

[Home](#) > [Business Today](#) > [Business](#) > [RSS Feed](#)

E-mail Graphic Popular del.icio.us

## Brady must make right call: Bad-dad rep would be costly

By [Scott Van Voorhis](#)

Boston Herald Business Reporter

Tuesday, February 20, 2007 - Updated: 06:32 AM EST

Tom Brady's multimillion-dollar career as an ad pitchman could take a hit should he fumble one of the biggest challenges the New England [Patriots](#) [[team stats](#)] star quarterback has yet to face: fatherhood.

It's not clear how much Brady's golden-boy image will be tarnished - if at all - by reports that actress and former Brady girlfriend Bridget Moynahan is pregnant with the quarterback's child.

But, while society has become much more accepting of nontraditional parenting arrangements, the big test will come in the ensuing weeks and months. If Brady becomes embroiled in an acrimonious dispute with Moynahan, it could do real damage to his image.

"It's hard to think that this is going to help him in any way, so what is important now is how he deals with this responsibility," said Peter Stern, president of Strategic Sports Group Inc., a New York marketing and sports entertainment firm.

At stake is a mini advertising empire.

Brady earns more than \$9 million a year from endorsing products for companies like Nike, Sirius and Visa. He has also pitched Movado watches, Cadillacs and a Dunkin' Donuts sandwich.

Still, for Brady, the good news is that he may not have to do all that much to keep his image largely intact, other than avoiding a major meltdown.

While a shotgun marriage might appeal to a few traditionalists, it's not necessary to avoid shame in a 21st century America where half of all marriages end in divorce, said Andrew Zimbalist, a Smith College economics professor and sports business expert.

In fact, Zimbalist suggests, under the theory that almost all publicity is good publicity, Brady's private-life soap opera might serve to boost his name recognition - and marketability - beyond New England.

"It might actually help him," Zimbalist said. "Whenever you put your name out there, as long as it's not part of some scurrilous scandal, it helps you."

Strategic's Stern was less sanguine, but sees Brady coming out OK in the long run. He just needs to keep playing and winning games.

"If you look at past history with players, fans care a lot more about on-field performance than off-field activity," he said.



### [Scott Van Voorhis](#)

Reporter Scott Van Voorhis brings 15 years of aggressive reporting to a wide range of topics that

affect the Hub's business community and residents.

» [Recent Articles by Scott Van Voorhis](#)



Patriots quarterback Tom Brady could lose ads if he's not perceived to be handling fatherhood responsibly. (AP)

E-mail Graphic Popular del.icio.us

### Search the site

Enter Keywords

Past 7 days  Archives  Google

[Order home delivery](#)

Save up to 60% ordering Boston Herald home delivery online. » [click here](#)



---

[ [contact us](#) ] :: [ [print advertising](#) ] :: [ [online advertising](#) ] :: [ [Herald History](#) ] :: [ [News Tips](#) ] :: [ [Electronic Edition](#) ] :: [ [Browser Upgrade](#) ]

[Click here for home delivery](#) or call 1.800.882.1211 for **Back Issues** call 617.619.6523

---

© Copyright by the Boston Herald and [Herald Media](#).  
No portion of BostonHerald.com or its content may be reproduced without the owner's written permission. [Privacy Commitment](#)

---



Enterprise-level broadband service provided by [Expedient](#):  
[America's Largest All-Ethernet Network](#)



Wireless broadband  
service provided by  
[Towerstream](#)

bh.heraldinteractive.com: business2.bostonherald.com: 0.133891:Tue, 20 Feb 2007 11:32:02 GMT