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## The 2012 Racial and Gender Report Card: National Basketball Association

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### EXECUTIVE SUMMARY

**Orlando, FL...June 26, 2012** – The 2012 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 2011-2012 NBA season.

The Report Card was released by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida, which 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. Each year, the NBA has made progress in almost all categories examined for both race and gender.

The NBA received an **A+** for racial hiring practices, an **A-** for gender hiring practices, and an **A** for an overall grade. The NBA achieved the highest grade for racial hiring practices and overall combined grade in the history of men's professional sport with scores of 96.8 percent and 92.9 percent respectively.

Richard Lapchick, the director of TIDES and primary author of the report, said, "The standard for racial and gender diversity is led by Commissioner David Stern. He has continually been at the forefront of the issue and has led the charge for the NBA's progress in racial and gender equality, which featured an historic set of accomplishments in 2012."

In the NBA league office, 34 percent of all professional employees are people of color and 42 percent are women. The League Office also had 39 women serving as vice presidents in the 2011-2012 season.

"The evidence for the NBA's continued commitment to gender and racial equality is seen in the strong grades within almost all of the areas considered on the team level. For the first time in the history of any professional sports league, there were more head coaches of color than white head coaches in the NBA. The number of NBA head coaches of color reached an all-time high of 53 percent. This includes the opportunity provided to Kaleb Canales of the Portland Trailblazers as the first Latino head coach in NBA

history. Eric Spoelstra became the first coach of Asian descent in any major men's sport to lead his team to the championship", noted Lapchick.

In fact, it was a year of breakthroughs for people of Asian descent in the NBA. In addition to Spoelstra, Jeremy Lin had a sensational season with the Knicks before he was injured. Rich Cho, who became the first Asian general manager in any major men's professional sports league in 2010 when he was GM in Portland, was hired by the Bobcats as General Manager.

Among general managers and top player personnel executives, 26 percent of these positions were held by people of color, representing the best in any of the men's leagues.

The NBA continued to have the most racially diverse group of players of the major professional sports. People of color represented 82 percent of all players, and 78 percent of all players were African-American. The NBA also has a strong international contingent with 17 percent of all players from nations other than the United States.

Lapchick concluded, "Despite the strong overall grades for the NBA, there is always room for improvement. Most of that is in the area of gender hiring at the team level. But considering all factors, the NBA once again dominated the landscape for being a model league for racial and gender hiring practices."

## REPORT HIGHLIGHTS

- African-Americans comprised 78 percent of all NBA players, equaling the largest percentage of African-American NBA players since the 1996-1997 season. Eighty-two percent of players were players of color.
- For the first time in the NBA's history, there were more head coaches of color (53 percent) than white head coaches.
- African-American head coaches represented 47 percent of all NBA head coaches. This was the highest percentage of African-American head coaches since the 2001-2002 season. The 20-percentage point increase in head coaches of color was the greatest increase for people of color in any position in the 2011-2012 NBA Racial and Gender Report Card.
- Kaleb Canales became the first Latino head coach in the history of the NBA upon his promotion to interim head coach by the Portland Trail Blazers in March 2012.
- Erik Spoelstra, head coach of the Miami Heat, remained the only Asian NBA head coach for the fourth consecutive season. He became the first coach of Asian descent to lead his team to a championship when Miami beat Oklahoma City in 2012.
- At the NBA league office, there were six more women in vice president positions during the 2011-2012 season than in last year's report, increasing the total to 39 positions.
- Women held 42 percent of all professional positions in the NBA league office, increasing one percentage point from the 2010-2011 season.

- African-Americans held 13 percent of all president and CEO positions for NBA franchises.
- NBA general managers of color remained constant at 26 percent for the 2011-2012 season. There are seven African-American (23 percent) general managers in the NBA. Rich Cho, now 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 percent of vice president positions in the NBA, a three-percentage point increase from the 2010-2011 season.
- As of the start of the 2011-2012 season, there were ten teams with more than one vice president of color.
- People of color represented 22 percent of senior administration positions as of the beginning of the 2011-2012 NBA season.
- The percentage of women who held senior administration positions decreased by two percentage points to 25 percent in 2011-2012.
- The percentage of people of color who held professional administration positions decreased by two percentage points to 25 percent.
- There were seven African-American chief executive officers and presidents in the NBA. Terdema Ussery of the Dallas Mavericks held the role of both CEO and President for the Dallas Mavericks.
- There are two women who held the role of president for NBA franchises as of the beginning of the 2011-2012 season. Matina Kolokotronis and Irina Pavlova, the only females to hold this position since 2006-2007, have held these positions for the past two seasons.
- The percentage of NBA team physicians who are people of color increased dramatically from 10 percent in 2010-2011 to 17 percent in 2011-2012.
- The percentage of head athletic trainers of color increased to 33 percent from 20 percent as of the beginning of the 2011-2012 season. This was the second greatest increase in the percentage of positions held by people of color in any group, behind head coaches.
- The percentage of NBA officials of color increased by one percentage point to 46 percent. 54 percent of the NBA's referees were white, 41 percent were African-American and 3 percent were Latino. Of the 62 referees, one was a woman.

Using data from the 2011-2012 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, senior administration, professional administration, physicians, head trainers and broadcasters. The information used was taken from NBA team media guides as of the beginning of the

2011-2012 season. The listing of owners, head coaches, team presidents and general managers of color for the 2012 Report Card was then updated to reflect changes through the end of the 2011-2012 regular season. The 2012 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 Antoinette Lecky and Aaron Trigg.

## OVERALL GRADES

The NBA received an **A+** for racial hiring practices, an **A-** for gender hiring practices, and an **A** for an overall grade. With a score of 96.8 percent, the NBA had the highest grade for racial hiring practices in the history of men's professional sports. The overall combined grade of 92.9 percent is also the highest grade in the history of men's professional sport.

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

The NBA received an **A** for gender in the league office and an **A-** for professional administration at the team level. It received a **C-** for senior administrators at the team level and an **F** for team vice presidents.

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

## GRADES BY CATEGORY

### NBA Players

For the 2011-2012 season, 82 percent of the NBA's players were people of color, decreasing by one percentage point from last season. The percentage of African-American players in the league remained constant from the 2010-2011 season at 78 percent. Latino players comprised three percent of all NBA players, dropping one percentage point from last season. Both Asian players and players categorized as other races decreased to less than one percent of all players. The percentage of white NBA players increased to 18 percent for the 2011-2012 season. This is a one percentage point increase from the 2010-2011 NBA season, in which the lowest percentage of white NBA players was recorded since the Racial and Gender Report Card began reporting the composition of the NBA teams.

International players comprised 17 percent of the NBA's players during the 2011-2012 season, remaining constant from last season. This remains the lowest percentage of international players since the 2003-2004 season.

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

**Race: A+**

See Table 1.

### **NBA League Office**

The NBA league office had 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, 34 percent of professional staff positions were held by people of color, the same percentage as the end of the 2010-2011 season. As of the end of the 2011-2012 regular season, 66 percent of all NBA league office professional employees were white, 18 percent were African-American, seven percent were Latino, nine percent were Asian, and less than one percent were American Indian or Alaskan Natives. According to the data provided by the NBA, the percentage of white, African-American, and Latino professional employees remained the same, while the percentage of Asian professional employees increased by one percentage point when compared to the 2010-2011 report.

According to the gender employment data provided by the NBA, women comprised 42 percent of professional employees at the League Office during the 2011-2012 season, increasing by one percentage point from the 2010-2011 Report Card. All NBA League Office data was reported as of April 30, 2012.

There were 29 people of color in vice president positions during the 2011-2012 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, Senior Vice President, Player Development
- Emilio Collins, Senior Vice President, Global Marketing Partnerships
- Ronald Johnson, Senior Vice President, Referee Operations
- Kenneth J. Payne, Senior Vice President, Events & Attractions
- Myles Pistorius, Senior Vice President, Legal and Business Affairs
- Stephen O. Richard, Chief Financial Officer, NBA China
- Anshell Boggs, Vice President, Risk Management
- Kevin Carr, Vice President, Player Development
- Garth Case, Vice President, Information Technology
- John Daniels, Vice President, Facilities & Crisis Management
- George Land, Jr., Vice President, Business & Production Operations
- Aaron Ryan, Vice President, Global Marketing Partnerships
- Rory Sparrow, Vice President, Player Development
- Andrew Thompson, Vice President, Development
- Bob Lanier, Special Assistant to the Commissioner

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

- Kerry Chandler, Executive Vice President, Human Resources
- Gail Hunter, Senior Vice President, Events & Attractions
- Chrysa Chin, Vice President, Player Development
- Janice Hilliard, Vice President, Community & Player Programs
- Michelle Leftwich, Vice President & Assistant General Counsel
- Leah M. Wilcox, Vice President, Player & Talent Relations
- Tatia Williams, Vice President, Business Affairs

There were two Asian men who held vice president positions:

- Anil George, Vice President & Senior Intellectual Property Counsel
- 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

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

- Saskia Sorrosa, Vice President, Multicultural/Targeted Marketing

Including Chandler, Chin, Choong, Hillard, Hunter, Leftwich, Malkani, Sorrosa, Wilcox, and Williams, there were 39 women at the vice president level or higher. This was an increase of six positions from the 2010-2011 report. Those not included above are listed as follows:

- Heidi Ueberroth, President, NBA International
- Kathleen Behrens, Executive Vice President, Social Responsibility and Player Programs
- Carol Sawdye, Executive Vice President and Chief Financial Officer
- Kimberly Bohuny, Senior Vice President, Basketball Operations-International
- Amy M. Brooks, Senior Vice President, Team Marketing & Business Operations
- Ayala Deutsch, Senior Vice President and Chief Intellectual Property Counsel
- Victoria Picca, Senior Vice President, Licensing and Business Affairs
- Nancy E. Baldwin, Vice President, Corporate Services
- Melissa Anne Brenner, Vice President, Marketing
- Valerie J. Camilo, Vice President, Team Marketing & Business Operations
- Jean M. Casner, Vice President, Compensation & Recruiting
- Sona Chakamian, Vice President, Merchandise Planning
- Maureen Coyle, Vice President, Basketball Communications
- Robin Ann Dally, Vice President, Marketing Partnerships
- Donna Daniels, Vice President, Team Marketing & Business Operations
- Barbara DeCristofaro, Vice President, Events & Attractions
- Julie DeJesus-Evans, Vice President, Creative Services
- Kelly Flatow, Vice President, Global Marketing Partnerships
- Maria Frangelaki, Vice President, Global Procurement
- Lisa Goldberg, Vice President, Licensing
- Leslie Julich, Vice President, Employee Relations
- 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, Vice President, Global Marketing Partnerships
- Susan Tohyama, Vice President, Human Resources - International
- Nancy Zellner, Vice President, Benefits

There were also two people of color who held high level positions in the NBA Development League:

- Dan Reed, President

- Jill Olickan, Director, Business Development

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

**Race:** A+  
**Gender:** A

See Table 2.

#### **NBA Teams**

##### **Owners**

The methodology for collecting data for team ownership changed for this report, as vice chairmen and minority owners listed by the team are now included in this category.

There were 20 people of color in ownership during the 2011-2012 season:

- Michael Jordan, Charlotte Bobcats
- Bob Johnson, Charlotte Bobcats
- Cornell Haynes Jr. ("Nelly"), Charlotte Bobcats
- Usher Raymond IV ("Usher"), Cleveland Cavaliers
- Vivek Ranadive, Golden State Warriors
- Chamath Palihapitiya, Golden State Warriors
- Dennis Wong, Golden State Warriors
- Dr. Patrick Soon-Shiong, Los Angeles Lakers
- Fred Jones Jr., Memphis Grizzlies
- Elliott Perry, Memphis Grizzlies
- Shawn Carter ("Jay-Z"), New Jersey Nets
- Will Smith & Jada Pinckett-Smith, Philadelphia 76ers
- Erik Thohir, Philadelphia 76ers
- Handy Soetedjo, Philadelphia 76ers
- Jahm Najafi, Phoenix Suns
- Francis Najafi, Phoenix Suns
- Dr. Sheila Johnon, Washington Wizards
- Earl Stafford, Washington Wizards
- Jeong Kim, Washington Wizards
- Raul Fernandez, Washington Wizards

Below are a number of the higher profile women in ownership during the 2011-2012 season:

- JoAnn Buss, Los Angeles Lakers
- Jeanie Buss, Los Angeles Lakers
- Janie Buss, Los Angeles Lakers
- Dr. Sheila Johnson, Charlotte Bobcats
- Erika Glazer, Golden State Warriors
- Barbara Rosser Hyde, Memphis Grizzlies
- Helen DeVos, Orlando Magic

- Suzanne (Cheri) Vander Weide, Orlando Magic
- Elisabeth DeVos, Orlando Magic
- Andrea DeVos, Orlando Magic
- Maria DeVos, Orlando Magic
- Pamella DeVos, Orlando Magic
- Colleen Maloof, Sacramento Kings
- Adrienne Maloof, Sacramento Kings
- Karen (Gail) Miller (Majority Owner), Utah Jazz

### Head Coaches

In the 2011-2012 NBA season, the number of head coaches of color increased significantly, due to the dramatic increase in the number of African-American head coaches. Overall, people of color represent over half of all NBA head coaches at 53 percent. African-Americans now represent 47 percent of all head coaches, increasing from 9 to 14, while the number of white head coaches decreased from 67 percent to 47 percent as of the end of the 2011-2012 regular season. Erik Spoelstra of the Miami Heat remains the only Asian head coach, and has been for the past four seasons.

Kaleb Canales of the Portland Trail Blazers became the NBA's first Latino head coach upon his promotion to Interim Head Coach on March 15, 2012.

The 14 African-American head coaches as of the end of the 2011-2012 NBA Regular Season were as follows:

- Larry Drew, Atlanta Hawks
- Glenn "Doc" Rivers, Boston Celtics
- Paul Silas, Charlotte Bobcats
- Byron Scott, Cleveland Cavaliers
- Mark Jackson, Golden State Warriors
- Mike Brown, Los Angeles Lakers
- Lionel Hollins, Memphis Grizzlies
- Avery Johnson, New Jersey Nets
- Monty Williams, New Orleans Hornets
- Mike Woodson, New York Knicks
- Alvin Gentry, Phoenix Suns
- Keith Smart, Sacramento Kings
- Dwane Casey, Toronto Raptors
- Tyrone Corbin, Utah Jazz

The nine African-American head coaches at the start of the 2010-2011 NBA season were:

- Larry Drew, Atlanta Hawks
- Glenn "Doc" Rivers, Boston Celtics
- Byron Scott, Cleveland Cavaliers
- Keith Smart, Golden State Warriors
- Lionel Hollins, Memphis Grizzlies
- Avery Johnson, New Jersey Nets



- Monty Williams, New Orleans Hornets
- Alvin Gentry, Phoenix Suns
- Nate McMillan, Portland Trail Blazers

**NBA Grade for Head Coaches:****Race: A+**

See Tables 3 and 4.

**Assistant Coaches**

The number of NBA assistant coaches of color in the 2011-2012 season decreased by one percent from 45 percent to 44 percent. The percentage of African-American assistant coaches decreased by one percentage point to 41 percent. However, some of this decrease was due to the in-season promotions of three assistant coaches of color to the position of head coach, which is reflected in the large increase in the number of head coaches of color as stated above. The percentage of Latino assistant coaches increased from 1 to 2 percent as of the beginning of the 2011-2012 season but decreased upon the promotion of Kaleb Canales to Interim Head Coach of the Portland Trail Blazers. Asian assistant coaches and assistant coaches categorized as other races remained at 1 percent.

**NBA Grade for Assistant Coaches:****Race: A+**

See Table 5.

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

African-Americans held seven of the top executive management positions in NBA front offices as of the beginning of the 2011-2012 season, which was 13 percent of the total number of positions on NBA teams. The number of people of color holding top executive positions has remained constant since the beginning of the 2010-2011 season. 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
- Larry Miller, President, Portland Trail Blazers
- Otis Smith, President of Basketball Operations, Orlando Magic

- Fred Whitfield, President and Chief Operating Officer, Charlotte Bobcats
- Terdema Ussery, President, Dallas Mavericks

In addition to Billy King, Steve Mills and Isaiah Thomas, who are no longer with the Philadelphia and New York franchises, these were the only African-Americans to serve as CEO/Presidents in the history of men's professional sports outside of the brief period that Ulice Payne was the President of MLB's Milwaukee Brewers in 2002.

There were two female top executives of NBA franchises during the 2011-2012 season. Matina Kolokotronis holds the role of President of Business Operations for the Sacramento Kings, and Irina Pavlova is the President of Onexim Sports and Entertainment Holdings USA, Inc., which serves as a conduit between the New Jersey Nets management and team ownership. They were the only two women to hold such positions with the NBA, as each began their tenure during the 2010-2011 season. These women are the first female presidents since Susan O'Malley left her position as the Washington Sports & Entertainment President prior to the 2007-08 season.

#### **NBA Grade for CEOs/Presidents:**

**Race: B**

See Table 6.

#### **General Managers**

The number of people of color serving as the top player personnel executive for NBA franchises remained constant for the 2011-2012 season as eight of the 31 top player personnel executives (26%) were people of color. Included in top player personnel executives are general managers and presidents of basketball operations. The men comprising the eight people of color serving in these positions are listed below:

African Americans (23%):

- Rod Higgins, President of Basketball Operations, Charlotte Bobcats
- Masai Ujiri, General Manager, Denver Nuggets
- Joe Dumars, President of Basketball Operations, Detroit Pistons
- Billy King, General Manager, New Jersey Nets
- Dell Demps, General Manager, New Orleans Hornets
- Otis Smith, President of Basketball Operations, Orlando Magic
- Lance Blanks, General Manager, Phoenix Suns

Asians (3%):

- 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, as listed above.

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**

See Table 7.

#### **Team Vice Presidents**

African-Americans comprised 10 percent of NBA franchise vice president positions at the beginning of the 2011-2012 season. The representation of African-American vice presidents has remained constant since the 2010-2011 season. Similarly, the percentage of Asian vice presidents also remained constant at one percent, while the NBA saw a one percentage point decrease in the percent of Latinos holding vice president positions from three percent to two percent. Overall, people of color held 13 percent of NBA vice president positions, a decrease of one percentage point from the 2010-2011 season.

While there was an overall decrease in the percentage of people of color holding vice president positions, women held 18 percent of vice president positions in the NBA, a three percentage point increase from the 2010-2011 season. This increase was a return to the previous historical high of 18 percent, which was last achieved during the 2009-2010 season.

There were 32 African-American NBA team vice presidents, six of whom were women.

There were 26 male African-American vice presidents on NBA teams:

- David Lee, Vice President of Corporate Partnerships & Business Development, Atlanta Hawks
- Arthur Triche, Vice President, Public Relations, Atlanta Hawks
- Dominique Wilkins, Vice President of Basketball, Atlanta Hawks
- Ed Lewis, Vice President, Charlotte Bobcats
- Seth J. Bennett, Vice President, Marketing, Charlotte Bobcats
- Masai Ujiri, Executive Vice President, Basketball Operations, Denver Nuggets
- Scott Perry, Vice President, Basketball Operations, Detroit Pistons
- Quinn Buckner, Vice President, Communications, Indiana Pacers
- Clark Kellogg, Vice President of Player Relations, Indiana Pacers
- Earvin "Magic" Johnson, Vice President, Los Angeles Lakers
- Dana Davis, Vice President, Basketball Operations & Team Programs, Memphis Grizzlies
- Mike Garrison, Vice President, Information Technology, Memphis Grizzlies
- Alonzo Mourning, Vice President, Player Programs, Miami Heat
- Garrick Amos, Vice President, Season Ticket Services, Miami Heat
- Michael McCullough, Executive Vice President, Miami Heat
- Dell Demps, Senior Vice President, Operations, & GM, New Orleans Hornets

- Gerald Madkins, Vice President, Player Personnel, New Orleans Hornets
- Jamaal Lesane, Vice President, Legal & Business Affairs & Team & Sports Operations, New York Knicks
- Rodnell Workman, Vice President, Partnership Strategy, New York Knicks
- Troy Weaver, Vice President, Assistant GM, Oklahoma City Thunder
- Mark West, Vice President, Player Programs, Phoenix Suns
- Wayne Cooper, Vice President, Basketball Operations, Sacramento Kings
- Ian Clarke, Executive Vice President & Chief Financial Officer, Toronto Raptors
- Marc Eversley, Vice President of College Scouting, Toronto Raptors
- Walt Perrin, Vice President, Player Personnel, Utah Jazz
- Milt Newton, Vice President, Player Personnel, Washington Wizards

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

- 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
- Petra Pope, Vice President, Entertainment & Event Marketing, New Jersey Nets
- Tanya Wheelless, Senior Vice President of Communications and Public Affairs, Phoenix Suns

There were three Latino vice presidents:

- Gersson Rosas, Vice President, Player Personnel, Houston Rockets
- Roman Vega, Vice President, Brand Management, Orlando Magic
- 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
- Lynn Agnello, Senior Vice President, Marketing Partnerships, Phoenix Suns

There were two Asian men serving as vice presidents:

- Peter Wong, Vice President, Human Resources, Phoenix Suns
- Kevin Nonomura, Vice President, Finance, Toronto Raptors

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

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

As of the start of the 2011-2012 season, there were ten teams with more than one vice president of color: the Atlanta Hawks, Charlotte Bobcats, Indiana Pacers, Memphis Grizzlies Miami Heat, New Orleans Hornets, New York Knicks, Orlando Magic, Phoenix Suns, and Toronto Raptors.

Overall, there were 58 (18 percent) female vice presidents of all races. Aside from those listed above, the female vice presidents of NBA franchises were as follows:

- Ailey Pennigroth, Vice President, Brand Strategy & Corporate Communications, Atlanta Hawks
- Kay Lowery, Vice President, Human Resources, Charlotte Bobcats
- Susan Gooden, Vice President, Branding & Communications, Chicago Bulls

- Gayle Bibby-Crème, Vice President, Special Projects, Cleveland Cavaliers
- Colleen Garrity, Vice President, Community Relations & Player Programs, Cleveland Cavaliers
- Mozelle Jackson, Executive Vice President & Chief Financial Officer, Cleveland Cavaliers
- Tracy Marek, Senior Vice President, Marketing, Cleveland Cavaliers
- Kim Carver, Executive Vice President, Media, Denver Nuggets
- Deb Dowling-Canino, Vice President, Community Relations & Fan Development, Denver Nuggets
- Diane Ferranti, Vice President, Multimedia, Detroit Pistons
- Susan Greenfield, Senior Vice President, Legal, Detroit Pistons
- Marilyn Hauser, Executive Vice President, Detroit Pistons
- Lucinda Treat, Executive Vice President, Detroit Pistons
- Kellie Vurgincic, Vice President of Human Resources, Golden State Warriors
- Gretchen Sheirr, Vice President, Ticket Sales, Houston Rockets
- Donna Wilkinson, Vice President, Human Resources, Indiana Pacers
- Jeanie Buss, Executive Vice President, Business Operations, Los Angeles Lakers
- Kim Stone, Executive Vice President, Miami Heat
- Raquel Libman, Executive Vice President & General Counsel, Miami Heat
- Jennifer Mallery, Vice President, Ticket Operations & Strategic Planning, Miami Heat
- Heather Pariseau, Vice President, Interactive, New York Knicks
- Rebecca Taylor, Vice President, Team Photo Services, New York Knicks
- Casey Coffman, Senior Vice President, Strategy & Development, New York Knicks
- Carol Albert, Senior Vice President, Integrated Marketing, New York Knicks
- Lisa Aulebach, Vice President, Partnership Strategy, New York Knicks
- Lisa Banbury, Vice President, Corporate Hospitality Service, New York Knicks
- Katherine Holland, Vice President, Partnership Strategy, New York Knicks
- Susan Schroeder, Senior Vice President Partnership Strategy, New York Knicks
- Marie Chindamo, Vice President of Human Resources, New Jersey Nets
- Katy Semtner, Vice President of Human Resources, Oklahoma City Thunder
- Audra Hollifield, Vice President, Human Resources of Administrative Services, Orlando Magic
- Lara Price, Senior Vice President, Business Operations, Philadelphia 76ers
- Cynthia Weiss, Vice President, Comcast Sportsnets Marketing, Philadelphia 76ers
- Ann Meyers Drysdale, Vice President, Phoenix Suns
- Julie Fie, Vice President, Basketball Communications, Phoenix Suns
- Jay Parry, Senior Vice President, Brand & Development, Phoenix Suns
- Michele Daterman, Vice President, Marketing, Portland Trail Blazers
- Traci Reandau, Vice President, Human Resources, Portland Trail Blazers
- Cheri Hanson, Vice President, Team Relations, Portland Trail Blazers
- Traci Rose, Vice President, Community Relations, Portland Trail Blazers
- Sarah Mensah, Senior Vice President & Chief Operating Officer, Portland Trail Blazers
- Donna Ruiz, Vice President, Human Resources, Sacramento Kings
- Lori Warren, Senior Vice President, Finance & Corporate Administration, San Antonio Spurs
- Beth Robertson, Vice President, Ticket Sales & Services, Toronto Raptors
- Robin Brudner, Executive Vice President, General Counsel, & Corporate Secretary, Toronto Raptors
- Mardi Walker, Senior Vice President, People, Toronto Raptors
- Patti-Ann Tarlton, Vice President, Live Entertainment, Toronto Raptors

- Linda Luchetti, Vice President, Communications, Utah Jazz
- Melissa Rentz, Vice President, Marketing, Washington Wizards

The New York Knicks led the NBA with nine female vice presidents. The Miami Heat, Phoenix Suns and Portland Trail Blazers each had five female vice presidents with the Cleveland Cavaliers, Detroit Pistons and Toronto Raptors close behind with four female vice presidents each.

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

**Race:** B  
**Gender:** F

See Table 8.

#### **Senior Administrators**

The percentage of people of color holding senior administrative positions within NBA franchises experienced a one percentage point increase from the beginning of the 2010-2011 season, increasing to 23 percent as of the beginning of the 2011-2012 season. African-Americans held 13 percent of senior administration positions while Latinos held seven percent, Asians held one percent and people of other races held the remaining one percent of these positions. The percentage of people of color in senior administration positions increased for Latinos and Asians but dropped for African-Americans, who experienced a one percentage point decrease from 14 percent in 2010-2011 to 13 percent in 2011-2012.

Women also experienced a slight decrease in the percentage of senior administration positions from 27 percent in 2010-2011 to 25 percent in 2011-2012. This season was the first season since the 2008-2009 season that the percentage of women holding senior administrative positions had not increased 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 Senior Administrators**

**Race:** A-  
**Gender:** C-

See Table 9.

#### **Professional Administration**

As of the beginning of the 2011-2012 season, people of color held 25 percent of professional administration positions for NBA franchises. This was a two-percentage point decrease from last year's benchmark of 27 percent. African-Americans comprised 14 percent of professional administration positions, Latinos accounted for seven percent, Asians held three percent, and those classified as other races comprised the remaining one percent of such positions.

The percentage of women holding professional administration positions remained constant for the third consecutive year at 39 percent.

Positions categorized as 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 Professional Administration**

<b>Race:</b>	<b>A</b>
<b>Gender:</b>	<b>A-</b>

See Table 10.

#### **Physicians**

The percentage of NBA team physicians of color increased by five percentage points as of the beginning of the 2011-2012 season. During the 2010-2011 season, 13 percent of team physicians were people of color, which increased to 18 percent for the 2011-2012 season. African-Americans and Asians represented the greatest percentage of team physicians of color, holding five percent and six percent of physician positions respectively, while Latinos, three percent, and those classified as other races, four percent, comprised the remaining seven percent of team physician positions.

The percentage of women holding NBA team physician positions also increased for the 2011-2012 season. For the 2010-2011 season, one percent of team physicians were women. This number rose to two percent for the 2011-2012 season, which was the first season since the 2004-2005 season in which the percentage of female team physicians has increased.

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

See Table 11.

#### **Head Athletic Trainers**

The percentage of NBA head athletic trainers of color increased significantly as of the beginning of the 2011-2012 season. Currently, 33 percent of all NBA head athletic trainers were people of color. African-Americans represented 21 percent of all head athletic trainers, while Latinos represented six percent and Asians comprised six percent. This was the highest percentage of people of color to hold these positions since the founding of the NBA Racial and Gender Report Card (RGRC). This historically high mark was a result of a 13 percent increase from the 2010-2011 season in which 20 percent of head athletic trainers were people of color. Each of the individual categories experienced an increase in the percent of positions held for NBA teams.

Strength and Conditioning Coach Christine Stragisher of the San Antonio Spurs became the first women head athletic trainer for an NBA team after eleven consecutive years without a female in this category. Positions included in the category are head athletic trainers and strength and conditioning coaches.

See Table 12.

### **Radio/TV Broadcasters**

There was an all-time high for people of color holding radio and television broadcasting positions for NBA teams marked by a three percent increase as the 2010-2011 benchmark of 28 percent grew to 31 percent. African-Americans accounted for 19 percent of the radio and television broadcast positions, which was a two-percentage point increase from 2010-2011. Latinos accounted for 11 percent, up from 10 percent in 2010-2011 and the percentage of Asians holding these positions remained constant, comprising the remaining one percent.

Women now account for four percent of NBA radio and television broadcast positions, up one percent from the 2010-2011 season.

See Table 13.

### **Referees**

As of the beginning of the 2011-2012 season, 46 percent of NBA referees were people of color. African-American's comprised 41 percent of referees, Latinos three percent and those categorized as other races 2 percent. The percentage of whites referees decreased by one-percentage point to 54 percent during the 2011-2012 season, where the percentage of African-American NBA referees decreased by one percentage point to 41 percent of total referees. Latinos and those categorized as other races grew by two percentage points to five percent of NBA referees during the 2011-2012 NBA season.

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 two percent of all NBA referees, which has remained constant since the 2005-2006 season.

See Table 14.

### **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 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 2011-12 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.

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

This is the 20<sup>th</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 eighth time the Report Card is being issued sport-by-sport; the 2012 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, Professor Scott Bukstein, Antoinette Lecky, Aaron Trigg and Sean Smith contributed greatly to the completion of the 2012 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.

### **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.

**APPENDIX I**

<b>Players</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011-2012</b>			<b>2001-02</b>		
White	18%	79	White	20%	x
African-American	78%	339	African-American	78%	x
Latino	3%	14	Latino	1%	x
Asian	<1%	1	Asian	<1%	x
Other	<1%	1	Other	0%	x
International	17%	73	<b>2000-01</b>		
<b>2010-11</b>			White	21%	x
White	17%	75	African-American	78%	x
African-American	78%	348	Latino	1%	x
Latino	4%	20	Other	0%	x
Asian	1%	3	<b>1999-2000</b>		
Other	<1%	2	White	22%	x
International	17%	76	African-American	78%	x
<b>2009-10</b>			Latino	<1%	x
White	18%	81	Other	0%	x
African-American	77%	339	<b>1998-99</b>		
Latino	3%	14	White	21%	x
Asian	1%	3	African-American	78%	x
Other	1%	4	Latino	1%	x
International	18%	81	Other	0%	x
<b>2008-09</b>			<b>1997-98</b>		
White	18%	82	White	23%	x
African-American	77%	348	African-American	77%	x
Latino	3%	14	Latino	<1%	x
Asian	1%	3	Other	0%	x
Other	1%	3	<b>1996-97</b>		
International	18%	79	White	20%	x
<b>2007-08</b>			African-American	79%	x
White	20%	89	Latino	<1%	x
African-American	76%	343	Other	<1%	x
Latino	3%	15	<b>1995-96</b>		
Asian	<1%	2	White	20%	x
Other	1%	5	African-American	80%	x
International	18%	81	Latino	0%	x
<b>2006-07</b>			Other	<1%	x
White	21%	91	<b>1994-95</b>		
African-American	75%	330	White	18%	x
Latino	3%	13	African-American	82%	x
Asian	<1%	2	Latino	0%	x
Other	1%	4	Other	0%	x
International	19%	82	<b>1993-94</b>		
<b>2005-06</b>			White	21%	x
White	22%	97	African-American	79%	x
African-American	73%	315	Latino	0%	x
Latino	3%	13	<b>1992-93</b>		
Asian	<1%	2	White	23%	x
Other	1%	5	African-American	77%	x
International	19%	82	Latino	0%	x
<b>2004-05</b>			Other	0%	x
White	23%	98	<b>1991-92</b>		
African-American	73%	313	White	25%	x
Latino	2%	9	African-American	75%	x
Asian	<1%	3	Latino	0%	x
Other	1%	6	<b>1990-91</b>		
International	19%	81	White	28%	x
<b>2003-04</b>			African-American	72%	x
White	22%	91	Latino	0%	x
African-American	76%	311	<b>1989-90</b>		
Latino	1%	5	White	25%	x
Asian	<1%	3	African-American	75%	x
Other	0%	0	Latino	0%	x
International	17%	68			

x=Data not recorded

**TABLE 1**

League Office: Professional Employees					
	%	#		%	#
<b>2011-12</b>			<b>2003-04</b>		
White	66%	416	White	71%	484
African-American	18%	114	African-American	18%	129
Latino	7%	41	Latino	6%	39
Asian	9%	58	Asian	5%	33
Other	<1%	1	Other	0%	0
Women	42%	264	Women	43%	303
<b>2010-11</b>			<b>2001-02</b>		
White	66%	472	White	72%	459
African-American	18%	130	African-American	17%	11
Latino	7%	52	Latino	6%	39
Asian	8%	60	Asian	5%	30
Other	0%	1	Other	0%	1
Women	41%	295	Women	40%	259
Total	x	760	Total	x	640
<b>2009-10</b>			<b>1999-2000</b>		
White	64%	496	White	75%	434
African-American	21%	167	African-American	18%	105
Latino	7%	56	Latino	4%	25
Asian	8%	60	Asian	3%	15
Other	<1%	1	Other	<1.0%	1
Women	44%	340	Women	42%	246
Total	x	780	Total	x	580
<b>2008-09</b>			<b>1997-98</b>		
White	65%	478	White	78%	415
African-American	20%	150	African-American	16%	86
Latino	7%	53	Latino	4%	19
Asian	7%	55	Asian	2%	13
Other	<1%	1	Other	0%	0
Women	43%	315	Women	45%	239
Total	x	737	Total	x	533
<b>2007-08</b>			<b>1996-97</b>		
White	66%	541	White	77%	377
African-American	20%	163	African-American	17%	83
Latino	7%	59	Latino	3%	14
Asian	7%	58	Asian	3%	12
Other	<1%	1	Other	0%	0
Women	41%	337	Women	44%	214
Total	x	822	Total	x	486
<b>2006-07</b>			<b>1995-96</b>		
White	66%	529	White	79%	306
African-American	20%	160	African-American	16%	61
Latino	7%	53	Latino	<2.0%	7
Asian	7%	53	Asian	3%	10
Other	<1%	1	Other	<1.0%	3
Women	39%	313	Women	49%	188
Total	x	796	Total	x	387
<b>2005-06</b>			<b>1994-95</b>		
White	67%	492	White	77%	251
African-American	19%	143	African-American	19%	52
Latino	7%	52	Latino	<2%	6
Asian	6%	46	Asian	<2.0%	5
Other	<1%	1	Other	<1.0%	1
Women	41%	298	Women	46%	151
Total	x	734	Total	x	325
<b>2004-05</b>					
White	68%	474			
African-American	18%	127			
Latino	7%	48			
Asian	6%	44			
Other	<1%	1			
Women	42%	291			
Total	x	694			

Note: The NBA League data includes the league office, NBA Properties, and NBA Entertainment.

Data provided by the NBA league offices. x= Data not recorded

**TABLE 2**

Head Coaches					
	%	#		%	#
<b>2011-12</b>			<b>2001-02</b>		
White	47%	14	White	52%	15
African-American	47%	14	African-American	48%	14
Latino	3%	1	Asian	0%	0
Asian	3%	1	Latino	0%	0
Other	0%	0	Women	0%	0
Women	0%	0	<b>2000-01</b>		
<b>2010-11</b>			White	66%	19
White	67%	20	African-American	34%	10
African-American	30%	9	Asian	0%	0
Asian	3%	1	Latino	0%	0
Latino	0%	0	Women	0%	0
Women	0%	0	<b>1999-2000</b>		
<b>2009-10</b>			White	79%	23
White	70%	21	African-American	21%	6
African-American	27%	8	Asian	0%	0
Asian	3%	1	Latino	0%	0
Latino	0%	0	Women	0%	0
Women	0%	0	<b>1998-99</b>		
<b>2008-09</b>			White	86%	25
White	60%	18	African-American	14%	4
African-American	37%	11	Asian	0%	0
Asian	3%	1	Latino	0%	0
Latino	0%	0	Women	0%	0
Women	0%	0	<b>1997-98</b>		
<b>2007-08</b>			White	83%	24
White	60%	18	African-American	17%	5
African-American	40%	12	Asian	0%	0
Asian	0%	0	Latino	0%	0
Latino	0%	0	Women	0%	0
Women	0%	0	<b>1996-97</b>		
<b>2006-07</b>			White	76%	22
White	60%	18	African-American	24%	7
African-American	40%	12	Latino	0%	0
Asian	0%	0	<b>1995-96</b>		
Latino	0%	0	White	81%	23
Women	0%	0	African-American	19%	6
<b>2005-06</b>			Latino	0%	0
White	63%	19	<b>1994-95</b>		
African-American	37%	11	White	81%	22
Asian	0%	0	African-American	19%	5
Latino	0%	0	Latino	0%	0
Women	0%	0	<b>1993-94</b>		
<b>2004-05</b>			White	81%	22
White	60%	18	African-American	19%	5
African-American	40%	12	Latino	0%	0
Asian	0%	0	<b>1992-93</b>		
Latino	0%	0	White	74%	20
Women	0%	0	African-American	26%	7
<b>2003-04</b>			Latino	0%	0
White	63%	19	<b>1991-92</b>		
African-American	37%	11	White	93%	25
Asian	0%	0	African-American	7%	2
Latino	0%	0	Latino	0%	0
Women	0%	0	African-American	26%	7
			Latino	0%	0

**TABLE 3**

Historical Listing of Head Coaches of Color in the NBA							
NBA (66 coaches as of end of 2011-12 regular 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
Al Attles	Sacramento	1987-88	17-41	Eddie Jordan		Orlando	2004-05
	San Fran/Golden State	1969-83	557-518		Memphis	2009	0-2
Lenny Wilkens	Seattle	1969-72	121-125	Darrell Walker	Sacramento	1996-98	33-64
	Portland	1974-76	75-89		Washington	2003-08	196-214
Earl Loyd	Seattle	1977-85	357-277	Butch Carter	Philadelphia	2009-10	27-55
	Cleveland	1986-93	316-258		Toronto	1996-98	41-90
Ray Scott	Atlanta	1993-00	310-232	Lionel Hollins	Washington	1999-00	15-23
	Toronto	2000-02	121-142		Toronto	1998-00	68-64
K.C. Jones	New York	2003-05	40-45	Doc Rivers	Vancouver	1999-00	18-42
	Detroit	1971-73	22-53		Orlando	1999-03	176-178
K.C. Jones	Detroit	1972-76	147-134	Leonard Hamilton	Boston	2004-Present	427-303
	Capital/Washington	1973-76	155-91		Washington	2000-01	19-63
Draff Young	Boston	1983-88	308-102	Nate McMillan	Seattle	2000-04	220-191
	Seattle	1990-92	59-59		Portland	2005-12	250-254
Elgin Baylor	Kansas City/Omaha	1973-74	0-3	Byron Scott	New Jersey	2000-03	174-154
	New Orleans	1974-75	0-1		New Orleans	2004-09	211-225
Bob Hopkins	New Orleans	1976-79	64-98	Isiah Thomas	Cleveland	2010-Present	40-108
	Seattle	1977-78	5-17		Indiana	2000-03	136-125
Willis Reed	New York	1977-79	49-47	Bill Cartwright	New York	2006-07	56-108
	New Jersey	1987-89	33-77		Chicago	2001-04	51-100
Tom Sanders	Boston	1977-79	23-39	Maurice Cheeks	Portland	2001-04	165-146
	Paul Silas	San Diego	1980-83		78-168	Philadelphia	2005-08
Paul Silas	Charlotte/New Orleans	1998-2002	221-171	Mike Evans	Denver	2001-02	18-38
	Cleveland	2003-05	69-77		Phoenix	2001-04	65-75
Don Chaney	Charlotte Bobcats	2010-12	32-88	Frank Johnson	LA. Clippers	2002-03	16-8
	LA. Clippers	1984-87	53-132		Dennis Johnson	Cleveland	2002-03
Don Chaney	Houston	1988-92	164-134	Keith Smart	Golden State	2010-11	36-46
	Detroit	1993-95	48-116		Sacramento	2012-Present	20-39
Bernie Bickerstaff	New York	2001-03	72-112	Mike Woodson	Atlanta	2004-10	217-304
	Seattle	1985-90	202-208		New York	2012-Present	18-6
Bernie Bickerstaff	Denver	1994-96	59-68	Terry Porter	Milwaukee	2003-04	71-93
	Washington	1997-99	77-72		Phoenix	2008-09	28-23
Gene Littles	Charlotte Bobcats	2004-06	67-161	Sam Mitchell	Toronto	2004-08	159-197
	Cleveland	1985-86	4-11		Randy Ayers	Philadelphia	2003-04
Gene Littles	Charlotte	1989-91	37-87	Herb Williams	New York	2003-04	17-27
	Denver	1994-95	3-13		Dwane Casey	Minnesota	2005-07
Wes Unseld	Washington	1987-94	202-345	Avery Johnson	Toronto	2011-Present	23-43
	Mel Daniels	Indiana	1988-89		0-2	Dallas	2005-08
Stu Jackson	New York	1989-91	52-45	Mike Brown	New Jersey	2010-Present	46-102
	Vancouver	1996-97	6-33		Cleveland	2005-10	314-167
Mack Calvin	LA. Clippers	1991-92	1-1	Reggie Theus	LA. Lakers	2011-Present	41-25
	Philadelphia	1992-94	32-76		Sacramento	2007-08	44-62
Fred Carter	Dallas	1992-93	23-74	Sam Vincent	Charlotte	2007-08	32-50
	Washington	1999-00	14-30		Michael Curry	Detroit	2008-09
Sidney Lowe	Minnesota	1993-94	33-102	Kenny Natt	Sacramento	2008-09	11-47
	Vancouver/Memphis	2001-03	46-126		Ed Tapscott	Washington	2008-09
John Lucas	San Antonio	1992-94	94-49	Erik Spoelstra	Miami	2008-09	194-118
	Philadelphia	1994-96	42-122		Larry Drew	Atlanta	2010-Present
Quinn Buckner	Cleveland	2001-03	37-87	Monty Williams	New Orleans	2010-Present	67-81
	Dallas	1993-94	13-69		Pete Myers	Chicago	2003, 2008
Magic Johnson	LA. Lakers	1993-94	5-11	Mark Jackson	Golden State	2011-Present	23-43
	New Jersey	1994-96	60-104		Tyone Corbin	Utah	2010-Present
Butch Beard	Miami	1994-95	15-21	Michael Cooper	Denver	2004	4-10
	Detroit	1997-2000	73-72		Bill Berry	Chicago	2001-02
Alvin Gentry	LA. Clippers	2000-03	89-133	Kaleb Canales	Portland	2012-Present	8-15
	Phoenix	2008-Present	155-122				
Bob Lanier	Golden State	1994-95	12-25				
	M.L. Carr	Boston	1995-97	48-116			

TABLE 4

Assistant Coaches					
	%	#		%	#
<b>2011-12</b>			<b>2001-02</b>		
White	56%	83	White	67%	79
African-American	41%	61	African-American	33%	39
Latino	1%	1	Latino	0%	0
Asian	1%	1	Asian	0%	0
Other	1%	1	Other	0%	0
Women	0%	0	Women	0%	0
<b>2010-11</b>			<b>2000-01</b>		
White	56%	87	Data Not Recorded		
African-American	42%	66	<b>1999-2000</b>		
Latino	1%	1	White	64%	74
Asian	1%	1	African-American	36%	41
Other	1%	1	Latino	0%	0
Women	0%	0	Asian	0%	0
<b>2009-10</b>			<b>1998-99</b>		
White	59%	92	White	67%	77
African-American	41%	64	African-American	33%	38
Latino	<1%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
<b>2008-09</b>			<b>1997-98</b>		
White	58%	93	White	66%	76
African-American	41%	65	African-American	34%	39
Latino	1%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
<b>2007-08</b>			<b>1996-97</b>		
White	58%	97	White	66%	61
African-American	40%	66	African-American	34%	32
Latino	1%	1	Latino	0%	0
Asian	1%	1	Asian	0%	0
Other	1%	1	Other	0%	0
Women	0%	0	<b>1995-96</b>		
<b>2006-07</b>			<b>1994-95</b>		
White	59%	93	White	60%	45
African-American	40%	63	African-American	40%	30
Latino	1%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	<b>1993-94</b>		
<b>2005-06</b>			<b>1992-93</b>		
White	62%	96	White	68%	48
African-American	38%	59	African-American	32%	30
Latino	1%	1	Latino	0%	0
Asian	0%	0	Other	0%	0
Other	0%	0	<b>1991-92</b>		
Women	0%	0	White	67%	51
<b>2004-05</b>			<b>1991-92</b>		
White	66%	100	African-American	33%	25
African-American	33%	50			
Latino	0%	0			
Asian	1%	1			
Other	0%	0			
Women	0%	0			
<b>2003-04</b>					
White	71%	98			
African-American	29%	40			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

**TABLE 5**



CEOs/Presidents					
	%	#		%	#
<b>2011-12</b>			<b>2004-05</b>		
White	88%	49	White	90%	28
African-American	13%	7	African-American	10%	3
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Women	3%	1
Women	4%	2	<b>2003-04</b>		
<b>2010-11</b>			<b>2001-02</b>		
White	89%	56	White	90%	27
African-American	11%	7	African-American	10%	3
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	3%	2	Women	3%	1
<b>2009-10</b>			<b>2000-01</b>		
White	88%	30	White	96%	x
African-American	12%	4	African-American	4%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	0%	0	Women	4%	x
<b>2008-09</b>			<b>1999-2000</b>		
White	85%	29	White	90%	x
African-American	15%	5	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	0%	0	Women	3%	x
<b>2007-08</b>			<b>1998-99</b>		
White	77%	23	White	90%	x
African-American	23%	7	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	0%	0	Women	3%	x
<b>2006-07</b>			<b>1997-98</b>		
White	87%	29	White	90%	x
African-American	13%	4	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Other	0%	x
Women	3%	1	Women	7%	x
<b>2005-06</b>					
White	87.50%	28			
African-American	12.50%	4			
Latino	0%	0			
Asian	0%	0			
Women	3%	1			

x= Data not recorded

**TABLE 6**

<b>General Manager/Director of Player Personnel</b>							
		<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>	
<b>2011-12</b>				<b>2003-04</b>			
	White	74%	23		White	83%	25
	African-American	23%	7		African-American	17%	5
	Latino	0%	0		Latino	0%	0
	Asian	3%	1		Asian	0%	0
	Other	0%	0		Women	0%	0
	Women	0%	0	<b>2001-02</b>			
<b>2010-11</b>					White	83%	25
	White	73%	22		African-American	17%	5
	African-American	23%	7		Latino	0%	0
	Latino	0%	0		Asian	0%	0
	Asian	3%	1		Women	0%	0
	Women	0%	0	<b>2000-01</b>			
<b>2009-10</b>					White	79%	23
	White	87%	20		African-American	21%	6
	African-American	13%	3		Latino	0%	0
	Latino	0%	0		Asian	0%	0
	Asian	0%	0		Women	0%	0
	Women	0%	0	<b>1999-2000</b>			
<b>2008-09</b>					White	84%	25
	White	90%	28		African-American	16%	4
	African-American	10%	3		Latino	0%	0
	Latino	0%	0		Asian	0%	0
	Asian	0%	0		Women	0%	0
	Women	0%	0	<b>1998-99</b>			
<b>2007-08</b>					White	79%	23
	White	77%	23		African-American	21%	6
	African-American	23%	7		Latino	0%	0
	Latino	0%	0		Asian	0%	0
	Asian	0%	0		Women	0%	0
	Women	0%	0	<b>1997-98</b>			
<b>2006-07</b>					White	72%	21
	White	73%	22		African-American	28%	8
	African-American	27%	8		Latino	0%	0
	Latino	0%	0		Asian	0%	0
	Asian	0%	0		Women	0%	0
	Women	0%	0	<b>1996-97</b>			
<b>2005-06</b>					White	72%	21
	White	77%	24		African-American	28%	8
	African-American	23%	7		Latino	0%	0
	Latino	0%	0	<b>1995-96</b>			
	Asian	0%	0		White	72%	20
	Women	0%	0		African-American	28%	9
<b>2004-05</b>					Latino	0%	0
	White	77%	24	<b>1994-95</b>			
	African-American	23%	7		White	69%	20
	Latino	0%	0		African-American	31%	9
	Asian	0%	0		Latino	0%	0
	Women	0%	0				

**TABLE 7**

RICHARD E. LAPCHICK, DIRECTOR • C. KEITH HARRISON, ASSOCIATE DIRECTOR  
 FITZ HILL, VISITING SCHOLAR • SCOTT BUKSTEIN, RESEARCH ASSOCIATE  
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Vice Presidents					
	%	#		%	#
<b>2011-12</b>			<b>2001-02</b>		
White	88%	285	White	90%	175
African-American	10%	32	African-American	7%	13
Latino	2%	5	Latino	3%	5
Asian	1%	3	Asian	0%	0
Other	0%	0	Women	15%	29
Women	18%	58	<b>1999-2000</b>		
<b>2010-11</b>			White	89%	164
White	86%	268	African-American	10%	18
African-American	10%	32	Latino	1%	1
Latino	3%	8	Asian	0%	0
Asian	1%	3	Women	13%	24
Women	15%	48	<b>1998-99</b>		
<b>2009-10</b>			White	90%	170
White	86%	249	African-American	9%	17
African-American	11%	32	Latino	1%	2
Latino	2%	6	Asian	0%	0
Asian	1%	3	Women	12%	22
Women	18%	52	<b>1997-98</b>		
<b>2008-09</b>			White	87%	138
White	87%	251	African-American	12%	19
African-American	11%	31	Latino	1%	2
Latino	2%	6	Asian	0%	0
Asian	1%	2	Women	12%	16
Women	18%	51	<b>1996-97</b>		
<b>2007-08</b>			White	90%	140
White	85%	258	African-American	10%	15
African-American	11%	32	Latino	<1%	1
Latino	3%	9	Other	0%	0
Asian	1%	4	Women	8%	13
Women	18%	55	<b>1995-96</b>		
<b>2006-07</b>			White	92%	132
White	85%	248	African-American	8%	12
African-American	11%	32	Latino	0%	0
Latino	3%	8	Other	0%	0
Asian	1%	4	Women	7%	10
Women	17%	49	<b>1994-95</b>		
<b>2005-06</b>			White	87%	109
White	87%	252	African-American	12%	15
African-American	8%	24	Latino	0%	0
Latino	3%	8	Asian	<1%	1
Asian	1%	4	Women	6%	8
Women	18%	52	<b>1993-94</b>		
<b>2004-05</b>			White	87%	97
White	86%	232	African-American	12%	14
African-American	10%	28	Latino	0%	0
Latino	2%	6	Asian	<1%	1
Asian	1%	3	Women	3%	4
Women	18%	48	<b>2003-04</b>		
<b>2003-04</b>			White	88%	192
White	88%	192	African-American	9%	19
African-American	9%	19	Latino	3%	7
Latino	3%	7	Asian	0%	0
Asian	0%	0	Women	17%	39
Women	17%	39			

TABLE 8

Senior Administrators					
		%	#		
<b>2011-12</b>				<b>2004-05</b>	
	White	78%	601		White
	African-American	13%	99		African-American
	Latino	7%	50		Latino
	Asian	2%	12		Asian
	Other	1%	4		Other
	Women	25%	189		Women
<b>2010-11</b>				<b>2003-04</b>	
	White	78%	447		White
	African-American	14%	82		African-American
	Latino	6%	35		Latino
	Asian	1%	6		Asian
	Other	<1%	1		Other
	Women	27%	155		Women
<b>2009-10</b>				<b>2001-02</b>	
	White	80%	481		White
	African-American	14%	83		African-American
	Latino	5%	32		Latino
	Asian	1%	5		Asian
	Other	<1%	1		Women
	Women	25%	152		
<b>2008-09</b>				<b>2000-01</b>	
	White	77%	439		White
	African-American	16%	89		African-American
	Latino	5%	31		Latino
	Asian	1%	7		Asian
	Other	<1%	1		Women
	Women	24%	137		
<b>2007-08</b>				<b>1999-2000</b>	
	White	78%	401		White
	African-American	14%	71		African-American
	Latino	6%	30		Latino
	Asian	2%	9		Asian
	Other	<1%	1		Women
	Women	27%	136		
<b>2006-07</b>				<b>1998-99</b>	
	White	80%	377		White
	African-American	13.40%	63		African-American
	Latino	5.10%	24		Latino
	Asian	1.30%	6		Asian
	Other	0%	0		Women
	Women	25%	117		
<b>2005-06</b>				<b>1997-98</b>	
	White	80%	367		White
	African-American	13%	58		African-American
	Latino	5%	25		Other
	Asian	2%	7		Women
	Other	0%	0		
	Women	23%	107		<b>1996-97</b>
					White
					African-American
					Other
					Women

x=Data not recorded

**TABLE 9**

Professional Administration					
	%	#		%	#
<b>2011-12</b>			<b>2001-02</b>		
White	75%	858	White	79%	x
African-American	14%	157	African-American	13%	x
Latino	7%	80	Latino	6%	x
Asian	3%	31	Asian	<2%	x
Other	1%	11	Other	<1%	x
Women	39%	447	Women	48%	x
<b>2010-11</b>			<b>1999-2000</b>		
White	73%	667	White	77%	x
African-American	16%	147	African-American	15%	x
Latino	8%	77	Latino	6%	x
Asian	2%	22	Asian	2%	x
Other	1%	7	Women	52%	x
Women	39%	355	<b>1998-99</b>		
<b>2009-10</b>			White	83%	x
White	74%	871	African-American	12%	x
African-American	15%	184	Latino	4%	x
Latino	8%	89	Asian	1%	x
Asian	3%	32	Women	39%	x
Other	<1%	7	<b>1997-98</b>		
Women	39%	462	White	83%	x
<b>2008-09</b>			African-American	13%	x
White	71%	761	Latino	3%	x
African-American	16%	173	Asian	1%	x
Latino	9%	99	Women	39%	x
Asian	3%	29	<b>1996-97</b>		
Other	<1%	5	White	83%	x
Women	40%	427	African-American	14%	x
<b>2007-08</b>			Other	3%	x
White	72%	777	Women	38%	x
African-American	16%	172	<b>1995-96</b>		
Latino	9%	95	White	84%	x
Asian	3%	27	African-American	13%	x
Other	<1%	4	Other	<3%	x
Women	40%	429	Women	45%	x
<b>2006-07</b>			<b>1994-95</b>		
White	74%	818	White	87%	x
African-American	15%	165	African-American	10%	x
Latino	8%	84	Latino	<1%	x
Asian	3%	37	Asian	<1%	x
Other	<1%	7	Other	1%	x
Women	41%	460	Women	32%	x
<b>2005-06</b>			<b>1993-94</b>		
White	74%	672	White	84%	x
African-American	14%	130	African-American	13%	x
Latino	8%	76	Latino	2%	x
Asian	3%	28	Asian	<1%	x
Other	1%	5	Other	<1%	x
Women	42%	380	<b>1992-93</b>		
<b>2004-05</b>			White	86%	x
White	77%	684	African-American	11%	x
African-American	13%	112	Latino	2%	x
Latino	7%	60	Asian	1%	x
Asian	3%	25	Other	<1%	x
Other	0%	3	<b>2003-04</b>		
Women	43%	381	White	76%	1192
<b>2003-04</b>			African-American	14%	222
White	76%	1192	Latino	7%	108
African-American	14%	222	Asian	2%	30
Latino	7%	108	Other	1%	9
Asian	2%	30	Women	39%	602
Other	1%	9	<i>x=Data not recorded</i>		
Women	39%	602			

**TABLE 10**

Physicians					
	%	#		%	#
<b>2011-12</b>			<b>2001-02</b>		
White	82%	84	White	98%	65
African-American	5%	5	African-American	0%	0
Latino	3%	3	Latino	0%	0
Asian	6%	6	Asian	2%	1
Other	4%	4	Other	0%	0
Women	3%	3	Women	0%	0
<b>2010-11</b>			<b>1999-2000</b>		
White	87%	58	White	96%	48
African-American	1%	1	African-American	2%	1
Latino	1%	1	Latino	0%	0
Asian	7%	5	Asian	2%	1
Other	3%	2	Women	2%	1
Women	1%	1	<b>1998-99</b>		
<b>2009-10</b>			White	92%	65
White	86%	83	African-American	3%	2
African-American	3%	3	Latino	1%	1
Latino	3%	3	Asian	3%	2
Asian	2%	2	Women	1%	1
Other	5%	5	<b>1997-98</b>		
Women	1%	1	White	95%	96
<b>2008-09</b>			African-American	2%	2
White	88%	64	Latino	1%	1
African-American	3%	2	Asian	2%	2
Latino	3%	2	Women	2%	2
Asian	3%	2	<b>1996-97</b>		
Other	4%	3	White	92%	45
Women	1%	1	African-American	2%	1
<b>2007-08</b>			Latino	2%	1
White	89%	59	Other	4%	2
African-American	3%	2	Women	0%	0
Latino	2%	1	<b>1995-96</b>		
Asian	3%	2	White	94%	45
Other	3%	2	African-American	0%	0
Women	2%	1	Latino	0%	0
<b>2006-07</b>			Other	6%	3
White	89%	57	Women	0%	0
African-American	3%	2	<b>1994-95</b>		
Latino	0%	0	White	97%	109
Asian	6%	4	African-American	0%	0
Other	2%	1	Latino	<2%	1
Women	2%	1	Other	<2%	1
<b>2005-06</b>			Women	<2%	1
White	89%	50	<b>1993-94</b>		
African-American	4%	2	White	95%	59
Latino	2%	1	African-American	<2%	1
Asian	4%	2	Latino	<2%	1
Other	2%	1	Other	<2%	1
Women	2%	1	<b>1992-93</b>		
<b>2004-05</b>			White	99%	66
White	89%	56	African-American	<2%	1
African-American	3%	2	Latino	0%	0
Latino	2%	1	<b>2003-04</b>		
Asian	3%	2	White	97%	60
Other	3%	2	African-American	0%	0
Women	3%	2	Latino	0%	0
<b>2003-04</b>			Asian	<2%	1
White	97%	60	Other	<2%	1
African-American	0%	0	Women	0%	0
Latino	0%	0			
Asian	<2%	1			
Other	<2%	1			
Women	0%	0			

TABLE 11

Head Athletic Trainers					
	%	#		%	#
<b>2011-12</b>			<b>2001-02</b>		
White	67%	35	White	85%	24
African-American	21%	11	African-American	11%	3
Latino	6%	3	Latino	0%	0
Asian	6%	3	Asian	4%	1
Other	0%	0	Other	0%	0
Women	2%	1	Women	0%	0
<b>2010-11</b>			<b>1999-2000</b>		
White	80%	36	White	86%	25
African-American	16%	7	African-American	14%	4
Latino	2%	1	Latino	0%	0
Asian	2%	1	Other	0%	0
Other	0%	0	Women	0%	0
Women	0%	0	<b>1998-99</b>		
<b>2009-10</b>			White	90%	26
White	76%	39	African-American	10%	3
African-American	16%	8	Latino	0%	0
Latino	2%	1	Other	0%	0
Asian	6%	3	Women	0%	0
Other	0%	0	<b>1997-98</b>		
Women	0%	0	White	87%	25
<b>2008-09</b>			African-American	13%	4
White	82%	40	Latino	0%	0
African-American	14%	7	Other	0%	0
Latino	2%	1	Women	0%	0
Asian	2%	1	<b>1996-97</b>		
Other	0%	0	White	86%	25
Women	0%	0	African-American	14%	4
<b>2007-08</b>			Other	0%	0
White	78%	40	<b>1995-96</b>		
African-American	18%	9	White	89%	25
Latino	2%	1	African-American	11%	3
Asian	2%	1	Other	0%	0
Other	0%	0	<b>1994-95</b>		
Women	0%	0	White	93%	25
<b>2006-07</b>			African-American	7%	2
White	76%	37	Other	0%	0
African-American	20%	10	<b>1993-94</b>		
Latino	2%	1	White	89%	25
Asian	2%	1	African-American	7%	1
Other	0%	0	Other	4%	1
Women	0%	0	<b>1992-93</b>		
<b>2005-06</b>			White	92%	25
White	76%	39	African-American	4%	2
African-American	20%	10	Other	4%	0
Latino	2%	1			
Asian	2%	1			
Other	0%	0			
Women	2%	1			
<b>2004-05</b>					
White	77%	40			
African-American	21%	11			
Latino	0%	0			
Asian	2%	1			
Other	0%	0			
Women	0%	0			
<b>2003-04</b>					
White	83%	25			
African-American	17%	5			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

TABLE 12

Radio and TV Announcers			
		%	
<b>2011-12</b>			
White		69%	
African-American		19%	
Latino		11%	
Asian		1%	
Other		0%	
Women		4%	
<b>2010-11</b>			
White		72%	
African-American		17%	
Latino		10%	
Asian		1%	
Other		0%	
Women		3%	
<b>2009-10</b>			
White		72%	
African-American		18%	
Latino		9%	
Asian		1%	
Other		1%	
Women		5%	
<b>2008-09</b>			
White		73%	
African-American		18%	
Latino		9%	
Asian		1%	
Other		0%	
Women		8%	
<b>2007-08</b>			
White		73%	
African-American		18%	
Latino		8%	
Asian		1%	
Other		0%	
Women		7%	
<b>2006-07</b>			
White		75%	
African-American		19%	
Latino		6%	
Asian		0%	
Other		0%	
Women		6%	
<b>2005-06</b>			
White		74%	
African-American		18%	
Latino		8%	
Asian		0%	
Other		0%	
Women		6%	
<b>2004-05</b>			
White		74%	
African-American		16%	
Latino		10%	
Asian		0%	
Other		0%	
Women		5%	
<b>2003-04</b>			
White		75%	
African-American		17%	
Latino		8%	
Asian		0%	
Other		<1%	
Women		3%	
<b>2001-02</b>			
White		77%	
African-American		16%	
Latino		7%	
Asian		0%	
Other		0%	
Women		3%	
<b>1999-2000</b>			
White		76%	
African-American		16%	
Latino		8%	
Asian		0%	
Other		0%	
Women		2%	
<b>1998-99</b>			
White		78%	
African-American		18%	
Latino		4%	
Asian		0%	
Other		0%	
Women		2%	
<b>1997-98</b>			
White		77%	
African-American		18%	
Latino		5%	
Asian		0%	
Other		0%	
Women		0%	
<b>1996-97</b>			
White		80%	
African-American		16%	
Latino		3%	
Asian		0%	
Other		0%	
Women		0%	
<b>1995-96</b>			
White		78%	
African-American		18%	
Latino		3%	
Asian		0%	
Other		0%	
Women		3%	
<b>1993-94</b>			
White		81%	
African-American		12%	
Latino		7%	
<b>1992-93</b>			
White		81%	
African-American		12%	
Latino		7%	

**TABLE 13**



<b>NBA Referees</b>		
	<b>%</b>	<b>#</b>
<b>2011-12</b>		
White	54%	34
African-American	41%	26
Latino	3%	2
Asian	0%	0
Other	2%	1
Women	2%	1
<b>2010-11</b>		
White	55%	33
African-American	42%	25
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	2%	1
<b>2009-10</b>		
White	56%	33
African-American	41%	24
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	2%	1
<b>2008-09</b>		
White	56%	34
African-American	39%	24
Latino	5%	3
Asian	0%	0
Other	0%	0
Women	2%	1
<b>2007-08</b>		
White	58%	34
African-American	37%	22
Latino	5%	3
Asian	0%	0
Other	0%	0
Women	2%	1
<b>2006-07</b>		
White	64%	38
African-American	32%	19
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	2%	1
<b>2005-06</b>		
White	62%	38
African-American	34%	21
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	2%	1

**TABLE 14**

## 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 for all league employees. The live training is completed by all league employees every two years, with a separate track for managers. The content is focused on the NBA's core value of 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. 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 have partnered with Aperian Global, creators of GlobeSmart, to create and deliver cross-cultural diversity training. The first in this series, "Working Effectively Across Cultures," was delivered for 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. The NBA views 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.

#### 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, on-line job postings at a variety of diversity websites, and active recruitment at Historically Black Colleges and Universities, particularly for the NBA's entry-level Associate and Intern Programs.

- In staffing its Associate and Intern Programs, the NBA uses a number of sources as a feeder pool for diverse candidates – the 2012 Associate class is 50% people of color and 33% female, and the 2012 Intern class is 36% people of color and 43% female. Sources include Prep for Prep, A Better Chance, and NJ Seeds. 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 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, Howard University Job Fair, and other diversity career events for Hispanic and Asian job seekers.

### **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.

### **NBA Cares and WNBA Cares Initiatives**

- NBA Cares and WNBA Cares are the leagues' social responsibility initiatives that build on the NBA's long tradition of addressing important issues in the United States and around the world. 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 and computer centers. 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 support of Teachers Count's "Behind Every Famous Person is a Fabulous Teacher" campaign and in partnership with Scholastic, NBA players Stephen Curry, Tyler Hansborough and Kevin Love and WNBA player Maya Moore posed with their favorite teachers for the poster campaign. Posters have been distributed to schools throughout the country and are available to download for free on line reinforcing the importance of teachers and their influence on education and development.
- In the second year of the Team. Works. In. Schools. program, BBVA and BBVA Compass have teamed up with NBA Cares to revitalize six schools in the BBVA Compass footprint providing students with educational resources. The revitalization projects provide each school with needed educational resources, such as computers, books and updated athletic facilities. BBVA employees and current and former NBA and WNBA players assist each project by painting, assembling furniture, landscaping, setting up computers or organizing books.

### 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 700 places in more than 23 countries 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.

### 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 950 organizations and 2 million children and families. NBA/WNBA FIT utilizes players, coaches, trainers and nutritionists to share important health and fitness tips with kids, parents and families.
- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including partnerships with GBHealth, Elizabeth Glaser Pediatric AIDS and UNICEF, grassroots 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 partnered with Greater Than AIDS to mobilize fans, teams and local communities in response to AIDS in the United States and 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 (Minnesota Lynx), whose father, former professional baseball player Alan Wiggins, died of AIDS in 1991.

- 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.
- The White House and the NBA, WNBA and NBA Development League are working with the First Lady's Let's Move! campaign in an effort of reaching more than 250,000 young people to support the Presidential Active Lifestyle Award Challenge (PALA). The efforts tipped off during NBA Playoffs in April 2011 with the debut of the NBA FIT/Let's Move! public service announcement featuring First Lady Michelle Obama.
- 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 Brooklyn Nets Head Coach Avery Johnson.
- The 2011-12 NBA FIT/ WNBA FIT Dribble, Dish & Swish presented by Pepperidge Farm® Flavor Blasted® Goldfish® concluded its third year in February 2012 hosting the culminating national competition at NBA All-Star 2012 in Orlando, FL. The program has provided more than 75,000 boys and girls with the chance to participate in local, regional, and national competitions.
- NBA Cares and WNBA Cares are founding partners of the UN Foundation's Nothing but Nets campaign, which is 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 6 million life-saving bed nets.
- Launched in February 2009, Vaccines for Teens is a national multimedia campaign designed to educate teens and their parents about the importance of vaccination against serious, potentially life-threatening diseases. Vaccines for Teens is a partnership between the NBA, WNBA, the Society for Adolescent Medicine (SAM) and sanofi pasteur.
- 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 \$2 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, 30 BWB camps have taken place in 17 cities and 15 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 53 places to live, learn or play.

- In partnership with the U.S. Department of State's Bureau of Educational and Cultural Affairs' SportsUnited program, more than 40 current and former NBA and WNBA players and coaches have traveled to 22 countries as ambassadors of sport, conducting clinics, visiting schools and speaking to youth. Additionally, the NBA and WNBA support the State Department's Sports Visitors program by partnering to host youth and coaches during their visit to the United States.

### **NBA Cares and Other Community Programs**

- Since October 2005, through NBA Cares, the league, players and teams have raised and contributed more than \$190 million for charity and donated 1.9 million hours of hands-on service to communities worldwide.
- With the NBA Green initiative, the NBA is taking steps to become a more environmentally responsible organization. From April 4-11, 2012, the NBA partnered with the Natural Resources Defense Council (NRDC) for the fourth annual 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.
- 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 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.
- 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.