

SETON HALL | LAW

Sports Law Symposium: Money in Sports: The Year of Investment in Sports
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Frank Hawkins is a founding member of Scalar Media Partners, an advisory firm serving the media, entertainment, and sports industries. Before joining Scalar on July 1, 2008, Hawkins served as Senior Vice President -- Business Affairs and head of strategic planning for the NFL's media group.

During his 15-year tenure at the NFL Hawkins played leading roles in the structuring, negotiation, and administration of the NFL's television and new media contracts in 1994, 1997-98, 2000, 2002, and 2004-05. Before shifting his focus solely to media strategic planning in March, 2007, he also was involved in negotiation and implementation of major NFL financial and other transactions (such as the last four expansion franchise agreements; the League's collective bargaining agreements with its players; the League-sponsored credit facility for member clubs; club debt workouts; the League's own credit facilities; and the League's G-3 stadium construction support program); in legal and financial analysis on ownership transfers and club financing transactions; in formulation of ownership and League governance rules and policies; in NFL government relations work; and in the formulation of business plans and strategies for the League and its affiliated for-profit companies. He joined the NFL after practicing law at Covington & Burling, Washington D.C., from February 1986 to July 1993, where he handled communications, corporate law, and insolvency-related issues for a variety of public and private companies in lines of business ranging from broadcasting to paper products to cellular telephone service to residential real estate.

At Scalar Media, Hawkins has been active in consulting and strategy work related to professional sports leagues, on behalf of both teams and leagues; in work related to college sports; and in work related to new technologies, especially in the emerging field of player performance data.

Hawkins is a graduate of Harvard Law School (cum laude) and Harvard College (A.B. magna cum laude in Government), and a member of Phi Beta Kappa. He served as law clerk to Judge William E. Doyle of the United States Court of Appeals, Tenth Circuit, Denver, Colorado. He taught Sports Economics and Sports Facility Finance for nine years at NYU's Tisch Institute for Global Sport, and regularly speaks on media, sports, and entertainment topics.