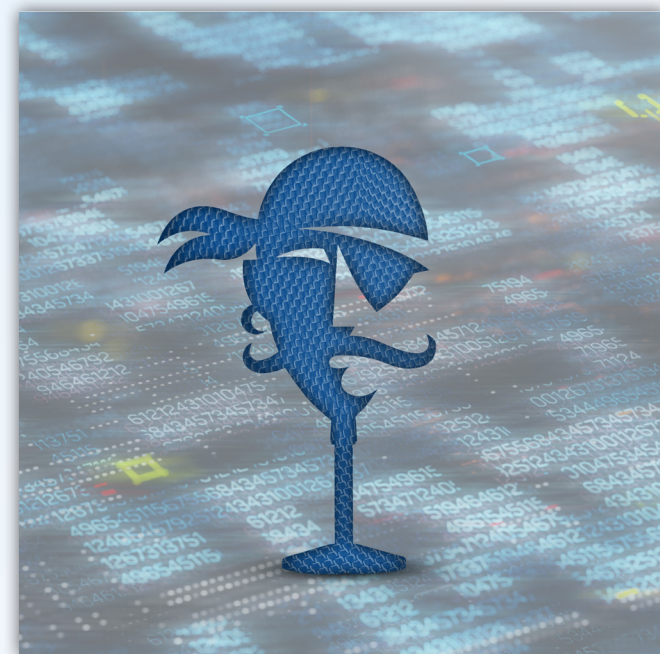
**January 20, 2026:** Episode 4: *What are You Watching?*  
Featuring Professor Taylor Henry, Dr. Dan-o, & Len DeLuca  
Discussing The Greatest Sports Movies of All Time.

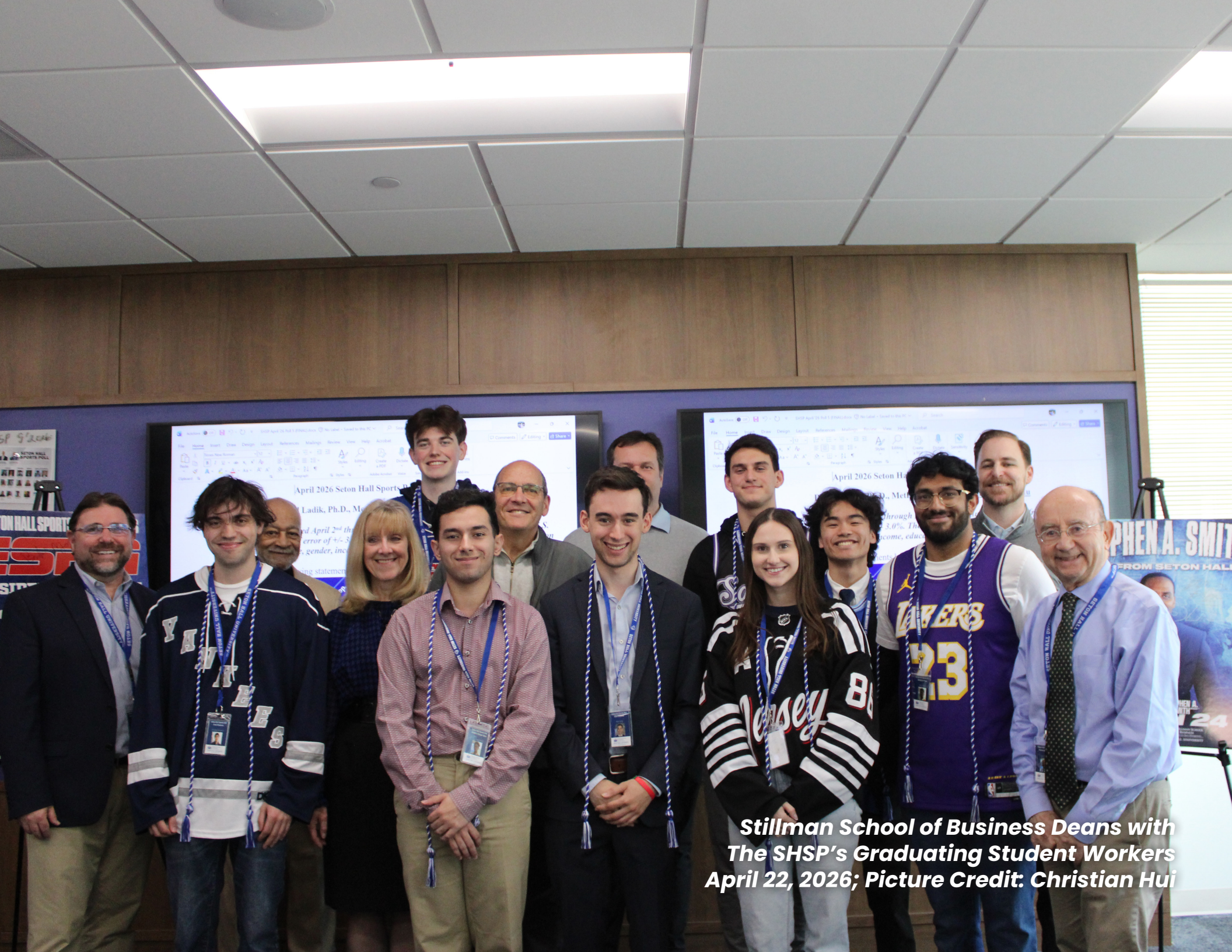
**February 10, 2026:** Episode 5: *What's the NBA's Next Frontier?*  
Featuring Professor Alex Requena, Dr. Dan-o, & Len DeLuca  
Discussing NBA Expansion, World Basketball, and All-Star Game.

**March 9, 2026:** 20th Anniversary Episode 6 Part 1: *The History of the Seton Hall Sports Poll*  
Featuring Rick Gentile, Marty Appel, and Michael Ricciardelli, & Dr. Dan-o

**March 25, 2026:** 20th Anniversary Episode 6 Part 2: *Can the World Baseball Classic Replace the All-Star Game?*  
Featuring: Rick Gentile, Marty Appel, and Michael Ricciardelli, & Dr. Dan-o  
Discussing Disruptions in Modern Baseball.

**June 27, 2026:** Episode 7: *Senior Sign-Off. The Minds Behind the Sports Poll and the Road Ahead*  
Featuring 2026 Graduates of The SHSP





***Stillman School of Business Deans with  
The SHSP's Graduating Student Workers  
April 22, 2026; Picture Credit: Christian Hui***



STILLMAN SCHOOL  
OF BUSINESS  
*The Sharkey Institute*

---

**SETON HALL UNIVERSITY**

*Seton Hall Sports Poll*