



There is no doubt we'll still be hearing callers from throughout the southeastern United States as [Paul Finebaum](#) grows what ESPN hopes will be a national network of rabid college fans eager to share their opinions with him on the air. Tuesday saw [The Wall Street Journal](#) publish a report about Finebaum's new deal with ESPN. The [formal announcement and first appearances on the network's television and radio networks](#) came Thursday morning.

The news of Finebaum's departure from Birmingham broke just hours after [word leaked from Bristol, CT about a significant number of employees being laid off by "the worldwide sports leader" as a cost-cutting measure](#). Most of the initial cuts took place in the company's sales and technology departments and resulted in an approximately 5% reduction in workforce but more are expected in the coming weeks. The folks at Business Insider [published a chart earlier this week](#) providing a better visual understanding of [the May 21 BigLeadSports post](#) suggesting the rising cost of live sports was a major reason for the layoffs.

[Fortune.com published a story earlier today](#) suggesting the layoffs were probably a little overdue and that the company will still continue hiring in new areas - like Finebaum's new home come August 2014. Now, even though we do live in what many would consider the heart of SEC country, it probably wouldn't hurt to visit [getsecnetwork.com](#) and make sure the new station has a presence in metro Birmingham come 2014.