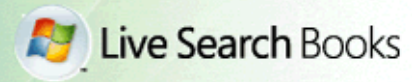


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## Making a Play for Audio Downloads

by Shannon Maughan, *PW Daily* -- *Publishers Weekly*, 1/20/2006

It's no stretch to say that football fans are predominantly male. But with the NFL conference championship games and the Super Bowl right around the corner, author and sports analyst Paula Duffy has the key to getting gals involved in (or at least conversant about) the game their guys love: the audio download original, *Girlfriend's Guide to Football: How to Talk His Language* (Gildan Audio, Jan.). The title is being sold through Audible.com, Soundsgood.com (MediaBay) and will soon be available at iTunes.com.

### *Girlfriend's Guide*

explains basic concepts and rules of the game as well as definitions of terms used by announcers and refs, makes an argument for the usefulness of knowing player stats, and gives general tips on how to "talk sports" with confidence. Duffy is no rookie in the field; she teaches seminars on sports for women through her company, Incidental Contact LLC, and also creates sports blogs and podcasts with a distinct, female point of view.

Gildan will rally 'round its franchise and publish companion downloadable titles by Duffy on basketball and baseball as those sports seasons get into full swing.

Forecasting the big games on the horizon, Duffy told the *Arizona Republic* that she sees a wildcard Super Bowl, with the Carolina Panthers beating the Pittsburgh Steelers. However, this Pittsburgh-based writer and football fan begs to differ: Go Steelers!

*This article originally appeared in the January 20, 2006 issue of PW Daily. For more information about PW Daily, including a sample and subscription information, [click here](#) »*

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