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# Leading Off: Lakers 'Lights Out' Puts the Light back on the Court

By Robert Hanashiro, Sports Shooter

*"Backgrounds. Backgrounds. Backgrounds."*

-Brad Mangin

Sports Shooter Workshop & Luau 2002

In this age where every stadium and arena looks like the starting line at a NASCAR race or the arrivals line at a Hollywood premiere, what the Los Angeles Lakers have done at Staples Center this season has defied sports marketing logic.

At the Lakers regular season home opener against Golden State, fans and photographers found the team's promotional campaign "Lights Out" was a misnomer ... the lights were out all right, over the seating areas ... and they were ON over the court.

Describing this new look as actually a nostalgic look, the team said that owner Dr. Jerry Buss missed the way the game looked when the Lakers played at their old home, the Fabulous Forum in



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