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## **The 2013 Racial and Gender Report Card: National Basketball Association**

by Richard Lapchick

with Andrew Hippert, Stephanie Rivera and Jason Robinson

Published

### **EXECUTIVE SUMMARY**

**Orlando, FL June 25, 2013** – The 2013 NBA Racial and Gender Report Card (RGRC) was released today and showed that the NBA continued its leading position in the sports industry with its commitment to and record for racial and gender hiring practices during the 2012-2013 NBA season.

The NBA received an **A+** for racial hiring practices, a **B+** for gender hiring practices with scores of **96.5** percent and **85** percent, respectively. The overall grade was an **A** with 90.7 points. While the NBA is the still best for all three categories among the men's professional sports, it did slip significantly in gender hiring practices as the NBA went from an **A-** with 89 points in 2012 to a **B+** with 85 points in 2013.

Richard Lapchick, the director of TIDES and primary author of the report, stated, "that the NBA remains the industry leader among the men's sports for racial and gender hiring practices. No one else reaches the same points for race, gender or the combined score."

In the NBA league office, 35.7 percent of all professional employees are people of color and 41.1 percent are women. The League Office also had 44 women serving as vice presidents in the 2012-2013 season. "When David Stern steps down as NBA Commissioner in 2014, among the legacies he will have created is an era in professional sport when leagues and teams hired the best people possible. He embraced the moral imperative for diversity while helping to show the other leagues that diversity is also a business imperative. The evidence for the NBA's continued commitment to racial equality is seen in the strong grades in the League Office and in many key areas on the team level. Nearly 47 percent of all head coaches were coaches of color, the second highest percentage in NBA history. The NBA set a new record for assistant coaches of color at 45.6 percent. The percentage of people of color who held team professional administration positions increased by 3.1 percentage points to 27.6 percent, the highest percentage since the 2008-09 season. However, there were notable declines for women at the team level in senior and professional administrative roles with drops of 4.3 and 4 percent, respectively."

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Using data from the 2012-2013 season, TIDES conducted an analysis of racial breakdowns of the players and coaches. In addition, the Report Card includes a racial and gender breakdown of management in the NBA league office and referees as well as, at various levels within each NBA franchise such as top management, team senior administration, team professional administration, physicians, head trainers and broadcasters. The information used was taken from NBA team media guides as of the beginning of the 2012-2013 season. The listing of owners, head coaches, team presidents and general managers of color for the 2013 Report Card was then updated to reflect changes through the end of the 2012-2013 regular season. The 2013 Report also has the extensive list of NBA diversity initiatives, which are in Appendix II. Tables for the Report are included in Appendix I. The co-authors of the report are Andrew Hippert, Stephanie Rivera and Jason Robinson.

The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida publishes the **Racial and Gender Report Card** to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional and college sports personnel and to contribute to the improvement of integration in front office and college athletics department positions. The 2013 NBA **Racial and Gender Report Card** follows the release of the Major League Baseball RGRC. In succession, TIDES will release the **Racial and Gender Report Cards** for the NFL, the WNBA, Major League Soccer and College sport.

## REPORT HIGHLIGHTS

- African-Americans comprised 76.3 percent of all NBA players. Eighty-one percent of players were players of color.
- African-American head coaches represented 43.3 percent of all NBA head coaches, the second highest percentage in NBA history.
- Erik Spoelstra, head coach of the Miami Heat, remained the only Asian NBA head coach for the fifth consecutive season. He became the first coach of Asian descent to lead his team to a championship when Miami beat Oklahoma City in 2012.
- The NBA set a new record for assistant coaches of color at 45.6 percent.
- In the NBA league office, 35.7 percent of professional staff positions were held by people of color, an increase of 1.7 percent from 34 percent at the end of the 2011-2012 season.
- Women held 41.1 percent of all professional positions in the NBA league office, decreasing by 0.8 percentage point from the 2011-2012 season.
- There were four African-American chief executive officers and presidents in the NBA. Latinos, Asians, or those classified as “others” held none of the CEO/president positions.
- Matina Kolokotronis (Sacramento Kings) was the only woman who held the role of president for NBA franchises as of the beginning of the 2012-2013 season.

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- NBA general managers of color decreased from 25.8 percent in 2011-2012 to 23.3 percent in the 2012-2013 season. There are six African-American (20 percent) general managers/directors of player personnel in the NBA. Rich Cho, General Manager of the Charlotte Bobcats, remains the only Asian general manager in the history of the NBA. Upon his hiring by the Portland Trailblazers in 2010, he became the first Asian-American general manager in major American men's professional sports.
- Women held 18.3 percent of vice president positions in the NBA, a 0.5 percentage point increase from the 2011-2012 season. It was the highest percentage in NBA history.
- As of the start of the 2012-2013 season, there were 15 teams with more than one vice president of color.
- The percentages of people of color and women in team senior administration positions both decreased. People of color represented 20.1 percent of team senior administration positions as of the beginning of the 2012-2013 NBA season, down from 21.5 percent in 2011-12. The percentage of women who held team senior administration positions decreased by three percentage points from 24.7 in 2011-2012 to 21.9 percent in 2012-2013.
- The percentage of people of color who held team professional administration positions increased by 3.1 percentage points to 27.6 percent, the highest percentage since the 2008-09 season.
- The percentage of women holding team professional administration positions decreased by 4.3 percentage points from 39.3 percent in 2011-2012 to 35 percent in 2012-2013.
- The percentage of NBA team physicians who are people of color increased slightly from 17.6 percent in 2011-2012 to 17.8 percent in 2012-2013.
- The percentage of head athletic trainers of color decreased to 27.3 percent from 32.7 percent as of the beginning of the 2012-2013 season.
- The percentage of NBA officials of color increased by 1.5 percentage point to 47.5 percent in 2012-2013, the highest in the history of the NBA. The racial breakdown of the referees for the 2012-2013 season is 52.5 percent white, 45.9 percent were African-American and 1.6 percent were Latino. Of the 61 referees, one was a woman.

## OVERALL GRADES

The NBA received an **A+** for racial hiring practices, a **B+** for gender hiring practices, and an **A** for an overall grade.

In 2012, the NBA received an **A+** for racial hiring practices with 96.8 points which was slightly higher by .3 percent of a point than in 2013. The grades for race in 2012 and 2013 both stand among the highest in the history of men's professional sport.

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However, the NBA went from an **A-** for gender hiring practices with 89 points in 2012 to a **B+** with 85 points in 2013. The grade for gender dropped the combined grade from 92.9 in 2012 to 90.7 in 2013.

The NBA received an **A+** for racial hiring practices in the league office, for head and assistant coaches, professional administration at the team level and for player opportunities. The NBA earned an **A-** for general managers and a **B** for senior administrators at the team level and team vice presidents.

The NBA received an **A** for gender hiring practices in the league office and a **B+** for professional administration at the team level. They received a **D-** for senior administrators at the team level and an **F** for team vice presidents.

The League earned an **A+** for diversity initiatives.

## GRADES BY CATEGORY

### NBA Players

For the 2012-2013 season, 81.1 percent of the NBA's players were people of color, decreasing by 0.8 percent from 2011-2012. The percentage of African-American players in the league was 76.3 percent, a decrease of 1.8 percent from the previous season. Latino players increased from 3.2 percent in 2011-2012 to 4.4 percent in 2012-2013. Both Asian players and players categorized as other races each remained at 0.2 percent of all players. The percentage of white NBA players was 19 percent, an increase of 0.8 percent from the recorded 18.2 percent in 2011-2012.

International players comprised 18.7 percent of the NBA's players during the 2012-2013 season, increasing by 1.9 percentage point from last season.

#### **NBA Grade for Players:**

**Race: A+ (81.1 percent)**

See Table 1.

### NBA League Office

The NBA league office continues to have the highest percentage of people of color and women who held professional positions when compared to all league offices within American men's major professional sports. In the NBA league office, 35.7 percent of professional staff positions were held by people of color, an increase of 1.7 percent from 34 percent at the end of the 2011-2012 season. As of the end of the 2012-2013 regular season, 64.3 percent of all NBA league office professional employees were white, 18.3 percent were African-American, 6.3 percent were Latino, 10.8 percent were Asian, and less than one percent were classified as "other." According to the data provided by the NBA, the percentage of white and Latino professional employees decreased by 1.7 and 0.2 percent respectively, while the

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percentage of African-American, Asian, and those classified as “other” professional employees increased by 0.2, 1.6, and 0.1 percent respectively.

According to the gender employment data provided by the NBA, women comprised 41.1 percent of professional employees at the League Office during the 2012-2013 season, decreasing by 0.8 percent from the 2011-2012 Report Card. All NBA League Office data was reported as of April 30, 2013.

There were 30 people of color in vice president positions during the 2012-2013 season.

There were 17 African-American men at the vice president level:

- Stuart Jackson, Executive Vice President, Basketball Operations
- Mark Tatum, Executive Vice President, Global Marketing Partnerships
- Michael Bantom, Executive Vice President, Referee Operations
- Emilio Collins, Senior Vice President, Global Marketing Partnerships
- Greg Taylor, Senior Vice President, Player Development
- Kenneth J. Payne, Senior Vice President, Events
- Myles Pistorius, Senior Vice President, Events
- Stephen O. Richard, Chief Financial Officer, NBA China
- Anshell Boggs, Vice President, Risk Management
- Kevin Carr, Vice President, Community and Player Programs
- Garth Case, Vice President, CRM Technology
- John Daniels, Vice President, Facilities & Crisis Management
- Aaron Ryan, Vice President, Global Marketing Partnerships
- Rory Sparrow, Vice President, Player Development
- Andrew Thompson, Vice President, Development
- Bob Lanier, Vice President and Special Assistant to the Commissioner
- George Land Jr., Senior Vice President, Programming and Production, NBA China

There were seven African-American women who held NBA vice president level positions:

- Kerry Chandler, Executive Vice President, Human Resources
- Chrysa Chin, Vice President, Player Development
- Janice Hilliard, Vice President, Player Development
- Michelle Leftwich, Vice President & Assistant General Counsel
- Liliahn Majeed, Vice President, Team Marketing and Business Operations
- Leah M. Wilcox, Vice President, Player & Talent Relations
- Tatia Williams, Vice President, Business Affairs

There were three Asian men who held vice president positions:

- Anil George, Vice President & Senior Intellectual Property Counsel
- Hrishi Karthikeyan, Vice President, Legal and Business Affairs
- Edward Whang, Vice President, Legal & Business Affairs

There were two Asian women who held vice president level positions:

- Linda L. Choong, Senior Vice President, Global Retail Development
- Shirin Malkani, Vice President, Legal & Business Affairs

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There was one Latina vice president in the NBA league office:

- Saskia Sorrosa, Vice President, Multicultural/Targeted Marketing

Including Chandler, Chin, Choong, Hillard, Leftwich, Majeed, Malkani, Sorrosa, Wilcox, and Williams, there were 44 women at the vice president level or higher. This was a decrease of 0.8 percent from the 41.9 percent reported in 2011-2012. Those not included above are listed as follows:

- Heidi Ueberroth, President, NBA International
- Kathleen Behrens, Executive Vice President, Social Responsibility and Player Programs
- Kimberly Bohuny, Senior Vice President, International Basketball Operations
- Nancy E. Baldwin, Vice President, Corporate Services
- Melissa Anne Brenner, Senior Vice President, Marketing
- Amy M. Brooks, Senior Vice President, Team Marketing & Business Operations
- Valerie J. Camilo, Vice President, Team Marketing & Business Operations
- Jean M. Casner, Vice President, Compensation & HRIS
- Jean Cavanagh, Vice President, Facilities
- Sona Chakamian, Vice President, Merchandise Planning
- Kristin Corio, Vice President, Team Marketing & Business Operations
- Maureen Coyle, Vice President, Basketball Communications
- Robin Ann Dally, Vice President, Marketing Solutions
- Donna Daniels, Vice President, Team Marketing & Business Operations
- Barbara DeCristofaro, Vice President, Events
- Julie DeJesus-Evans, Vice President, Interactive Services
- Leslie Julich, Vice President, Employee Relations
- Kelly Flatow, Senior Vice President, Global Marketing Partnerships
- Maria Frangelaki, Vice President, Global Procurement
- Lisa Goldberg, Vice President, Licensing
- Carolanne E. McAuliffe, Vice President, Marketing
- Stacy McWilliams, Vice President, Team Marketing & Business Operations
- Wendy Morris, Vice President, Team Marketing & Business Operations
- Lisa Piken Koper, Vice President, Licensing
- Michelle Pujals, Vice President & Assistant General Counsel
- Kerry A. Tatlock, Senior Vice President, Global Marketing Partnerships
- Susan Tohyama, Vice President, Human Resources - International
- Nancy Zellner, Vice President, Benefits
- Ayala Deutsch, Senior Vice President and Chief Intellectual Property Counsel
- Victoria Picca, Senior Vice President, Licensing and Business Affairs
- Janine Durge, Vice President, Creative Services
- Andrea Mess-Davis, Vice President, Recruiting
- Cristina Mora, Vice President, Global Marketing Partnerships
- Susan Schroeder, Vice President, Global Marketing Partnerships

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There was also one person of color who held a high level position in the NBA Development League:

- Dan Reed, President (African-American)

#### **NBA Grade for League Office:**

<b>Race:</b>	<b>A+</b>	<b>(35.7 percent)</b>
<b>Gender:</b>	<b>A</b>	<b>(41.1 percent)</b>

See Table 2.

#### **NBA Teams**

##### **Owners**

As of the 2012 NBA RGRC, the methodology for collecting data for team ownership includes vice chairman and minority owners listed by the team.

Michael Jordan remains the only person of color who is a majority owner.

There were 24 people of color in ownership during the 2012-2013 season:

- Michael Jordan, Charlotte Bobcats (African-American)
- Claude Alexander, Charlotte Bobcats (African-American)
- Bob Johnson, Charlotte Bobcats (African-American)
- Carlos Evans, Charlotte Bobcats (Latino)
- Cornell Haynes Jr. ("Nelly"), Charlotte Bobcats (African-American)
- Felix Sabates, Charlotte Bobcats (Latino)
- Bob Washington, Charlotte Bobcats (African-American)
- Spurgeon Webber III, Charlotte Bobcats (African-American)
- Fred Jones Jr., Memphis Grizzlies (African-American)
- Elliott Perry, Memphis Grizzlies (African-American)
- Julio Iglesias, Miami Heat (Latino)
- Dr. Patrick Soon-Shiong, Los Angeles Lakers (Asian)
- James Lassiter, Philadelphia 76ers (African-American)
- Will Smith & Jada Pinckett-Smith, Philadelphia 76ers (African-Americans, counted as one)
- Handy Soetedjo, Philadelphia 76ers (Asian)
- Erik Thohir, Philadelphia 76ers (Asian)
- Jahm Najafi, Phoenix Suns (Asian)
- Raul Fernandez, Washington Wizards (Latino)
- Jeong Kim, Washington Wizards (Asian)
- Earl Stafford, Washington Wizards (African-American)
- Dr. Sheila Johnson, Washington Wizards (African-American)
- Vivek Ranadive, Golden State Warriors (Indian)\*
- Shawn ("Jay-Z") Carter, Brooklyn Nets (African-American)
- Chamath Palihapitiya, Golden State Warriors (Asian)

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The following women were owners during the 2012-2013 season:

- Lynn Beck, Charlotte Bobcats
- Rita Benson LeBlanc, New Orleans Hornets
- Dr. Sheila Johnson, Charlotte Bobcats
- Barbara Rosser Hyde, Memphis Grizzlies
- Colleen Maloof, Sacramento Kings
- Adrienne Maloof, Sacramento Kings
- Karen (Gail) Miller (Majority Owner), Utah Jazz
- Jada Pinkett-Smith, Philadelphia 76ers
- Teri E. Popp, Minnesota Timberwolves
- Joyce Sexton, Minnesota Timberwolves
- Michelle DiFebo Freeman, Washington Wizards
- Ashley Manning, Memphis Grizzlies

See Table 3.

*\*Note: On May 28, 2013 the NBA announced the league's Board of Governors approved the sale of the Sacramento Kings to the ownership group led by Vivek Ranadive. Since the ownership was changed after the Kings season had ended, we reported Ranadive's ownership at the time with the Golden State Warriors.*

*\*Note: Raghubir ("Raj") Bhathal (Indian), not listed above, became an owner of the Sacramento Kings effective May 31, 2013.*

## Head Coaches

In the 2012-2013 NBA season, the number of head coaches of color decreased slightly from the record set in the 2011-2012 season. Overall, people of color represent 46.7 percent of all NBA head coaches compared to 53.3 percent in the 2011-2012 season. African-Americans now represent 43.3 percent of all head coaches, a decrease of 3.4 percentage points from 2011-2012. However, it is the second highest percentage in NBA history.

The number of white head coaches increased to 53.3 percent from 46.7 percent in 2011-2012. Erik Spoelstra of the Miami Heat remains the only Asian head coach, and has been for the past five seasons.

The 13 African-American head coaches at the start of the 2012-2013 NBA season were:

- Larry Drew, Atlanta Hawks
- Glenn "Doc" Rivers, Boston Celtics
- Byron Scott, Cleveland Cavaliers
- Mark Jackson, Golden State Warriors
- Lionel Hollins, Memphis Grizzlies
- Avery Johnson, Brooklyn Nets
- Monty Williams, New Orleans Hornets
- Mike Woodson, New York Knicks
- Alvin Gentry, Phoenix Suns

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- Keith Smart, Sacramento Kings
- Dwayne Casey, Toronto Raptors
- Tyrone Corbin, Utah Jazz
- Jacque Vaughn, Orlando Magic

**NBA Grade for Head Coaches:****Race: A+ (46.7 percent)**

See Tables 4 and 5.

**Assistant Coaches**

The percentage of NBA assistant coaches of color in the 2012-2013 season was 45.6 percent, the highest in the history of the NBA. This percentage increased two percentage points from the 2011-2012 season. The percentage of African-American assistant coaches increased by two percentage points to 43.5 percent. The percentage of Latino, Asian, and "other" assistant coaches remained at less than one percent for the 2012-2013 season.

**NBA Grade for Assistant Coaches:****Race: A+ (45.6 percent)**

See Table 6.

**Team Top Management****Presidents and Chief Executive Officers**

African-Americans held four of the top executive management positions in NBA front offices as of the beginning of the 2012-2013 season, which was 7.3 percent of the total number of positions on NBA teams. These positions include team presidents and chief executive officers. Terdema Ussery held the role of both CEO and President.

The African-American chief executive officers included:

- Michael Jordan, CEO, Charlotte Bobcats
- Terdema Ussery, CEO, Dallas Mavericks

The African-American team presidents included:

- Joe Dumars, President of Basketball Operations, Detroit Pistons
- Rod Higgins, President of Basketball Operations, Charlotte Bobcats
- Fred Whitfield, President and Chief Operating Officer, Charlotte Bobcats
- Terdema Ussery, President, Dallas Mavericks

There was one female top executive of NBA franchises during the 2012-2013 season. Matina Kolokotronis was the President of Business Operations for the Sacramento Kings.

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**NBA Grade for CEOs/Presidents<sup>+</sup>:****Race: D+/C- (7.3 percent)**<sup>+</sup> Not calculated in final grade.

See Table 7.

**General Managers**

There were seven people of color serving as the top player personnel executive for NBA franchises that accounted for 23.3 percent of the total amount of top player personnel executives. That was a decrease of 2.5 percent. Included in top player personnel executives are general managers, director of player personnel, and presidents of basketball operations. The seven people of color serving in these positions are listed below:

African Americans (20 percent):

- Dell Demps, General Manager, New Orleans Hornets
- Wayne Cooper, Vice President and General Manager, Basketball Operations, Sacramento Kings
- Billy King, General Manager, Brooklyn Nets
- Masai Ujiri, General Manager, Denver Nuggets
- Joe Dumars, President of Basketball Operations, Detroit Pistons
- Lance Blanks, General Manager, Phoenix Suns

Asians (3.3 Percent):

- Rich Cho, General Manager, Charlotte Bobcats

There has never been a Latino or female general manager.

During the 2010-11 season, Rich Cho became the first Asian general manager in the history of American professional sport upon being named General Manager of the Portland Trail Blazers. Cho is now the General Manager of the Charlotte Bobcats.

The 1994-95 season remains the benchmark for diversity among player personnel executives in the NBA. During that season African-Americans held 31 percent of general manager positions.

**NBA Grade for General Managers:****Race: A- (23.3 percent)**

See Table 8.

## Team Vice Presidents

African-Americans comprised 10 percent of NBA franchise vice president positions at the beginning of the 2012-2013 season. The representation of African-American vice presidents has remained relatively constant since the 2011-2012 season. Similarly, the percentage of Asian vice presidents also remained constant at less than one percent, while there was a 1.4 percentage point increase in the percent of Latinos holding vice president positions from 1.5 percent in 2011-2012 to 2.9 percent in 2012-2013. Overall, people of color held 13.5 percent of NBA vice president positions, an increase of 1.2 percentage points from the 2011-2012 season.

Women held 18.3 percent of vice president positions in the NBA, which was a 0.4 percentage point increase from the 2011-2012 season. This is the highest percent of women vice presidents in NBA history.

There were 35 African-American NBA team vice presidents, seven of whom were women.

There were 28 male African-American vice presidents on NBA teams:

- Michael Lewellen, Senior Vice President, Communications and Public Engagement , Portland Blazers
- B.J Evans, Vice President of Communications, Charlotte Bobcats
- Seth J. Bennett, Senior Vice President, Marketing, Charlotte Bobcats
- André Walters, Vice President of Legal Affairs, Charlotte Bobcats
- Ed Lewis, Vice President, Charlotte Bobcats
- Dominique Wilkins, Vice President of Basketball, Atlanta Hawks
- David Lee, Vice President of Corporate Partnerships & Business Development, Atlanta Hawks
- Alonzo Mourning, Vice President, Player Programs, Miami Heat
- Michael McCullough, Executive Vice President/CMO, Miami Heat
- Garrick Amos, Vice President, Season Ticket Services & Retention, Miami Heat
- Dell Demps, Senior Vice President, Operations, & GM, New Orleans Hornets
- Gerald Madkins, Vice President, Player Personnel, New Orleans Hornets
- Walt Perrin, Vice President, Player Personnel, Utah Jazz
- Wayne Cooper, Vice President, Basketball Operations & GM, Sacramento Kings
- Jamaal Lesane, Vice President, Legal & Business Affairs, Team & Sports Operations, New York Knicks
- Chris Bernard, Vice President, Player Development, Marketing and Team Operations, New York Knicks
- Masai Ujiri, Executive Vice President, Basketball Operations, Denver Nuggets
- Clark Kellogg, Vice President of Player Relations, Indiana Pacers
- Quinn Buckner, Vice President, Communications, Indiana Pacers
- Ian Clarke, Executive Vice President & Chief Financial Officer, Toronto Raptors
- Marc Eversley, Vice President of College Scouting, Toronto Raptors
- Keith Jones, Senior Vice President of Basketball Operations/Head Athletic Trainer, Houston Rockets
- Mark West, Vice President, Player Programs, Phoenix Suns
- Troy Weaver, Vice President, Assistant GM, Oklahoma City Thunder
- David Kelly, Vice President, General Counsel, Golden State Warriors

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- Milt Newton, Vice President, Player Personnel, Washington Wizards
- Scott Perry, Vice President, Assistant GM, Orlando Magic
- Earvin Johnson, Vice President, Los Angeles Lakers

There were seven female African-American vice presidents for NBA franchises:

- Sarah Mensah, Executive Vice President, Chief Operating Officer, Portland Trailblazers
- Donna Julian, Senior Vice President, Arena & Event Operations, Charlotte Bobcats
- Marlene Hendricks, Vice President of Guest Services & Event Staffing, Charlotte Bobcats
- Sonia Harty, Vice President, Human Resources, Miami Heat
- Eve Wright, Vice President, Associate General Counsel, Miami Heat
- Gail Hunter, Vice President, Public Affairs & Event Management, Golden State Warriors
- Tanya Wheelless, Senior Vice President of Communications and Public Affairs, Phoenix Suns

There were eight Latino vice presidents:

- Andy Montero, Vice President, Retail Business & Development, Miami Heat
- Jeremy Castro, Vice President of Broadcast Operations, Utah Jazz
- Anthony Perez, Vice President of Business Strategy, Orlando Magic
- Roman Vega, Vice President of Brand Management, Orlando Magic
- JM Caparro, Vice President, Ticket Sales & Service, Brooklyn Nets
- Diego Gomez, Vice President, Human Resources, Detroit Pistons
- Gersson Rosas, Executive Vice President of Basketball Operations, Houston Rockets
- Leo Gomez, Vice President, Public & Government Affairs, San Antonio Spurs

There were two Latina vice presidents:

- Linda Landman-Gonzalez, Vice President, Community Relations & Government Affairs, Orlando Magic
- Elisa Padilla, Vice President of Marketing, Brooklyn Nets

There was one Asian man serving as vice president for an NBA franchise:

- Kevin Nonomura, Senior Vice President, Finance, Toronto Raptors

There was one Asian woman vice president for an NBA franchise:

- Christina Song, Vice President, Business & Legal Affairs, New York Knicks

As of the start of the 2012-2013 season, there were 15 teams with more than one vice president of color: the Portland Trailblazers, Charlotte Bobcats, Atlanta Hawks, Miami Heat, New Orleans Hornets, Utah Jazz, New York Knicks, Orlando Magic, Brooklyn Nets, Indiana Pacers, Detroit Pistons, Toronto Raptors, Houston Rockets, Phoenix Suns, and Golden State Warriors.

Overall, there were 64 (18.3 percent) female vice presidents of all races. Aside from those listed above, the female vice presidents of NBA franchises were as follows:

- Cheri Hanson, Vice President, Team Relations, Portland Trail Blazers
- Traci Rose, Vice President, Community Relations, Portland Trail Blazers
- Traci Reandeau, Senior Vice President, Human Resources, Portland Trail Blazers
- Michele Daterman, Senior Vice President, Tickets and Marketing, Portland Trail Blazers
- Traci Richardson, Vice President, Marketing, Portland Trail Blazers

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- Kay Lowery, Senior Vice President, Human Resources, Charlotte Bobcats
- Kim Henderson, Vice President, Community Affairs, Charlotte Bobcats
- Susan Goodenow, Vice President, Branding & Communications, Chicago Bulls
- Leslie Forman, Vice President, Chicago Bulls Charities, Chicago Bulls
- Colleen Garrity, Vice President, Community Relations & Player Programs, Cleveland Cavaliers
- Gayle Bibby-Crème, Vice President, Guest Experience/Special Projects, Cleveland Cavaliers
- Ailey Pennigroth, Senior Vice President, Chief Marketing Officer, Atlanta Hawks
- Raquel Libman, Executive Vice President & General Counsel, Miami Heat
- Kim Stone, Executive Vice President, Miami Heat
- Jennifer Mallery, Vice President, Ticket Operations & Strategic Planning, Miami Heat
- Vicky Neumeyer, Senior Vice President, General Counsel, New Orleans Hornets
- Linda Luchetti, Senior Vice President, Communications, Utah Jazz
- Donna Ruiz, Vice President, Human Resources, Sacramento Kings
- Katherine Holland, Vice President, Partnership Strategy, New York Knicks
- Lisa Aulebach, Vice President, Partnership Strategy, New York Knicks
- Lisa Banbury, Vice President, Corporate Hospitality Service, New York Knicks
- Carol Albert, Senior Vice President, Integrated Marketing, New York Knicks
- Stacey Escudero, Vice President, Communications, New York Knicks
- Heather Pariseau, Vice President, Operations & Program Management, New York Knicks
- Rebecca Taylor, Vice President, Team Photo Services, New York Knicks
- Jeanie Buss, Executive Vice President, Business Operations, Los Angeles Lakers
- Catherine Young Carlson, Vice President, Corporate Partnership Activation, Orlando Magic
- Audra Hollifield, Senior Vice President, Human Resources of Administrative Services, Orlando Magic
- Marie Chindamo, Senior Vice President of Human Resources, Brooklyn Nets
- Petra Pope, Senior Vice President, Event Marketing & Community Relations, Brooklyn Nets
- Kim Carver, Executive Vice President, Media, Denver Nuggets
- Deb Dowling-Canino, Vice President, Community Relations & Fan Development, Denver Nuggets
- Shelly Harper, Senior Vice President, Programming & Production, Denver Nuggets
- Julie Gruae, Vice President, Business Operations & Sales, Indiana Pacers
- Donna Wilkinson, Vice President, Human Resources, Indiana Pacers
- Lucinda Treat, Executive Vice President, Business Operations & Strategy, Detroit Pistons
- Diane Ferranti, Vice President, Creative Services, Detroit Pistons
- Robin Brudner, Executive Vice President, General Counsel, & Corporate Secretary, Toronto Raptors
- Mardi Walker, Senior Vice President, People, Toronto Raptors
- Beth Robertson, Senior Vice President, Ticket Sales & Services, Toronto Raptors
- Patti-Ann Tarlton, Vice President, Live Entertainment, Toronto Raptors
- Gretchen Sheirr, Vice President, Sales & Services, Houston Rockets
- Kellie Vurgincic, Vice President of Human Resources, Golden State Warriors
- Lara Price, Senior Vice President, Business Operations, Philadelphia 76ers
- Lori Warren, Senior Vice President, Finance & Corporate Administration, San Antonio Spurs
- Tammy Turner, Vice President of Human Resources & Corporate Administration, San Antonio Spurs
- Julie Fie, Vice President, Basketball Communications, Phoenix Suns

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- Lynn Agnello, Senior Vice President, Marketing Partnerships, Phoenix Suns
- Katy Semtner, Vice President of Human Resources, Oklahoma City Thunder
- Kellie Vugrincic, Vice President, Human Resources, Golden State Warriors
- Melissa Rentz, Vice President, Marketing, Washington Wizards
- Tracy Marek, Senior Vice President, Chief Marketing Officer, Cleveland Cavaliers
- Billi Capra, Vice President of Altitude Video Services, Denver Nuggets
- Ellen Warner, Vice President, Development, Golden State Warriors

The New York Knicks led the NBA with eight female vice presidents. The Portland Trailblazers were second with six female vice presidents. The Miami Heat had five female vice presidents and the following six teams each had three or four female vice presidents: Denver Nuggets, Charlotte Bobcats, Cleveland Cavaliers, Brooklyn Nets, Toronto Raptors, and the Golden State Warriors.

#### **NBA Grade for Team Vice Presidents:**

<b>Race:</b>	<b>B</b>	<b>(13.5 percent)</b>
<b>Gender:</b>	<b>F</b>	<b>(18.3 percent)</b>

See Table 9

#### **Team Senior Administrators**

The percentages of people of color and women in team senior administration positions both decreased. People of color represented 20.1 percent of team senior administration positions as of the beginning of the 2012-2013 NBA season, down from 21.5 percent in 2011-12. African-Americans held 13.2 percent of team senior administration positions while Latinos held 3.8 percent, Asians held 1.7 percent and people of other races held the remaining 1.4 percent of these positions. The percentage of people of color in team senior administration positions decreased for Latinos and increased for African-Americans, Asians and people of "other" races.

Women experienced a decrease in the percentage of team senior administration positions from 24.7 percent in 2011-2012 to 21.9 percent in 2012-2013. This is the second consecutive season the percentage of women holding team senior administrative positions decreased from the previous year.

This category includes the following titles but is not restricted to: director, assistant general manager, chief legal counsel, chief operating officer, and chief financial officer.

#### **NBA Grade for Team Senior Administrators**

<b>Race:</b>	<b>B</b>	<b>(20.1 percent)</b>
<b>Gender:</b>	<b>D-</b>	<b>(21.9 percent)</b>

See Table 10.

#### **Team Professional Administration**

As of the beginning of the 2012-2013 season, people of color held 27.6 percent of team professional administration positions for NBA franchises. This was a 3.1 percentage point increase from last year's mark of 24.5 percent and was the highest since the 2008-09 season. African-Americans comprised 15.7 percent of team professional administration positions, Latinos accounted for 8.4 percent, Asians held 2.1 percent, and those classified as "other" races comprised the remaining 1.3 percent of such positions.

The percentage of women holding team professional administration positions decreased by 4.3 percentage points from 39.3 percent in 2011-2012 to 35 percent in 2012-2013.

Positions categorized as team professional administration include, but are not restricted to titles similar to: manager, coordinator, supervisor or administrator. This category excludes the traditional support staff positions such as secretaries, administrative assistants, staff assistants and receptionists.

#### **NBA Grade for Team Professional Administration**

<b>Race:</b>	<b>A+</b>	<b>(27.6 percent)</b>
<b>Gender:</b>	<b>B+</b>	<b>(35 percent)</b>

See Table 11.

#### **Physicians**

The percentage of NBA team physicians who are people of color increased slightly from 17.6 percent in 2011-2012 to 17.8 percent in 2012-2013.

African-Americans, Asians, and Latinos all held five percent of physician positions, respectively.

The percentage of women holding NBA team physician positions decreased from 2.9 percent in 2011-2012 to 1.7 percent for the 2012-2013 season.

NBA team physicians include, but are not limited to the following positions: Orthopedist, Internist, Dentist, Cardiologist, and Ophthalmologist.

See Table 12.

#### **Head Athletic Trainers**

The percentage of NBA head athletic trainers of color decreased by 5.4 percentage points as of the beginning of the 2012-2013 season. Currently, 27.3 percent of all NBA head athletic trainers were people of color. However, African-American trainers represented 24.2 percent of all head athletic trainers compared to 21.2 percent in the previous year. Latinos represented the remaining three percent.

See Table 13.

### Radio/TV Broadcasters

The percentage of people of color holding radio and television broadcasting positions decreased by 1.1 percentage points leaving the total percentage of people of color at 29.9 percent for 2012-2013. African-Americans accounted for 19.4 percent of the radio and television broadcast positions, while Latinos accounted for 10.4 percent.

Women now account for five percent of NBA radio and television broadcast positions, up one percent from the 2011-2012 season.

See Table 14.

### Referees

As of the beginning of the 2012-2013 season, 47.5 percent of NBA referees were people of color, the highest in the history of the NBA. The percentage of white referees decreased by 1.5 percentage points to 52.5 percent during the 2012-2013 season, while the percentage of African-American NBA referees increased by 4.6 percentage points to 45.9 percent of total referees. Latinos and those categorized as "other" races fell by 1.6 percentage points to 1.6 and zero percent of NBA referees during the 2012-2013 NBA season, respectively.

In 1997, Violet Palmer and Dee Kanter were signed by the NBA to become the first female referees in U.S. major professional sport history. Palmer is currently the only female referee in the NBA, accounting for 1.6 percent of all NBA referees, which has remained constant since the 2005-2006 season.

See Table 15.

### NBA Diversity Initiatives

The NBA has a variety of diversity initiatives impacting a number of areas including employee training and development, employee recruitment, vendor diversity and community relations, as outlined in Appendix II.

**NBA Grade for Diversity Initiatives:     A+**



## HOW GRADES WERE CALCULATED

As in previous reports, the 2012-2013 Racial and Gender Report Card data demonstrates the inequity in the amount of people of color working in the front office of NBA franchises and NBA League Office as compared to the number of people of color competing in the NBA. Communicating this to the public, however, can be difficult without the proper perspective. In order to ease the communication process, The Institute issues letter grades in relation to overall demographics in the United States. Federal affirmative action policies state that the percentage of a particular race in the workplace should reflect the percentage of the composition of the U.S. population. Currently, 24 percent of the U.S. population is comprised of people of color, thus an **A** was achieved if 24 percent of the positions were held by people of color. A position was determined to have earned a **B** if people of color held 12 percent of the positions, and a **C** was earned if people of color held only 9 percent of positions. Positions in which people of color held only six percent of positions earned a **D**, and any position below six percent was deemed to have earned a grade of **F**.

For issues of gender, an **A** is earned if 40 percent of the employees of a particular position were women, **B** for 32 percent, **C** for 27 percent, **D** for 22 percent and **F** for any position in which women comprise less than 22 percent of the available positions. Similar to the racial standards, the 40 percent threshold is also taken from the federal affirmative action standards. The Institute once again acknowledges that even those sports where grades are low generally have better records on race and gender than society as a whole.

## METHODOLOGY

All data was collected by a research team at The Institute for Diversity and Ethics in Sport (TIDES) in the University of Central Florida's DeVos Sport Business Management Graduate Program.

Baseline data was gathered from media guides for each of the National Basketball Association teams, provided by the NBA league office. The data was compiled in spreadsheets, which were used to classify individuals by position. The data was then classified by race and gender. Upon collecting the data from each team, the data was then assembled into the final master spreadsheet.

In addition to team data, the NBA League Office provided data on its personnel. The findings were assimilated into spreadsheets and compared to data from previous years in the same manner as the individual team information. After evaluating the data, the report text was drafted, referencing changes in statistics from previous years.

The report draft was sent to the NBA League Office, so the draft could be reviewed for accuracy. In addition, updates were requested for personnel changes that had occurred during or after the seasons being reported. The NBA responded with updates and corrections that were then incorporated into the final report.

The report covers the 2012-13 season for the National Basketball Association. Listings of professional owners, general managers and head coaches were updated as of the end of the regular season. Grades, however, were calculated according to the reporting periods noted herein.

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## ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 21<sup>st</sup> issue of the ***Racial and Gender Report Card (RGRC)***, which is the definitive assessment of hiring practices of women and people of color in most of the leading professional and amateur sports and sporting organizations in the United States. The full report considers the composition – assessed by racial and gender makeup – of players, coaches and front office/athletic department employees in our country's leading sports organizations, including the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB), Major League Soccer (MLS) and the Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.

This marks the ninth time the Report Card is being issued sport-by-sport; the 2012-2013 report for MLB has already been released. The complete Racial and Gender Report Card, including all the leagues, will be issued after the release of subsequent individual reports on the WNBA, NFL, MLS and college sport.

The ***Racial and Gender Report Card*** is published by The Institute for Diversity and Ethics in Sport, which is part of the College of Business Administration at the University of Central Florida (UCF) in Orlando. Dr. Richard Lapchick has authored all reports, first at Northeastern University and now at UCF. (Until 1998, the report was known as the *Racial Report Card*.) In addition to Lapchick, Jason Robinson, Stephanie Rivera, and Andrew Hippert contributed greatly to the completion of the 2012-2013 NBA Racial and Gender Report Card.

### The Institute for Diversity and Ethics in Sport (TIDES)

The Institute for Diversity and Ethics in Sport ("TIDES" or the "Institute") serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sport. The Institute researches and publishes a variety of studies, including annual studies of student-athlete graduation rates and racial attitudes in sport as well as the internationally recognized Racial and Gender Report Card, an assessment of hiring practices in professional and college sport. Additionally, the Institute conducts diversity management training in conjunction with the National Consortium for Academics and Sports. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for exploitation of student-athletes, gambling, performance-enhancing drugs and violence in sport.

The Institute's founder and director is Dr. Richard Lapchick, a scholar, author and internationally recognized human rights activist and pioneer for racial equality who is acknowledged as an expert on sports issues. Described as "the racial conscience of sport," Lapchick is Chair of the DeVos Sport Business Management Program in the College of Business Administration at UCF, where The Institute is located. In addition, Lapchick serves as President and CEO of the National Consortium for Academics and Sports (NCAS), a group of more than 220 colleges and universities that helps student-athletes complete their college degrees while serving their communities on issues such as diversity, conflict resolution and men's violence against women.

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**DeVos Sport Business Management Program***College of Business Administration, University of Central Florida*

The DeVos Sport Business Management Program is a landmark program focusing on business skills necessary for graduates to conduct successful careers in the rapidly changing and dynamic sports industry while also emphasizing diversity, community service and social issues in sport. It offers a dual-degree option, allowing students to earn a Master of Business Administration (MBA) degree in addition to the Master of Sport Business Management (MSBM) degree. The program was funded by a gift from the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida.

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## APPENDIX I

Players					
	%	#		%	#
2012-2013			2003-2004		
White	19.0%	87	White	22.2%	91
African-American	76.3%	350	African-American	75.9%	311
Latino	4.4%	20	Latino	1.2%	5
Asian	0.2%	1	Asian	0.7%	3
Other	0.2%	1	Other	0.0%	0
International	18.7%	86	International	16.6%	68
Total		459	Total		410
2011-2012			2001-2002		
White	18.2%	79	White	20.0%	x
African-American	78.1%	339	African-American	78.0%	x
Latino	3.2%	14	Latino	1.0%	x
Asian	0.2%	1	Asian	<1	x
Other	0.2%	1	Other	0.0%	x
International	16.8%	73			
Total		434	2000-2001		
2010-2011			White	21.0%	x
White	16.7%	75	African-American	78.0%	x
African-American	77.7%	348	Latino	1.0%	x
Latino	4.5%	20	Other	0.0%	x
Asian	0.7%	3			
Other	0.4%	2	1999-2000		
International	17.0%	76	White	22.0%	x
Total		448	African-American	78.0%	x
2009-2010			Latino	<1%	x
White	18.4%	81	Other	0.0%	x
African-American	76.9%	339			
Latino	3.2%	14	1998-1999		
Asian	0.7%	3	White	21.0%	x
Other	0.9%	4	African-American	78%	x
International	18.4%	81	Latino	1.0%	x
Total		441	Other	0.0%	x
2008-2009			1997-1998		
White	18.2%	82	White	23.0%	x
African-American	77.3%	348	African-American	77%	x
Latino	3.1%	14	Latino	<1%	x
Asian	0.7%	3	Other	0.0%	x
Other	0.7%	3			
International	17.6%	79	1996-1997		
Total		450	White	20.0%	x
2007-2008			African-American	79.0%	x
White	19.6%	89	Latino	<1%	x
African-American	75.6%	343	Other	<1%	x
Latino	3.3%	15			
Asian	0.4%	2	1995-1996		
Other	1.1%	5	White	20.0%	x
International	17.8%	81	African-American	80.0%	x
Total		454	Latino	0.0%	x
2006-2007			Other	0.0%	x
White	20.7%	91	1994-1995		
African-American	75.0%	330	White	18.0%	x
Latino	3.0%	13	African-American	82.0%	x
Asian	0.5%	2	Latino	0.0%	x
Other	0.9%	4	Other	0.0%	x
International	18.6%	82			
Total		440	1993-1994		
2005-2006			White	21.0%	x
White	22.5%	97	African-American	79.0%	x
African-American	72.9%	315	Latino	0.0%	x
Latino	3.0%	13	Other	0.0%	x
Asian	0.5%	2			
Other	1.2%	5	1992-1993		
International	19.0%	82	White	23.0%	x
Total		432	African-American	77.0%	x
2004-2005			Latino	0.0%	x
White	22.8%	98	1991-1992		
African-American	73.0%	313	White	25.0%	x
Latino	2.1%	9	African-American	75.0%	x
Asian	0.7%	3	Latino	0.0%	x
Other	1.4%	6			
International	18.9%	81	1990-1991		
Total		429	White	28.0%	x
			African-American	72.0%	x
			Latino	0.0%	x
			1989-1990		
			White	25.0%	x
			African-American	75.0%	x
			Latino	0.0%	x

Table 1

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League Office: Professional Employees					
	%	#		%	#
2012-2013			2004-2005		
White	64.3%	452	White	68.3%	474
African-American	18.3%	129	African-American	18.3%	127
Latino	6.3%	44	Latino	6.9%	48
Asian	10.8%	76	Asian	6.3%	44
Other	0.3%	2	Other	0.1%	1
Women	41.1%	289	Women	41.9%	291
People of Color Total	35.7%	251	People of Color Total	31.7%	220
Total		703	Total		694
2011-2012			2003-2004		
White	66.0%	416	White	70.7%	484
African-American	18.1%	114	African-American	18.8%	129
Latino	6.5%	41	Latino	5.7%	39
Asian	9.2%	58	Asian	4.8%	33
Other	0.2%	1	Other	0.0%	0
Women	41.9%	264	Women	44.2%	303
People of Color Total	34.0%	214	People of Color Total	29.3%	201
Total		630	Total		685
2010-2011			2001-2002		
White	66.0%	472	White	85.0%	459
African-American	18.2%	130	African-American	2.0%	11
Latino	7.3%	52	Latino	7.2%	39
Asian	8.4%	60	Asian	5.6%	30
Other	0.1%	1	Other	0.2%	1
Women	41.3%	295	Women	48.0%	259
People of Color Total	34.0%	243	People of Color Total	15.0%	81
Total		715	Total		540
2009-2010			1999-2000		
White	63.6%	496	White	75%	434
African-American	21.4%	167	African-American	18%	105
Latino	7.2%	56	Latino	4%	25
Asian	7.7%	60	Asian	3%	15
Other	0.1%	1	Other	0%	1
Women	43.6%	340	Women	42%	246
People of Color Total	36.4%	284	People of Color Total	25%	146
Total	100.0%	780	Total		580
2008-2009			1997-1998		
White	64.9%	478	White	78%	415
African-American	20.4%	150	African-American	16%	86
Latino	7.2%	53	Latino	4%	19
Asian	7.5%	55	Asian	2%	13
Other	0.1%	1	Other	0%	0
Women	42.7%	315	Women	45%	239
People of Color Total	35.1%	259	People of Color Total	22%	118
Total		737	Total		533
2007-2008			1996-1997		
White	65.8%	541	White	78%	377
African-American	19.8%	163	African-American	17%	83
Latino	7.2%	59	Latino	3%	14
Asian	7.1%	58	Asian	2%	12
Other	0.1%	1	Other	0%	0
Women	41.0%	337	Women	44%	214
People of Color Total	34.2%	281	People of Color Total	22%	109
Total		822	Total		486
2006-2007			1995-1996		
White	66.5%	529	White	79%	306
African-American	20.1%	160	African-American	16%	61
Latino	6.7%	53	Latino	2%	7
Asian	6.7%	53	Asian	3%	10
Other	0.1%	1	Other	1%	3
Women	39.3%	313	Women	49%	188
People of Color Total	33.5%	267	People of Color Total	21%	81
Total		796	Total		387
2005-2006			1994-1995		
White	67.0%	492	White	80%	251
African-American	19.5%	143	African-American	17%	52
Latino	7.1%	52	Latino	2%	6
Asian	6.3%	46	Asian	2%	5
Other	0.1%	1	Other	0%	1
Women	40.6%	298	Women	48%	151
People of Color Total	33.0%	242	People of Color Total	20%	64
Total		734	Total		315

Table 2

Owners					
	%	#		%	#
2013			2008		
White	98.0%	48	White	96.7%	29
African-American	26.5%	13	African-American	0.0%	0
Latino	8.2%	4	Latino	3.3%	1
Asian	12.2%	6	Asian	0.0%	0
Other	2.0%	1	Other	0.0%	0
People of Color Total	49.0%	24	People of Color Total	3.3%	1
Women	24.5%	12	Women	0.0%	0
Total		72	Total		30
2012			2007		
White	96.4%	53	White	96.8%	30
African-American	1.8%	1	African-American	0.0%	0
Latino	1.8%	1	Latino	3.2%	1
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
People of Color Total	3.6%	2	People of Color Total	3.2%	1
Women	12.7%	7	Women	0.0%	0
Total		55	Total		31
2011			2006		
White	97.5%	39	White	96.4%	27
African-American	0.0%	0	African-American	0.0%	0
Latino	2.5%	1	Latino	3.6%	1
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
People of Color Total	2.5%	1	People of Color Total	3.6%	1
Women	7.5%	3	Women	0.0%	0
Total		40	Total		28
2010			2005		
White	98.0%	49	White	96.9%	31
African-American	0.0%	0	African-American	0.0%	0
Latino	2.0%	1	Latino	3.1%	1
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
People of Color Total	2.0%	1	People of Color Total	3.1%	1
Women	6.0%	3	Women	0.0%	0
Total		50	Total		32
2009					
White	96.7%	29			
African-American	0.0%	0			
Latino	3.3%	1			
Asian	0.0%	0			
Other	0.0%	0			
People of Color Total	3.3%	1			
Women	0.0%	0			
Total		30			

Table 3

Head Coaches					
	%	#		%	#
2012-2013			2000-2001		
White	53.3%	16	White	65.5%	19
African-American	43.3%	13	African-American	34.5%	10
Asian	3.3%	1	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	46.7%	14	Total People of Color	34.5%	10
Women	0.0%	0	Women	0.0%	0
Total	100.0%	30	Total		29
2011-2012			1999-2000		
White	46.7%	14	White	79.3%	23
African-American	46.7%	14	African-American	20.7%	6
Asian	3.3%	1	Asian	0.0%	0
Latino	3.3%	1	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	53.3%	16	Total People of Color	20.7%	6
Women	0.0%	0	Women	0.0%	0
Total	100.0%	30	Total		29
2010-2011			1998-1999		
White	66.7%	20	White	86.2%	25
African-American	30.0%	9	African-American	13.8%	4
Asian	3.3%	1	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	33.3%	10	Total People of Color	13.8%	4
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2009-2010			1997-1998		
White	70.0%	21	White	82.8%	24
African-American	26.7%	8	African-American	17.2%	5
Asian	3.3%	1	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	30.0%	9	Total People of Color	17.2%	5
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2008-2009			1996-1997		
White	60.0%	18	White	75.9%	22
African-American	36.7%	11	African-American	24.1%	7
Asian	3.3%	1	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	40.0%	12	Total People of Color	24.1%	7
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2007-2008			1995-1996		
White	60.0%	18	White	79.3%	23
African-American	40.0%	12	African-American	20.7%	6
Asian	0.0%	0	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	40.0%	12	Total People of Color	20.7%	6
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2006-2007			1994-1995		
White	60.0%	18	White	81.5%	22
African-American	40.0%	12	African-American	18.5%	5
Asian	0.0%	0	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	40.0%	12	Total People of Color	18.5%	5
Women	0.0%	0	Women	0.0%	0
Total		30	Total		27
2005-2006			1993-1994		
White	63.3%	19	White	81.5%	22
African-American	36.7%	11	African-American	18.5%	5
Asian	0.0%	0	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	36.7%	11	Total People of Color	18.5%	5
Women	0.0%	0	Women	0.0%	0
Total		30	Total		27
2004-2005			1992-1993		
White	60.0%	18	White	74.1%	20
African-American	40.0%	12	African-American	25.9%	7
Asian	0.0%	0	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	40.0%	12	Total People of Color	25.9%	7
Women	0.0%	0	Women	0.0%	0
Total		30	Total		27
2003-2004			1991-1992		
White	63.3%	19	White	92.6%	25
African-American	36.7%	11	African-American	7.4%	2
Asian	0.0%	0	Asian	0.0%	0
Latino	0.0%	0	Latino	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	36.7%	11	Total People of Color	7.4%	2
Women	0.0%	0	Women	0.0%	0
Total		30	Total		27
2001-2002					
White	51.7%	15			
African-American	48.3%	14			
Asian	0.0%	0			
Latino	0.0%	0			
Other	0.0%	0			
Total People of Color	48.3%	14			
Women	0.0%	0			
Total		29			

Table 4

Historical Listing of Head Coaches of Color in the NBA							
NBA (66 coaches as of end of 2012-2013 season)							
	Team	Year(s)	Record		Team	Year(s)	Record
Bill Russell	Boston	1966-69	162-123	Jim Cleamons	Dallas	1996-98	28-70
	Seattle	1973-77	162-166	Johnny Davis	Philadelphia	1996-97	22-60
	Sacramento	1987-88	17-41		Orlando	2004-05	51-84
All Attles	San Fran/Golden State	1969-83	557-518		Memphis	2009	0-2
Lenny Wilkens	Seattle	1969-72	121-125	Eddie Jordan	Sacramento	1996-98	33-64
	Portland	1974-76	75-89		Washington	2003-08	196-214
	Seattle	1977-85	357-277		Philadelphia	2009-10	27-55
	Cleveland	1986-93	316-258	Darrell Walker	Toronto	1996-98	41-90
	Atlanta	1993-00	310-232		Washington	1999-00	15-23
	Toronto	2000-02	121-142	Butch Carter	Toronto	1998-00	68-64
	New York	2003-05	40-45	Lionel Hollins	Vancouver	1999-00	18-42
Earl Loyd	Detroit	1971-73	22-53		Memphis	2004-05	0-4
Ray Scott	Detroit	1972-76	147-134		Memphis	2008-present	206-165
K.C. Jones	Capital/Washington	1973-76	155-91	Doc Rivers	Orlando	1999-03	176-178
	Boston	1983-88	308-102		Boston	2004-present	468-343
	Seattle	1990-92	59-59	Leonard Hamilton	Washington	2000-01	19-63
Draff Young	Kansas City/Omaha	1973-74	0-3	Nate McMillan	Seattle	2000-04	220-191
Elgin Baylor	New Orleans	1974-75	0-1		Portland	2005-present	283-303
	New Orleans	1976-79	64-98	Byron Scott	New Jersey	2000-03	174-154
Bob Hopkins	Seattle	1977-78	5-17		New Orleans	2004-09	211-225
Willis Reed	New York	1977-79	49-47		Cleveland	2010-2013	64-166
	New Jersey	1987-89	33-77	Isiah Thomas	Indiana	2000-03	136-125
Tom Sanders	Boston	1977-79	23-39		New York	2006-07	56-108
Paul Silas	San Diego	1980-83	78-168	Bill Cartwright	Chicago	2001-04	51-100
	Charlotte/New Orleans	1998-2002	221-171	Maurice Cheeks	Portland	2001-04	165-146
	Cleveland	2003-05	69-77		Philadelphia	2005-08	122-151
Don Chaney	Charlotte Bobcats	2010-12	32-88	Mike Evans	Denver	2001-02	18-38
	L.A. Clippers	1984-87	53-132	Frank Johnson	Phoenix	2001-04	65-75
	Houston	1988-92	164-134	Dennis Johnson	L.A. Clippers	2002-03	16-8
	Detroit	1993-95	48-116	Keith Smart	Cleveland	2002-03	9-31
Bernie Bickerstaff	New York	2001-03	72-112		Golden State	2010-11	36-46
	Seattle	1985-90	202-208	Mike Woodson	Sacramento	2012-present	20-39
	Denver	1994-96	59-68		Atlanta	2004-10	217-304
	Washington	1997-99	77-72		New York	2012-present	72-34
Gene Littles	Charlotte Bobcats	2004-06	67-161	Terry Porter	Milwaukee	2003-04	71-93
	Cleveland	1985-86	4-11		Phoenix	2008-09	28-23
	Charlotte	1989-91	37-87	Sam Mitchell	Toronto	2004-08	159-197
Wes Unseld	Denver	1994-95	3-13	Randy Ayers	Philadelphia	2003-04	21-31
	Washington	1987-94	202-345	Herb Williams	New York	2003-04	17-27
	Indiana	1988-89	0-2	Dwane Casey	Minnesota	2005-07	53-69
Mel Daniels	New York	1989-91	52-45		Toronto	2011-present	23-43
Stu Jackson	Vancouver	1996-97	6-33	Avery Johnson	Dallas	2005-08	210-85
	L.A. Clippers	1991-92	1-1		New Jersey/Brooklyn	2010-12	46-102
Mack Calvin	Philadelphia	1992-94	32-76	Mike Brown	Cleveland	2005-10	314-167
Fred Carter	Dallas	1992-93	23-74		L.A. Lakers	2011-12	41-25
Gar Heard	Washington	1999-00	14-30	Reggie Theus	Sacramento	2007-08	44-62
	Minnesota	1993-94	33-102	Sam Vincent	Charlotte	2007-08	32-50
Sidney Lowe	Vancouver/Memphis	2001-03	46-126	Michael Curry	Detroit	2008-09	39-43
John Lucas	San Antonio	1992-94	94-49	Kenny Natt	Sacramento	2008-09	11-47
	Philadelphia	1994-96	42-122	Ed Tapscott	Washington	2008-09	18-53
	Cleveland	2001-03	37-87	Erik Spoelstra	Miami	2008-present	194-118
Quinn Buckner	Dallas	1993-94	13-69	Larry Drew	Atlanta	2010-present	84-64
Magie Johnson	L.A. Lakers	1993-94	5-11	Monty Williams	New Orleans	2010-present	94-136
Butch Beard	New Jersey	1994-96	60-104	Pete Myers	Chicago	2003 & 2008	0-3
Alvin Gentry	Miami	1994-95	15-21	Mark Jackson	Golden State	2011-present	70-78
	Detroit	1997-2000	73-72	Tyrone Corbin	Utah	2010-present	87-89
	L.A. Clippers	2000-03	89-133	Michael Cooper	Denver	2004	4-10
	Phoenix	2008-present	155-122	Bill Berry	Chicago	2001-02	0-2
Bob Lanier	Golden State	1994-95	25-Dec	Kaleb Canales	Portland	2012-present	8-15
M.L. Carr	Boston	1995-97	42-116				

Table 5

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Assistant Coaches					
	%	#		%	#
2012-2013			2001-2002		
White	54.4%	80	White	66.9%	79
African-American	43.5%	64	African-American	33.1%	39
Latino	0.7%	1	Latino	0.0%	0
Asian	0.7%	1	Asian	0.0%	0
Other	0.7%	1	Other	0.0%	0
Total People of Color	45.6%	67	Total People of Color	33.1%	39
Women	0.0%	0	Women	0.0%	0
Total		147	Total		118
2011-2012			1999-2000		
White	56.5%	83	White	64.3%	74
African-American	41.5%	61	African-American	35.7%	41
Latino	0.7%	1	Latino	0.0%	0
Asian	0.7%	1	Asian	0.0%	0
Other	0.7%	1	Other	0.0%	0
Total People of Color	43.5%	64	Total People of Color	35.7%	41
Women	0.0%	0	Women	0.0%	0
Total		147	Total		115
2010-2011			1998-1999		
White	55.8%	87	White	67.0%	77
African-American	42.3%	66	African-American	33.0%	38
Latino	0.6%	1	Latino	0.0%	0
Asian	0.6%	1	Asian	0.0%	0
Other	0.6%	1	Other	0.0%	0
Total People of Color	44.2%	69	Total People of Color	33.0%	38
Women	0.0%	0	Women	0.0%	0
Total		156	Total		115
2009-2010			1997-1998		
White	58.6%	92	White	66.1%	76
African-American	40.8%	64	African-American	33.9%	39
Latino	0.6%	1	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	41.4%	65	Total People of Color	33.9%	39
Women	0.0%	0	Women	0.0%	0
Total		157	Total		115
2008-2009			1996-1997		
White	58.5%	93	White	65.6%	61
African-American	40.9%	65	African-American	34.4%	32
Latino	0.6%	1	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	41.5%	66	Total People of Color	34.4%	32
Women	0.0%	0	Women	0.0%	0
Total		159	Total		93
2007-2008			1995-1996		
White	58.4%	97	White	59.3%	51
African-American	39.8%	66	African-American	40.7%	35
Latino	0.6%	1	Latino	0.0%	0
Asian	0.6%	1	Asian	0.0%	0
Other	0.6%	1	Other	0.0%	0
Total People of Color	41.6%	69	Total People of Color	40.7%	35
Women	0.0%	0	Women	0.0%	0
Total		166	Total		86
2006-2007			1994-1995		
White	59.2%	93	White	60.0%	45
African-American	40.1%	63	African-American	40.0%	30
Latino	0.6%	1	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	40.8%	64	Total People of Color	40.0%	30
Women	0.0%	0	Women	0.0%	0
Total		157	Total		75
2005-2006			1993-1994		
White	61.5%	96	White	61.5%	48
African-American	37.8%	59	African-American	38.5%	30
Latino	0.6%	1	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	38.5%	60	Total People of Color	38.5%	30
Women	0.0%	0	Women	0.0%	0
Total		156	Total		78
2004-2005			1992-1993		
White	66.2%	100	White	73.1%	49
African-American	33.1%	50	African-American	26.9%	18
Latino	0.0%	0	Latino	0.0%	0
Asian	0.7%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	33.8%	51	Total People of Color	26.9%	18
Women	0.0%	0	Women	0.0%	0
Total		151	Total		67
2003-2004			1991-1992		
White	71.0%	98	White	67.1%	51
African-American	29.0%	40	African-American	32.9%	25
Latino	0.0%	0	Total		76
Asian	0.0%	0			
Other	0.0%	0			
Total People of Color	29.0%	40			
Women	0.0%	0			
Total		138			

Table 6

CEO/President					
	%	#		%	#
2012-2013			2004-2005		
White	92.7%	51	White	90.3%	28
African-American	7.3%	4	African-American	9.7%	3
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	7.3%	4	Total People of Color	9.7%	3
Women	1.8%	1	Women	3.2%	1
Total		55	Total		31
2011-2012			2003-2004		
White	87.5%	49	White	90.0%	27
African-American	12.5%	7	African-American	10.0%	3
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	12.5%	7	Total People of Color	10.0%	3
Women	3.6%	2	Women	3.0%	1
Total		56	Total		30
2010-2011			2001-2002		
White	88.9%	56	White	96.0%	x
African-American	11.1%	7	African-American	4.0%	x
Latino	0.0%	0	Latino	0.0%	x
Asian	0.0%	0	Asian	0.0%	x
Other	0.0%	0	Other	0.0%	x
Total People of Color	11.1%	7	Total People of Color	4.0%	x
Women	3.2%	2	Women	4.0%	x
Total		63	Total		x
2009-2010			2000-2001		
White	88.2%	30	White	90.0%	x
African-American	11.8%	4	African-American	10.0%	x
Latino	0.0%	0	Latino	0.0%	x
Asian	0.0%	0	Asian	0.0%	x
Other	0.0%	0	Other	0.0%	x
Total People of Color	11.8%	4	Total People of Color	10.0%	x
Women	0.0%	0	Women	3.0%	x
Total		34	Total		x
2008-2009			1999-2000		
White	85.3%	29	White	90.0%	x
African-American	14.7%	5	African-American	10.0%	x
Latino	0.0%	0	Latino	0.0%	x
Asian	0.0%	0	Asian	0.0%	x
Other	0.0%	0	Other	0.0%	x
Total People of Color	14.7%	5	Total People of Color	10.0%	x
Women	0.0%	0	Women	3.0%	x
Total		34	Total		x
2007-2008			1998-1999		
White	76.7%	23	White	90.0%	x
African-American	23.3%	7	African-American	10.0%	x
Latino	0.0%	0	Latino	0.0%	x
Asian	0.0%	0	Asian	0.0%	x
Other	0.0%	0	Other	0.0%	x
Total People of Color	23.3%	7	Total People of Color	10.0%	x
Women	0.0%	0	Women	3.0%	x
Total		30	Total		x
2006-2007			1997-1998		
White	87.9%	29	White	90.0%	x
African-American	12.1%	4	African-American	10.0%	x
Latino	0.0%	0	Latino	0.0%	x
Asian	0.0%	0	Asian	0.0%	x
Other	0.0%	0	Other	0.0%	x
Total People of Color	12.1%	4	Total People of Color	10.0%	x
Women	3.0%	1	Women	7.0%	x
Total		33	Total		x
2005-2006					
White	87.5%	28			
African-American	12.5%	4			
Latino	0.0%	0			
Asian	0.0%	0			
Other	0.0%	0			
Total People of Color	12.5%	4			
Women	3.1%	1			
Total		32			

Table 7

General Manager/Director of Player Personnel					
	%	#		%	#
2012-2013			2003-2004		
White	76.7%	23	White	83.3%	25
African-American	20.0%	6	African-American	16.7%	5
Latino	0.0%	0	Latino	0.0%	0
Asian	3.3%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	23.3%	7	Total People of Color	16.7%	5
Women	0.0%	0	Women	0.0%	0
Total		30	Total		30
2011-2012			2001-2002		
White	74.2%	23	White	83.3%	25
African-American	22.6%	7	African-American	16.7%	5
Latino	0.0%	0	Latino	0.0%	0
Asian	3.2%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	25.8%	8	Total People of Color	16.7%	5
Women	0.0%	0	Women	0.0%	0
Total		31	Total		30
2010-2011			2000-2001		
White	73.3%	22	White	79.3%	23
African-American	23.3%	7	African-American	20.7%	6
Latino	0.0%	0	Latino	0.0%	0
Asian	3.3%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	26.7%	8	Total People of Color	20.7%	6
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2009-2010			1999-2000		
White	87.0%	20	White	86.2%	25
African-American	13.0%	3	African-American	13.8%	4
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	13.0%	3	Total People of Color	13.8%	4
Women	0.0%	0	Women	0.0%	0
Total		23	Total		29
2008-2009			1998-1999		
White	90.3%	28	White	79.3%	23
African-American	9.7%	3	African-American	20.7%	6
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	9.7%	3	Total People of Color	20.7%	6
Women	0.0%	0	Women	0.0%	0
Total		31	Total		29
2007-2008			1997-1998		
White	76.7%	23	White	72.4%	21
African-American	23.3%	7	African-American	27.6%	8
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	23.3%	7	Total People of Color	27.6%	8
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2006-2007			1996-1997		
White	73.3%	22	White	72.4%	21
African-American	26.7%	8	African-American	27.6%	8
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	26.7%	8	Total People of Color	27.6%	8
Women	0.0%	0	Women	0.0%	0
Total		30	Total		29
2005-2006			1995-1996		
White	77.4%	24	White	69.0%	20
African-American	22.6%	7	African-American	31.0%	9
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	22.6%	7	Total People of Color	31.0%	9
Women	0.0%	0	Women	0.0%	0
Total		31	Total		29
2004-2005			1994-1995		
White	77.4%	24	White	69.0%	20
African-American	22.6%	7	African-American	31.0%	9
Latino	0.0%	0	Latino	0.0%	0
Asian	0.0%	0	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	22.6%	7	Total People of Color	31.0%	9
Women	0.0%	0	Women	0.0%	0
Total		31	Total		29

Table 8

RICHARD E. LAPCHICK, DIRECTOR

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Vice President					
	%	#		%	#
2012-2013			2003-2004		
White	86.5%	302	White	88.1%	192
African-American	10.0%	35	African-American	8.7%	19
Latino	2.9%	10	Latino	3.2%	7
Asian	0.6%	2	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	13.5%	47	Total People of Color	11.9%	26
Women	18.3%	64	Women	17.9%	39
Total		349	Total		218
2011-2012			2001-2002		
White	87.7%	285	White	90.7%	175
African-American	9.8%	32	African-American	6.7%	13
Latino	1.5%	5	Latino	2.6%	5
Asian	0.9%	3	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	12.3%	40	Total People of Color	9.3%	18
Women	17.8%	58	Women	15.0%	29
Total		325	Total		193
2010-2011			1999-2000		
White	86.7%	268	White	89.6%	164
African-American	10.4%	32	African-American	9.8%	18
Latino	2.6%	8	Latino	0.5%	1
Asian	1.0%	3	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	13.9%	43	Total People of Color	10.4%	19
Women	15.5%	48	Women	13.1%	24
Total		311	Total		183
2009-2010			1998-1999		
White	85.9%	249	White	89.9%	170
African-American	11.0%	32	African-American	9.0%	17
Latino	2.1%	6	Latino	1.1%	2
Asian	1.0%	3	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	14.1%	41	Total People of Color	10.1%	19
Women	17.9%	52	Women	11.6%	22
Total		290	Total		189
2008-2009			1997-1998		
White	86.6%	251	White	86.8%	138
African-American	10.7%	31	African-American	11.9%	19
Latino	2.1%	6	Latino	1.3%	2
Asian	0.7%	2	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	13.4%	39	Total People of Color	13.2%	21
Women	17.6%	51	Women	10.1%	16
Total		290	Total		159
2007-2008			1996-1997		
White	85.1%	258	White	89.7%	140
African-American	10.6%	32	African-American	9.6%	15
Latino	3.0%	9	Latino	0.6%	1
Asian	1.3%	4	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	14.9%	45	Total People of Color	10.3%	16
Women	18.2%	55	Women	8.3%	13
Total		303	Total		156
2006-2007			1995-1996		
White	84.9%	248	White	91.7%	132
African-American	11.0%	32	African-American	8.3%	12
Latino	2.7%	8	Latino	0.0%	0
Asian	1.4%	4	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	15.1%	44	Total People of Color	8.3%	12
Women	16.8%	49	Women	6.9%	10
Total		292	Total		144
2005-2006			1994-1995		
White	87.5%	252	White	87.2%	109
African-American	8.3%	24	African-American	12.0%	15
Latino	2.8%	8	Latino	0.0%	0
Asian	1.4%	4	Asian	0.8%	1
Other	0.0%	0	Other	0.0%	0
Total People of Color	12.5%	36	Total People of Color	12.8%	16
Women	18.1%	52	Women	6.4%	8
Total		288	Total		125
2004-2005			1993-1994		
White	86.2%	232	White	86.6%	97
African-American	10.4%	28	African-American	12.5%	14
Latino	2.2%	6	Latino	0.0%	0
Asian	1.1%	3	Asian	0.9%	1
Other	0.0%	0	Other	0.0%	0
Total People of Color	13.8%	37	Total People of Color	13.4%	15
Women	17.8%	48	Women	3.6%	4
Total		269	Total		112

Table 9

RICHARD E. LAPCHICK, DIRECTOR

C. KEITH HARRISON, ASSOCIATE DIRECTOR • SCOTT BUKSTEIN, RESEARCH ASSOCIATE

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Senior Administrators					
	%	#		%	#
2012-2013			2004-2005		
White	79.9%	508	White	83.5%	370
African-American	13.2%	84	African-American	11.7%	52
Latino	3.8%	24	Latino	3.4%	15
Asian	1.7%	11	Asian	1.4%	6
Other	1.4%	9	Other	0.0%	0
Total People of Color	20.1%	128	Total People of Color	16.5%	73
Women	21.9%	139	Women	24.4%	108
Total		636	Total		443
2011-2012			2003-2004		
White	78.5%	601	White	85.0%	283
African-American	12.9%	99	African-American	12.6%	42
Latino	6.5%	50	Latino	1.2%	4
Asian	1.6%	12	Asian	1.2%	4
Other	0.5%	4	Other	0.0%	0
Total People of Color	21.5%	165	Total People of Color	15.0%	50
Women	24.7%	189	Women	25.2%	84
Total		766	Total		333
2010-2011			2001-2002		
White	78.3%	447	White	83.0%	x
African-American	14.4%	82	African-American	14.0%	x
Latino	6.1%	35	Latino	3.0%	x
Asian	1.1%	6	Asian	2.0%	x
Other	0.2%	1	Other	0.0%	x
Total People of Color	21.7%	124	Total People of Color	19.0%	x
Women	27.1%	155	Women	29.0%	x
Total		571	Total		x
2009-2010			2000-2001		
White	79.9%	481	White	83.0%	x
African-American	13.8%	83	African-American	12.0%	x
Latino	5.3%	32	Latino	3.0%	x
Asian	0.8%	5	Asian	2.0%	x
Other	0.2%	1	Other	0.0%	x
Total People of Color	20.1%	121	Total People of Color	17.0%	x
Women	25.2%	152	Women	36.0%	x
Total		602	Total		x
2008-2009			1999-2000		
White	77.4%	439	White	85.0%	x
African-American	15.7%	89	African-American	10.0%	x
Latino	5.5%	31	Latino	3.0%	x
Asian	1.2%	7	Asian	2.0%	x
Other	0.2%	1	Other	0.0%	x
Total People of Color	22.6%	128	Total People of Color	15.0%	x
Women	24.2%	137	Women	40.0%	x
Total		567	Total		x
2007-2008			1998-1999		
White	78.3%	401	White	86.0%	x
African-American	13.9%	71	African-American	11.0%	x
Latino	5.9%	30	Latino	<2%	x
Asian	1.8%	9	Asian	<2%	x
Other	0.2%	1	Other	0.0%	x
Total People of Color	21.7%	111	Total People of Color	<15%	x
Women	26.6%	136	Women	41.0%	x
Total		512	Total		x
2006-2007			1997-1998		
White	80.2%	377	White	87.0%	x
African-American	13.4%	63	African-American	11.0%	x
Latino	5.1%	24	Latino	0.0%	x
Asian	1.3%	6	Asian	0.0%	x
Other	0.0%	0	Other	2.0%	x
Total People of Color	19.8%	93	Total People of Color	13.0%	x
Women	24.9%	117	Women	31.0%	x
Total		470	Total		x
2005-2006			1996-1997		
White	80.3%	367	White	88.0%	x
African-American	12.7%	58	African-American	11.0%	x
Latino	5.5%	25	Latino	0.0%	x
Asian	1.5%	7	Asian	0.0%	x
Other	0.0%	0	Other	1.0%	x
Total People of Color	19.7%	90	Total People of Color	12.0%	x
Women	23.4%	107	Women	23.0%	x
Total		457	Total		x

Table 10

Professional Administration					
	%	#		%	#
2012-2013			2001-2002		
White	72.4%	1556	White	79.0%	x
African-American	15.7%	338	African-American	13.0%	x
Latino	8.4%	181	Latino	6.0%	x
Asian	2.1%	45	Asian	<2%	x
Other	1.3%	29	Other	<1%	x
Total People of Color	27.6%	593	Total People of Color	<22%	x
Women	35.0%	752	Women	48.0%	x
Total		2149	Total		x
2011-2012			1999-2000		
White	75.5%	858	White	77.0%	x
African-American	13.8%	157	African-American	15.0%	x
Latino	7.0%	80	Latino	6.0%	x
Asian	2.7%	31	Asian	2.0%	x
Other	1.0%	11	Other	0.0%	x
Total People of Color	24.5%	279	Total People of Color	23.0%	x
Women	39.3%	447	Women	52.0%	x
Total		1137	Total		x
2010-2011			1998-1999		
White	72.5%	667	White	83.0%	x
African-American	16.0%	147	African-American	13.0%	x
Latino	8.4%	77	Latino	3.0%	x
Asian	2.4%	22	Asian	1.0%	x
Other	0.8%	7	Other	0.0%	x
Total People of Color	27.5%	253	Total People of Color	17.0%	x
Women	38.6%	355	Women	39.0%	x
Total		920	Total		x
2009-2010			1997-1998		
White	73.6%	871	White	83.0%	x
African-American	15.6%	184	African-American	13.0%	x
Latino	7.5%	89	Latino	3.0%	x
Asian	2.7%	32	Asian	1.0%	x
Other	0.6%	7	Other	0.0%	x
Total People of Color	26.4%	312	Total People of Color	17.0%	x
Women	39.1%	462	Women	39.0%	x
Total		1183	Total		x
2008-2009			1996-1997		
White	71.3%	761	White	83.0%	x
African-American	16.2%	173	African-American	14.0%	x
Latino	9.3%	99	Latino	0.0%	x
Asian	2.7%	29	Asian	0.0%	x
Other	0.5%	5	Other	3.0%	x
Total People of Color	28.7%	306	Total People of Color	17.0%	x
Women	40.0%	427	Women	38.0%	x
Total		1067	Total		x
2007-2008			1995-1996		
White	72.3%	777	White	84.0%	x
African-American	16.0%	172	African-American	13.0%	x
Latino	8.8%	95	Latino	0.0%	x
Asian	2.5%	27	Asian	0.0%	x
Other	0.4%	4	Other	<3%	x
Total People of Color	27.7%	298	Total People of Color	<16%	x
Women	39.9%	429	Women	45.0%	x
Total		1075	Total		x
2006-2007			1994-1995		
White	73.6%	818	White	87.0%	x
African-American	14.9%	165	African-American	10.0%	x
Latino	7.6%	84	Latino	<1%	x
Asian	3.3%	37	Asian	<1%	x
Other	0.6%	7	Other	1.0%	x
Total People of Color	26.4%	293	Total People of Color	<13%	x
Women	41.4%	460	Women	32.0%	x
Total		1111	Total		x
2005-2006			1993-1994		
White	73.8%	672	White	84.0%	x
African-American	14.3%	130	African-American	13.0%	x
Latino	8.3%	76	Latino	2.0%	x
Asian	3.1%	28	Asian	<1%	x
Other	0.5%	5	Other	<1%	x
Total People of Color	26.2%	239	Total People of Color	<17%	x
Women	41.7%	380	Women		
Total		911	Total		
2004-2005			1992-1993		
White	77.4%	684	White	86.0%	x
African-American	12.7%	112	African-American	11.0%	x
Latino	6.8%	60	Latino	2.0%	x
Asian	2.8%	25	Asian	1.0%	x
Other	0.3%	3	Other	<1%	x
Total People of Color	22.6%	200	Total People of Color	<15%	x
Women	43.1%	381	Women		
Total		884	Total		
2003-2004					
White	76.4%	1192			
African-American	14.2%	222			
Latino	6.9%	108			
Asian	1.9%	30			
Other	0.6%	9			
Total People of Color	23.6%	369			
Women	38.6%	602			
Total		1561			

Table 11

Physicians					
	%	#		%	#
2012-2013			2001-2002		
White	82.2%	97	White	98.5%	65
African-American	5.1%	6	African-American	0.0%	0
Latino	5.1%	6	Latino	0.0%	0
Asian	5.1%	6	Asian	1.5%	1
Other	2.5%	3	Other	0.0%	0
Total People of Color	17.8%	21	Total People of Color	1.5%	1
Women	1.7%	2	Women	0.0%	0
Total		118	Total		66
2011-2012			1999-2000		
White	82.4%	84	White	96.0%	48
African-American	4.9%	5	African-American	2.0%	1
Latino	2.9%	3	Latino	0.0%	0
Asian	5.9%	6	Asian	2.0%	1
Other	3.9%	4	Other	0.0%	0
Total People of Color	17.6%	18	Total People of Color	4.0%	2
Women	2.9%	3	Women	2.0%	1
Total		102	Total		50
2010-2011			1998-1999		
White	86.6%	58	White	92.9%	65
African-American	1.5%	1	African-American	2.9%	2
Latino	1.5%	1	Latino	1.4%	1
Asian	7.5%	5	Asian	2.9%	2
Other	3.0%	2	Other	0.0%	0
Total People of Color	13.4%	9	Total People of Color	7.1%	5
Women	1.5%	1	Women	1.4%	1
Total		67	Total		70
2009-2010			1997-1998		
White	86.5%	83	White	95.0%	96
African-American	3.1%	3	African-American	2.0%	2
Latino	3.1%	3	Latino	1.0%	1
Asian	2.1%	2	Asian	2.0%	2
Other	5.2%	5	Other	0.0%	0
Total People of Color	13.5%	13	Total People of Color	5.0%	5
Women	1.0%	1	Women	2.0%	2
Total		96	Total		101
2008-2009			1996-1997		
White	87.7%	64	White	91.8%	45
African-American	2.7%	2	African-American	2.0%	1
Latino	2.7%	2	Latino	2.0%	1
Asian	2.7%	2	Asian	0.0%	0
Other	4.1%	3	Other	4.1%	2
Total People of Color	12.3%	9	Total People of Color	8.2%	4
Women	1.4%	1	Women	0.0%	0
Total		73	Total		49
2007-2008			1995-1996		
White	89.4%	59	White	93.8%	45
African-American	3.0%	2	African-American	0.0%	0
Latino	1.5%	1	Latino	0.0%	0
Asian	3.0%	2	Asian	0.0%	0
Other	3.0%	2	Other	6.3%	3
Total People of Color	10.6%	7	Total People of Color	6.3%	3
Women	1.5%	1	Women	0.0%	0
Total		66	Total		48
2006-2007			1994-1995		
White	89.1%	57	White	98.2%	109
African-American	3.1%	2	African-American	0.0%	0
Latino	0.0%	0	Latino	0.9%	1
Asian	6.3%	4	Asian	0.0%	0
Other	1.6%	1	Other	0.9%	1
Total People of Color	10.9%	7	Total People of Color	1.8%	2
Women	1.6%	1	Women	0.9%	1
Total		64	Total		111
2005-2006			1993-1994		
White	89.3%	50	White	95.2%	59
African-American	3.6%	2	African-American	1.6%	1
Latino	1.8%	1	Latino	1.6%	1
Asian	3.6%	2	Asian	0.0%	0
Other	1.8%	1	Other	1.6%	1
Total People of Color	10.7%	6	Total People of Color	4.8%	3
Women	1.8%	1	Total		62
Total		56	1992-1993		
2004-2005			White	98.5%	66
White	88.9%	56	African-American	1.5%	1
African-American	3.2%	2	Latino	0.0%	0
Latino	1.6%	1	Asian	0.0%	0
Asian	3.2%	2	Other	0.0%	0
Other	3.2%	2	Total People of Color	1.5%	1
Total People of Color	11.1%	7	Total		67
Women	3.2%	2	2003-2004		
Total		63	White	96.8%	60
2003-2004			African-American	0.0%	0
White	96.8%	60	Latino	0.0%	0
African-American	0.0%	0	Asian	1.6%	1
Latino	0.0%	0	Other	1.6%	1
Asian	1.6%	1	Total People of Color	3.2%	2
Other	1.6%	1	Women	0.0%	0
Total People of Color	3.2%	2	Total		62
Women	0.0%	0			
Total		62			

Table 12

RICHARD E. LAPCHICK, DIRECTOR

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Head Athletic Trainers					
	%	#		%	#
2012-2013			2001-2002		
White	72.7%	24	White	85.7%	24
African-American	24.2%	8	African-American	10.7%	3
Latino	3.0%	1	Latino	0.0%	0
Asian	0.0%	0	Asian	3.6%	1
Other	0.0%	0	Other	0.0%	0
Total People of Color	27.3%	9	Total People of Color	14.3%	4
Women	0.0%	0	Women	0.0%	0
Total		33	Total		28
2011-2012			1999-2000		
White	67.3%	35	White	86.2%	25
African-American	21.2%	11	African-American	13.8%	4
Latino	5.8%	3	Latino	0.0%	0
Asian	5.8%	3	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	32.7%	17	Total People of Color	13.8%	4
Women	1.9%	1	Women	0.0%	0
Total		52	Total		29
2010-2011			1998-1999		
White	80.0%	36	White	89.7%	26
African-American	15.6%	7	African-American	10.3%	3
Latino	2.2%	1	Latino	0.0%	0
Asian	2.2%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	20.0%	9	Total People of Color	10.3%	3
Women	0.0%	0	Women	0.0%	0
Total		45	Total		29
2009-2010			1997-1998		
White	76.5%	39	White	86.2%	25
African-American	15.7%	8	African-American	13.8%	4
Latino	2.0%	1	Latino	0.0%	0
Asian	5.9%	3	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	23.5%	12	Total People of Color	13.8%	4
Women	0.0%	0	Women	0.0%	0
Total		51	Total		29
2008-2009			1996-1997		
White	81.6%	40	White	86.2%	25
African-American	14.3%	7	African-American	13.8%	4
Latino	2.0%	1	Latino	0.0%	0
Asian	2.0%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	18.4%	9	Total People of Color	13.8%	4
Women	0.0%	0	Women	0.0%	0
Total		49	Total		29
2007-2008			1995-1996		
White	78.4%	40	White	89.3%	25
African-American	17.6%	9	African-American	10.7%	3
Latino	2.0%	1	Latino	0.0%	0
Asian	2.0%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	21.6%	11	Total People of Color	10.7%	3
Women	0.0%	0	Women	0.0%	0
Total		51	Total		28
2006-2007			1994-1995		
White	75.5%	37	White	92.6%	25
African-American	20.4%	10	African-American	7.4%	2
Latino	2.0%	1	Latino	0.0%	0
Asian	2.0%	1	Asian	0.0%	0
Other	0.0%	0	Other	0.0%	0
Total People of Color	24.5%	12	Total People of Color	7.4%	2
Women	0.0%	0	Women	0.0%	0
Total		49	Total		27
2005-2006			1993-1994		
White	76.5%	39	White	92.6%	25
African-American	19.6%	10	African-American	3.7%	1
Latino	2.0%	1	Latino	0.0%	0
Asian	2.0%	1	Asian	0.0%	0
Other	0.0%	0	Other	3.7%	1
Total People of Color	23.5%	12	Total People of Color	7.4%	2
Women	2.0%	1	Total		27
Total		51	1992-1993		
2004-2005			White	92.6%	25
White	76.9%	40	African-American	7.4%	2
African-American	21.2%	11	Latino	0.0%	0
Latino	0.0%	0	Asian	0.0%	0
Asian	1.9%	1	Other	0.0%	0
Other	0.0%	0	Total People of Color	7.4%	2
Total People of Color	23.1%	12	Total		27
Women	0.0%	0			
Total		52			
2003-2004					
White	83.3%	25			
African-American	16.7%	5			
Latino	0.0%	0			
Asian	0.0%	0			
Other	0.0%	0			
Total People of Color	16.7%	5			
Women	0.0%	0			
Total		30			

Table 13



Radio and TV Announcers			
	%		%
2012-2013		2003-2004	
White	65.2%	White	75.0%
African-American	19.4%	African-American	17.0%
Latino	10.4%	Latino	8.0%
Asian	0.0%	Asian	0.0%
Other	0.0%	Other	<1%
Total People of Color	29.9%	Total People of Color	<26%
Women	5.0%	Women	3.0%
2011-2012		2001-2002	
White	69.0%	White	77.0%
African-American	19.0%	African-American	16.0%
Latino	11.0%	Latino	7.0%
Asian	1.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	31.0%	Total People of Color	23.0%
Women	4.0%	Women	3.0%
2010-2011		1999-2000	
White	72.0%	White	76.0%
African-American	17.0%	African-American	16.0%
Latino	10.0%	Latino	8.0%
Asian	1.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	28.0%	Total People of Color	24.0%
Women	3.0%	Women	2.0%
2009-2010		1998-1999	
White	72.0%	White	78.0%
African-American	18.0%	African-American	18.0%
Latino	9.0%	Latino	4.0%
Asian	1.0%	Asian	0.0%
Other	1.0%	Other	0.0%
Total People of Color	29.0%	Total People of Color	22.0%
Women	5.0%	Women	2.0%
2008-2009		1997-1998	
White	73.0%	White	77.0%
African-American	18.0%	African-American	18.0%
Latino	9.0%	Latino	5.0%
Asian	1.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	28.0%	Total People of Color	23.0%
Women	8.0%	Women	0.0%
2007-2008		1996-1997	
White	73.0%	White	80.0%
African-American	18.0%	African-American	16.0%
Latino	8.0%	Latino	3.0%
Asian	1.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	27.0%	Total People of Color	19.0%
Women	7.0%	Women	0.0%
2006-2007		1995-1996	
White	75.0%	White	78.0%
African-American	19.0%	African-American	18.0%
Latino	6.0%	Latino	3.0%
Asian	0.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	25.0%	Total People of Color	21.0%
Women	6.0%	Women	3.0%
2005-2006		1993-1994	
White	74.0%	White	81.0%
African-American	18.0%	African-American	12.0%
Latino	8.0%	Latino	7.0%
Asian	0.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	26.0%	Total People of Color	19.0%
Women	6.0%	Women	
2004-2005		1992-1993	
White	74.0%	White	81.0%
African-American	16.0%	African-American	12.0%
Latino	10.0%	Latino	7.0%
Asian	0.0%	Asian	0.0%
Other	0.0%	Other	0.0%
Total People of Color	26.0%	Total People of Color	19.0%
Women	5.0%	Women	

Table 14

NBA Referees		
	%	#
2012-2013		
White	52.5%	32
African-American	45.9%	28
Latino	1.6%	1
Asian	0.0%	0
Other	0.0%	0
Total People of Color	47.5%	29
Women	1.6%	1
Total		61
2011-2012		
White	54.0%	34
African-American	41.3%	26
Latino	3.2%	2
Asian	0.0%	0
Other	1.6%	1
Total People of Color	46.0%	29
Women	1.6%	1
Total		63
2010-2011		
White	55.0%	33
African-American	41.7%	25
Latino	3.3%	2
Asian	0.0%	0
Other	0.0%	0
Total People of Color	45.0%	27
Women	1.7%	1
Total		60
2009-2010		
White	55.9%	33
African-American	40.7%	24
Latino	3.4%	2
Asian	0.0%	0
Other	0.0%	0
Total People of Color	44.1%	26
Women	1.7%	1
Total		59
2008-2009		
White	55.7%	34
African-American	39.3%	24
Latino	4.9%	3
Asian	0.0%	0
Other	0.0%	0
Total People of Color	44.3%	27
Women	1.6%	1
Total		61
2007-2008		
White	57.6%	34
African-American	37.3%	22
Latino	5.1%	3
Asian	0.0%	0
Other	0.0%	0
Total People of Color	42.4%	25
Women	1.7%	1
Total		59
2006-2007		
White	64.4%	38
African-American	32.2%	19
Latino	3.4%	2
Asian	0.0%	0
Other	0.0%	0
Total People of Color	35.6%	21
Women	1.7%	1
Total		59
2005-2006		
White	62.3%	38
African-American	34.4%	21
Latino	3.3%	2
Asian	0.0%	0
Other	0.0%	0
Total People of Color	37.7%	23
Women	1.6%	1
Total		61

Table 15

## APPENDIX II

### NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

The National Basketball Association has a variety of diversity initiatives impacting a number of areas including employee training and development, employee recruitment, vendor diversity and community relations. Below is a summary of various ways the NBA has sought to promote diversity at its league office and through its social responsibility and grassroots initiatives:

#### Employee Learning & Development

- The NBA conducts live and online diversity and “Respect in the Workplace” training. The live training is completed by all league employees every two years, with a separate track for managers. The content is focused on one of the NBA’s core values -- respect, and sessions are conducted in small groups to encourage dialogue on respectful treatment and diversity awareness. All new hires attend this live program as well during their first three months of employment. Our next live training for all league employees is scheduled to tip off in July. In addition to the live training, all new employees are required to complete an online “Respect in the Workplace” program as part of new hire orientation.
- Since 2006, the NBA has provided all league and team employees with access to GlobeSmart, a web-based tool that provides information on countries and cultures from around the world. This tool helps users better understand the diverse world in which we work and live. Using the GlobeSmart Assessment Profile, we developed the Cultural Self Awareness workshop in 2008. Available to all employees, this workshop is designed to increase an individual’s awareness on their business styles, resulting in enhanced communication with others. In addition, in 2012 we partnered with Aperian Global, creators of GlobeSmart, to create and deliver cross-cultural diversity training. The first program in this series, “Working Effectively Across Cultures,” was delivered in NBA China and focused on cultural and diversity challenges in working with Western cultures. A complimentary program is being designed for the NBA U.S. offices, focusing on doing business with China. We view diversity management and inclusion as a business imperative and a key facilitator of success in building the brand globally.
- In 2008, in an effort for NBA teams to maintain and adhere to comprehensive policies and procedures in the areas of anti-discrimination and anti-harassment, the league issued “Respect in the Workplace” baseline best practices to all teams. Teams have used these best practices to refine their policies and procedures.

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## Recruiting

- The NBA has continued to embrace a multi-faceted approach in maintaining a globally diverse workforce. Year after year, the organization has attained a high level of success in staffing a workforce that is balanced in terms of gender, and broad in terms of ethnic classification. The NBA maintains a globally diverse applicant pool in its hiring process and encourages all NBA teams to do the same. This is accomplished by the use of targeted social networking sites and on-line job postings at a variety of diversity websites. As part of our league-wide efforts to support military members and their families, we are highlighting nba.com Career Opportunities on our NBA Cares Hoops for Troops website to promote job opportunities to veterans and reservists.
- In staffing its Associate and Intern Programs, the NBA uses a number of sources as a feeder pool for diverse candidates – the 2013 Associate class is 50% diverse and 63% female, and the 2013 Intern class is 27% diverse and 36% female. Sources include Prep for Prep, A Better Chance, 100 Black Men of America, Inc. and the T. Howard Foundation. The NBA also continues to establish relationships with schools and organizations that have a diverse student body including Howard University, Spelman College, Morehouse University, and The Black Student Association and Women in Business at Harvard University. In addition, the NBA participates in a variety of events and career fairs that target a diverse set of candidates, including the Thurgood Marshall Career Fair □.

## Vendor Diversity

- The NBA takes steps to further its goal of maximizing contracting opportunities for Women/Minority Business Enterprises to participate in the business opportunities generated by the NBA. The NBA has implemented a process by which potential suppliers who are Women/Minority Business Enterprises can be identified for inclusion in the NBA's vendor procurement process.
- The NBA maintains the following vendor diversity-sourcing initiatives in connection with the NBA's annual All-Star event: (i) building alliances in the All-Star host city with business advocacy organizations, tourism officials and local business regulatory agencies; (ii) informing prospective local business entities of the types of contracting opportunities available by conducting vendor diversity seminars in the host city; and (iii) compiling and publishing a comprehensive vendor resource guide that serves as the central resource for the NBA, its sponsors and local contractors in identifying prospective vendors.
- The NBA continues to partner with Women/Minority Business Enterprises through other events such as the NBA Nation Tour, NBA Draft, and other events, when applicable. Based on the alliances that have been built in the All-Star host cities, we continue to provide opportunities to those businesses when we host other events in their cities.

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## NBA Cares and WNBA Cares Initiatives

NBA Cares and WNBA Cares are the leagues' global social responsibility initiatives that build on the NBA's long tradition of addressing important issues worldwide through philanthropy, hands-on service and legacy projects. The NBA and WNBA work to use their unique position to bring attention to important social issues focusing on education, youth and family development and health and wellness.

### Education

- ☐ Through NBA Cares and WNBA Cares, the leagues work to combat global illiteracy and encourage young people to develop a life-long love of reading. Teams and players participate in reading events during visits to schools and community organizations. The NBA, WNBA and their teams also create **Reading and Learning Centers** in schools and community organizations in need. These projects include reading rooms, libraries, computer centers and more. They also include extensive renovations, book donations, educational software and resources. These centers provide children and families with the opportunity to access educational and technological resources and provide them with a stimulating and safe place to learn.
- ☐ The NBA partnered with the U.S. Department of Education on the national Public Service Announcement for its **TEACH campaign**. Los Angeles Clippers All-Star Chris Paul filmed a PSA, where he talked about his 10th grade biology teacher. The TEACH campaign seeks to raise awareness of teaching as a valuable profession and to increase the number, quality, and diversity of educators by providing aspiring teachers with the tools they need to launch their careers.
- In the third consecutive year of the **Team. Works. In Schools** program, BBVA Compass has partnered with NBA Cares and WNBA Cares to host hands-on service projects providing educational resources as well as financial literacy and fitness programs. BBVA Compass employees along with current and former NBA and WNBA players team up to provide schools within the BBVA Compass footprint with educational resources, such as tablets, books, updated athletic facilities, access to the web-based Vault program developed by Everfi helping students cultivate good financial habits at an early age and NBA/WNBA FIT clinics encouraging students to lead healthy, active lifestyles.

### Youth and Family Development

- ☐ Through NBA Cares, in partnership with various organizations such as KaBOOM!, Rebuilding Together, and the Boys and Girls Clubs of America, the league and its teams and players have **built more than 760 places in 25 countries and territories** where kids and families can live, learn or play, contributing to the development of urban communities. These projects include new and refurbished basketball courts, houses, libraries, technology centers and more.

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- **NBA Cares Hoops for Troops** launched as a year-round initiative led by the NBA, its teams and players in collaboration with the Department of Defense, USO and other military and veteran serving organizations to honor active and retired service men and women and their families.

### Health-Related Causes

- **NBA/WNBA FIT** is the league's comprehensive health and wellness platform promoting healthy, active lifestyles for children, adults and families. These initiatives encourage physical activity and healthy living through products, events and programs reaching more than 1,200 organizations and 2.5 million children and families. NBA/WNBA FIT utilizes current and former players, coaches, trainers and nutritionists to share important health and fitness tips with kids, parents and families.
- During **NBA/WNBA FIT Live Healthy Week**, the NBA family – led by the NBA/WNBA FIT Team – joins community members and partners to highlight the importance of healthy living and encourage fans to pledge NBA/WNBA FIT. All 30 NBA teams and their players joined community members and partners to highlight the importance of living an active, healthy lifestyle through grassroots programs and events, special on-court apparel, in-arena health screenings, and online programming.
- NBA Cares has partnered with **Share Our Strength's No Kid Hungry Campaign** to raise awareness and funds to help end childhood hunger in America, including a PSA campaign with NBA player Chris Paul and a commitment to connect 50,000 children across the country with free summer meals in 2012. Most recently during NBA All-Star 2013, the NBA in partnership with State Farm donated \$175,000 to Share Our Strength's No Kid Hungry Campaign as part of All-Star Saturday Night in addition to providing more than 170,000 healthy meals to the Houston community in partnership with the Houston Food Bank, a Share Our Strength affiliate.
- Through NBA/WNBA FIT, the NBA and WNBA continue to partner with the **First Lady's Let's Move! Campaign** supporting Active Schools, the Presidential Council on Fitness, Sports & Nutrition and the Partnership for a Healthier America. The effort tipped off in 2011 with the debut of the NBA FIT/ Let's Move! public service announcement featuring First Lady Michelle Obama and continues to support the annual White House Easter Egg Roll.
- Hosted in partnership with sanofi-aventis U.S. and the American Diabetes Association, **the Dribble to Stop Diabetes campaign** promotes the importance of healthy, active lifestyles, as well as diabetes awareness, prevention and management. Ambassadors for the campaign include Carlos Boozer (Chicago Bulls), Tamika Catchings (Indiana Fever), NBA legend Bob Lanier and former Brooklyn Nets Head Coach Avery Johnson.
- NBA Cares and WNBA Cares are founding partners of the UN Foundation's **Nothing but Nets campaign**, a grassroots movement to save lives by preventing malaria (the leading killer of children in Africa). The NBA and WNBA have helped raise more than \$40 million to distribute more than 7 million life-saving bed nets.
- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including partnerships with GBCHealth, Elizabeth Glaser Pediatric AIDS and UNICEF, grassroots

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events, and through extensive charitable donations. Through the HIV/AIDS awareness campaign **“Get Tested,”** the NBA, HBO, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) and the Kaiser Family Foundation came together to produce a series of television, radio and print Public Service Advertisements that encourage people in urban communities to learn about their HIV/AIDS status.

- The NBA has also partnered with **Greater Than AIDS** to mobilize fans, teams and local communities in response to AIDS in the United States to help reduce the stigma associated with the disease. The campaign includes new television and radio public service advertisements featuring NBA / WNBA players, including Pau Gasol (LA Lakers), Al Horford (Atlanta Hawks), Russell Westbrook (Oklahoma City Thunder) and Candice Wiggins (Tulsa Shock), whose father, former professional baseball player Alan Wiggins, died of AIDS in 1991.
- For sixteen years, the **WNBA Breast Health Awareness** program has focused on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised more than \$3.5 million to aid in the fight against breast cancer.

### Grassroots Programs

- **Basketball without Borders** (BWB) is the NBA and FIBA’s global basketball development and community outreach program that unites young basketball players to promote the sport and encourage positive social change in the areas of education, health, and wellness. Since its inaugural year in 2001, 33 BWB camps have taken place in 18 cities and 17 countries on five continents. To promote friendship and diversity, participating campers are divided into teams without regard to race and nationality. As part of Basketball without Borders, the NBA has created 60 places to live, learn or play.
- In partnership with the **U.S. Department of State’s Bureau of Educational and Cultural Affairs’ SportsUnited Program and Empowering Women and Girls Through Sport Initiative**, more than 60 current and former NBA and WNBA players and coaches have traveled to 29 countries as ambassadors of sport, conducting clinics, visiting schools and speaking to youth. Additionally, the NBA and WNBA support the State Department’s Sports Visitor Program by partnering to host youth and coaches during their visit to the United States.
- In April 2011, **the Alliance for Sport and Development between the Inter-American Development Bank (IDB)**, the NBA, the FC Barcelona Foundation, Visa, Colgate, and the City of Rio, Brazil announced a new sports partnership that seeks to provide programming into favela sports complexes (called Vilas Olimpicas) to 140,000 children and youth.
- The NBA in partnership with the **USAID** has developed **Live, Learn and Play: Sustainable, Scalable Basketball for Youth Development (LLP)**, a four-year public-private partnership to foster youth development in Africa through sustainable basketball and life skills development. LLP programs will

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use sport to transcend social, economic and political barriers bringing youth together and encouraging healthy lifestyles and community development. The pilot program will tip off in the summer of 2013 in Senegal.

- The NBA in partnership with Multi Screen Media and Magic Bus have developed a comprehensive **NBA Cares program in India** including a jointly-developed basketball curriculum for boys and girls ages 7-13 to help promote life skills in the areas of education, gender equality, health and fitness. The weekly basketball program will begin in June 2013 and reach more than 250,000 children and 8,000 youth mentors across 12 Indian communities.

### NBA Cares and Other Community Programs

- ☐ Since October 2005, through NBA Cares, the league, players and teams have raised and contributed more than **\$210 million** for charity and donated **2.3 million hours** of hands-on service to communities worldwide.
- As part of NBA Green, the NBA is taking steps to become a more environmentally responsible organization. From April 4-12, 2012, the NBA in partnership with the Natural Resources Defense Council (NRDC) hosted the fifth **NBA Green Week presented by Sprint**, which generates awareness and funds for protecting the environment. Throughout the week, the NBA highlighted league, team and player environmental initiatives including in-arena awareness nights, recycling programs and hands-on service projects.
- In May 2012, **The Gay, Lesbian & Straight Education Network (GLSEN)** presented the NBA with the **"Commitment to Diversity and Inclusion Award"** at the 9<sup>th</sup> Annual Respect Awards for a joint PSA featuring Phoenix Suns players Grant Hill and Jared Dudley that addresses the use of anti-gay language among teens. The PSA launched during the 2011 NBA Conference Finals and is an extension of the award-winning "Think B4 You Speak" campaign and GLSEN's "Changing the Game" initiative.
- In February 2013, Denver Nugget Kenneth Faried became the first NBA player to join as an **Athlete Ally**. Additionally in partnership with Athlete Ally and GLAAD, the NBA delivered **LGBT awareness training** to the rookies at the 2012 NBA Rookie Transition Program and is committed to continuing its efforts to promote an inclusive and open environment, and end homophobia in sports.
- ☐ League-wide celebrations of the life and legacy of **Dr. Martin Luther King, Jr.** take place every January around the NBA. In addition to focusing attention on the life and legacy of Martin Luther King, Jr. and the leaders of the Civil Rights and human rights movements, the NBA's grassroots events, fundraising and leadership supported the building of the MLK Memorial Foundation.
- ☐ The NBA was instrumental in the forming of the **Thurgood Marshall Scholarship Fund** (now Thurgood Marshall College Fund - TMCF) in 1987 and has provided steady leadership to the

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organization since then. Commissioner David Stern serves on the TMCF Board and the NBA, TMCF and NBA players collaborate on a number of events and Public Awareness Campaigns. NBA spokesmen for TMCF, Ray Allen and Shane Battier, have appeared in Public Service Announcements for the Fund and provide on-going support for the Fund's activities.

- As part of rebuilding efforts following the recent earthquakes in Sichuan Province, China, the NBA has refurbished 13 basketball courts, committed to building 3 Project Hope Schools and providing portable classrooms and financial assistance to affected families in partnership with the **China Youth Development Foundation**. Additionally, the NBA has supported the Yao Foundation Hope Primary School Basketball Season for the second consecutive year. The Yao Foundation Hope Primary School Basketball Season was hosted in approximately 47 Hope Schools across Sichuan and provided more than 27,000 underprivileged students with basketball programming and life skills in the areas of teamwork, sportsmanship and health and wellness.
- The **Jr. NBA/Jr. WNBA program** supports youth basketball through programs and events outside the United States and Canada. All Jr. NBA/Jr. WNBA initiatives are designed to teach basketball fundamentals, promote sportsmanship and encourage healthy lifestyle choices.

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