

Labor Day Reflections and Entertainment Insights - From Historical Strikes to Strike Force Five

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Welcome back to the Spotlight! As we approach Labor Day Weekend here in the US, I became curious as to the origins of the federal holiday. Gather round, class - Mr. Bloomgarden has a history lesson to share. (*Clears throat...*) In 1894, President Grover Cleveland (my second favorite Grover to the blue Muppet and second favorite Cleveland to the city) signed into law a bill to make Labor Day a federal holiday to celebrate (traditionally via barbecues and parades) the contributions of American workers to the economy and society. Fast-forward some 129 years and-far from a celebration—we continue to have labor strikes by actors and writers that have ground new film and television production to a screeching halt. So, it is with rather conspicuous timing that five of the most prominent late night television hosts (Stephen Colbert, Jimmy Fallon, Jimmy Kimmel, Seth Meyers and John Oliver) have banded together to create a podcast "Strike Force Five" in solidarity with their respective writers' rooms to comedically discuss (amongst other things) the strikes plaguing their industry. Commendably, the proceeds from the podcast will be distributed amongst each of the five talk shows' writing staff to provide relief while the impasse continues. Hopefully, one of the most courageous acts we see post-Labor Day (close runner-up to wearing white) is that the writers, actors, networks and studios return to their sides of the negotiating table to iron out deals once and for all. Regardless, it is refreshing to see the Strike Force Five using their outsized platforms to support their workers.

- Brad Pitt's Production Company Plan B Entertainment named a new President of Television - presumably because its first choice did not pan out.

- The Kingdom of Saudi Arabia's Public Investment Fund (PIF) continues to make substantial investments in sports - most recently investing \$100 million in the mixed martial arts league, Professional Fighters League - in its push to become a sports mecca. I guess it is not enough to have the Mecca of meccas.
- Major League Soccer's New York Red Bulls are in talks to sell naming rights to its stadium from Red Bull Arena. If anyone in the marketing department at The Toro Company or at Matador Travel Equipment is reading this, you're welcome.
- Rapper Eminem puts the kibosh on Republican Primary candidate Vivek Ramaswamy's performance of his musical compositions at campaign events. Will be interesting to see if it is enough of a deterrent to one of his debate competitors saying, "nowadays Ramaswamy wanna talk like he got somethin' to say, but nothin' comes out, when he moves his lips, just a bunch of gibberish..."

Endorsement Deals, Sponsorships & Investments

[Area colleges making it easier for athletes to connect with NIL partners](#)

August 31, 2023 via St. Cloud Times

[Warning issued over TikTok 'deepfake' scams as people lose billions online](#)

August 30, 2023 via Stoke Sentinel

[Greenpeace releases animated video in campaign against fossil fuel sponsorship of Rugby World Cup](#)

August 30, 2023 via The Independent

[Oklahoma casino taps Dallas-area legends in new betting campaign](#)

August 28, 2023 via Sports Business Journal

[Tennis' Big 3 And Serena Won 88 Majors And Made \\$2.5 Billion. A New Generation Is Ready For Their Shot.](#)

August 27, 2023 via Forbes

Sports

[Report: PFL Sells \\$100M+ Minority Stake to Saudi Arabia's Public Investment Fund](#)

September 1, 2023 via Bleacher Report

[Pickleball went pro. Can it profit?](#)

August 27, 2023 via Seattle Times

MLS' Red Bulls in Talks to Sell Naming Rights to NJ Stadium

August 24, 2023 via Sportico

Music Biz

Universal Music Group Acquires Chabaka Music, UAE-Based Digitally-Focused Music Marketing and Distribution Agency

August 30, 2023 via Markets Insider

Earth, Wind & Fire Tribute Band Hits Back At Trademark Lawsuit: You Abandoned Your Name

August 30, 2023 via Billboard

TuneCore Partners With Session To Enhance Precision of Song and Recording Data For Self-Releasing Artists Across Stores and Streaming Platforms

August 30, 2023 via PRWeb

Eminem sends Vivek Ramaswamy a warning: Don't use 'Lose Yourself' on the campaign trail

August 29, 2023 via Los Angeles Times

Songwriter Groups Are 'Extremely Disappointed,' Still Want Answers About BMI's Plans to Sell

August 29, 2023 via Billboard

Film & TV

Late-night hosts team up for 'Strike Force Five' podcast to benefit their out-of-work staff

August 31, 2023 via AP News

Indie Filmmakers Urge Senate IP Subcommittee to Take Caution in Considering Federal Right of Publicity

August 30, 2023 via IP Watchdog.com

Plan B Entertainment Taps Nina Wolarsky As President Of Television

August 28, 2023 via News Break

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