



J. William Grimes - *Sports and Athletics*

As a media executive, J. William Grimes led and developed the growth of ESPN into the nation's largest and most profitable cable television network with the round-the-clock sports programming viewed in homes around the world.

After working at CBS, Inc., from 1968-81, he joined ESPN in 1981. During his tenure as President and Chief Executive Officer from 1982-88, ESPN became a national leader in the industry with broadcasts of Sunday Night National Football League games, the National Hockey League and Major League Baseball.

When he assumed control of the five-year-old company, ESPN was a big financial loser while paying cable companies to carry the network. After he made deals with the NFL, NHL and Major League Baseball, he switched gears and asked the cable companies to pay for ESPN and the plan worked. Within a few years, ESPN was making a profit.

Today, ESPN is worth in excess of \$1-billion and it continues to grow. ESPN Sports Radio was launched in 1992, ESPN2 a year later, and ESPN Enterprises, Inc., has expanded the company's interests into ancillary businesses.

As the most significant force in modern sports television, the "Worldwide Leader in Sports" is a player--directly or indirectly, in virtually every decision regarding TV sports packages. Today, ESPN reaches more than 63 million homes, covers more than 65 sports, and broadcasts more

than 4,500 live or original hours annually.

After ESPN, Grimes was President and CEO of Univision Holdings, Inc., from 1988-91; Multimedia, Inc., from 1991-93; and Zenith Media, Inc., from 1994-96. In 1996, he founded BG Media Investors, Inc., his current employer.

Grimes has been widely recognized. In 1987, he received the Cable Television Administration and Marketing Society's prestigious Grand Tam Award. Later that year, he was named USA Today's sports executive of the year. In 1984, he was selected as the Upper Ohio Valley Dapper Dan's Man of the Year.

Grimes was born in Wheeling and attended Woodsdale Grade School. A 1959 graduate of Linsly Military Institute, he was an All-City and All-OVAC basketball player. He earned a B.A. degree in English in 1963 from West Virginia Wesleyan College, where he was a four-year basketball player and captain of the 1963 team. He was inducted into the Wesleyan Athletic Hall of Fame in 2006. He attended the St. John's University School of Law from 1963-65.