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## **The 2011 Women's National Basketball Association Racial and Gender Report Card**

by Richard Lapchick  
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### **EXECUTIVE SUMMARY**

**Orlando, FL...August 10 2011** – The WNBA received a combined grade for race and gender of **A** by earning an **A+** for race and an **A** for gender in the 2011 WNBA Racial and Gender Report Card. This was after receiving a combined A+ in the 2009 and 2010 Report Cards.

In the 2001, 2004, 2005, 2006-07, 2008, 2009, 2010 and now the 2011 Racial and Gender Report Cards, the WNBA has received at least **A's** for their race, gender and combined grades. The WNBA has consistently been the industry leader for all professional sport when it comes to diversity. The 94.7 points earned for race was the highest total for race in the history of the WNBA.

The Report Card asks, "Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to score a basket and run the team?" The answer for the WNBA is an emphatic "yes" with the best record in professional sports.

The WNBA received **A+'s** for both race and gender for the League Office, head and assistant coaches, as well as general managers. Women gained ground in the League Office, as general managers, assistant coaches and team vice presidents. They lost ground as head coaches, team senior administrators and team professional staff.

People of color increased in the League Office, as head coaches and as players while losing ground as assistant coaches and team professional staff.

WNBA former president Donna Orender and her successor, Laurel J. Richie, have overseen professional sports' most diverse organization. While there was a decline in the grade for gender hiring, the WNBA still had sport's best record for gender.

Using data from the 2011 season, The Institute conducted an analysis of the racial breakdown of the players. In addition, the Report includes a racial and gender breakdown of the management in the WNBA League Office and at the team level, top team management, general managers, head coaches, assistant coaches, senior administration, professional administration, physicians and head trainers. Tables for the report are included in Appendix I. The Institute for Diversity and Ethics in Sport (TIDES) located 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 WNBA Racial and Gender Report Card is the third report issued thus far in 2011 after the releases of the reports on Major League Baseball and the National Basketball Association.

## REPORT HIGHLIGHTS

- The WNBA received a combined grade for race and gender of **A** by earning an **A+** for race and an **A** for gender in the 2011 WNBA Racial and Gender Report Card. The 94.7 points earned for race was the highest total for race in the history of the WNBA. The WNBA has earned the highest combined grade for any sport in the Racial and Gender Report Card since 2004.
- Laurel J. Richie became the new president of the WNBA this year. She is the first female of color to become president of a professional sports league. Donna Orender stepped down after six successful seasons to launch Orender Unlimited.
- The percentages of women and people of color holding professional level staff positions in the WNBA League Office both increased significantly in 2011. African-Americans occupied 29 percent of the professional level staff positions in 2011 in the WNBA League Office while whites held 71 percent. People of color increased by 5 percentage points. Women filled 76 percent of the WNBA professional staff positions in 2011, which was a 7 percentage point increase from 2010.
- The percentage of African-American players remained at 69 percent in 2011 while white players increased 5 percentage points from 16 percent to 21 percent.
- Four women held majority ownership in a WNBA franchise in 2011. That was an increase from three in 2010. An African-American owned investment company (The Williams Group) holds a majority ownership interest in the Sparks. There continued to be no individual people of color who were majority owners during the 2011 season.
- For the 2011 season, there were five African- American head coaches (42 percent), an increase from the four (33 percent) in 2010. There were seven female head coaches in the 2010 season and six female head coaches at the start of the 2011 season, representing an 8 percentage point decrease.
- Since the last WNBA Report Card, the percentage of African-American assistant coaches decreased from 44 percent to 36 percent in 2011, while the percentage of white assistant coaches increased from 56 percent to 63 percent.
- The number of women in the CEO/presidents role decreased from six to two in 2011, which is a 31 percentage point decrease.
- In the 2011 season, there were eight women and four African-Americans as general managers compared to six and four, respectively, in 2010.
- For the second consecutive year, the WNBA maintained its historic all-time high of having 28 percent of team senior administrators who were people of color.
- In the professional administration category in the 2011 season, whites increased from 80 percent to 86 percent, Latinos increased from 0 percent in 2010 to 4 percent in 2011, while the percentage of women decreased from 54 percent to 40 percent. African-Americans decreased from 17 percent to 10 percent.

## OVERALL GRADES

The WNBA received an **A+** for race with 94.7 points, up from 93.5 points in 2010 while also receiving an **A** for gender with 92.3 points, down from 97.5 points in 2010. The WNBA received a combined grade for race and gender of **A** with 93.5 points, down from an **A+** with 95.5 points in 2010.

The WNBA received **A+**'s for race and gender in the WNBA League Office, head and assistant coaches and general managers.

It received **A+**'s for race for team senior administration and players.

It received an **A** for gender in team professional administration. It received a **B** for race in team professional administration and a **B** for gender in team senior administration.

The WNBA once again had the highest number of **A**'s as well as the lowest number of grades below an **A** in all categories in the history of the Racial and Gender Report Card.

## GRADES BY CATEGORY

### Players

In the 2011 WNBA season, 21 percent of the players were white, 69 percent were African-American, and 3 percent were Latina. There were no Asian players. Six percent of the players were international, which was an 8 percentage point decrease from the 2010 season. African-American players remained the same while white players increased by 5 percentage points. There was an increase from one Latina player to four.

### WNBA Grade for Players:

**Race:           A+**

See Table 1.

### WNBA League Office

The WNBA is operated as a separate and independent league from the NBA. According to information provided by the league, the WNBA League Office has a dedicated full-time staff that includes personnel in basketball and business operations, player personnel, marketing partnership, sales and services, as well as public relations. However, with respect to other staff services, the league decided there would be significant cost-saving opportunities arising from common ownership and related functions that must be performed by both leagues. As a result, WNBA staffing needs with respect to administration, advertising, product licensing, legal services, broadcasting, international development, event management, team operations, internet/technology services and general services are performed on a

“shared” basis by personnel who perform the same functions for the National Basketball Association.

There was more progress on diversity issues in the WNBA League Office in 2011. Laurel J. Richie was named the new president of the WNBA in 2011. She is the first female of color to become president of a professional sports league. Richie replaced Donna Orender who was the second woman to hold that position. She stepped down after six successful seasons to launch Orender Unlimited.

The percentages of women and people of color holding professional level staff positions in the WNBA League Office both increased significantly in 2011. African-Americans occupied 29 percent of the professional level staff positions in 2011 in the WNBA League Office while whites held 71 percent. People of color increased by 5 percentage points.

Women filled 76 percent of the WNBA professional staff positions in 2011, which was a 7 percentage point increase from 2010. Renee Brown returned as the only African-American woman vice president as the chief of basketball operations and player relations. Joining Brown in vice president positions were once again Rachel Jacobson, Senior Vice President of Marketing Partnerships, and Hilary Shaev, Vice President of Marketing. Christine Godleski was the chief operating officer of the WNBA.

#### **Grade for WNBA League Office:**

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

See Table 2.

#### **WNBA Team Operations and Management**

The Tulsa Shock, Connecticut Sun and Seattle Storm are the only current teams that do not share the market with an NBA team. At this time the Minnesota Lynx, Washington Mystics, New York Liberty, Phoenix Mercury, Indiana Fever and San Antonio Silver Stars are the only six teams that are owned and operated by NBA teams. The NBA team front offices in those cities are responsible for many of the day-to-day operations of the WNBA teams. Each WNBA team employs dedicated coaches, trainers and public relations representatives and, like the League Office, “shares” most of its common non-player personnel with the NBA team operator.

#### **Owners**

Four women held majority ownership in a WNBA franchise in 2011. That was an increase from three in 2010. An African-American owned investment company (The Williams Group) holds a majority ownership interest in the Sparks. There were no individual people of color who were majority owners during the 2011 season. The four women who were owners in 2011 were:

- Kathy Betty, Atlanta Dream
- Dawn Trudeau, Seattle Storm
- Lisa Brummel, Seattle Storm
- Ginny Gilder, Seattle Storm

In 2006, Sheila Johnson became the first African-American woman to hold any ownership in a WNBA team. Ms. Johnson was named managing partner of the Washington Mystics when Lincoln Holdings, LLC acquired the team from Abe and Irene Pollin. Ms. Johnson owns approximately 6-7 percent of Lincoln Holdings.

See Table 3.

### Head Coaches

For the 2011 season, there were five African- American head coaches. This was an increase from 33 percent to 42 percent. The five African-American head coaches in the 2011 season were:

- Joe Bryant, Los Angeles Sparks
- Pokey Chatman, Chicago Sky
- Teresa Edwards, Tulsa Shock
- Corey Gaines, Phoenix Mercury
- Trudi Lacey, Washington Mystics

Trudi Lacey joined the Washington Mystics in 2011.

The league dropped from seven to six female coaches in the 2011 season with the departure of coach Sandy Brondello from the Stars. The six female head coaches in the 2011 season were:

- Cheryl Reeve, Minnesota Lynx
- Teresa Edwards, Tulsa Shock
- Marynell Meadors, Atlanta Dream
- Lin Dunn, Indiana Fever
- Trudi Lacey, Washington Mystics
- Pokey Chatman, Chicago Sky

Women made up 50 percent of head coaches.

### WNBA Grade for Head Coaches:

**Race: A+**

**Gender: A+**

See Table 4.

### Assistant Coaches

In 2011, there was an 8 percentage point decrease for African-American assistant coaches from 44 percent to 36 percent. There were once again no Latino or Asian assistant coaches. The percentage of white assistant coaches increased 7 percentage points from 56 percent to 63 percent approaching the all-time high of 65 percent in 2005. The percentage of women as assistant coaches increased 7 percentage points from 56 percent to 63 percent.

**WNBA Grade for Assistant Coaches:****Race: A+****Gender: A+**

See Table 5.

**Top Management**CEOs/Presidents

The number of women in a top management role decreased from six to two at the start of the 2011 season. They were:

- Sheila Johnson, president, Washington Mystics
- Karen Bryant, CEO, Seattle Storm

In 2011, Sheila Johnson was the only female of color to hold a president or CEO position for a WNBA team. She was president of the Washington Mystics.

The six women that held top management positions in 2010 were:

- Margaret Stender, president, Chicago Sky
- Jay L. Parry, president, Phoenix Mercury
- Shelia Johnson, president, Washington Mystics
- Karen Bryant, CEO, Seattle Storm
- Carol Blazejowski, president, New York Liberty
- Kristen Bernert, president, Los Angeles Sparks

See Table 6.

General Manager/Principal-in-Charge

Four African-Americans remained as general managers in 2011, representing 33 percent. The African-American general managers were:

- Trudi Lacey, general manager and vice president, Washington Mystics
- Penny Toler, general manager, Los Angeles Sparks
- Pokey Chatman, general manager and head coach, Chicago Sky
- Teresa Edwards, general manager and head coach, Tulsa Shock

Including Lacey, Toler, Chatman and Edwards, there were eight women in this position in the WNBA in 2011, an increase of two from 2010. Women accounted for 67 percent of the individuals in this position, up from 50 percent in 2010. The other four women were:

- Karen Bryant, general manager, Seattle Storm
- Kelly Krauskopf, general manager, Indiana Fever
- Ann Meyers Drysdale, general manager, Phoenix Mercury
- Marynell Meadors, general manager and head coach, Atlanta Dream

#### **WNBA Grade for Top Management:**

**Race: A+**

**Gender: A+**

See Table 7.

#### **Team Vice Presidents**

There were nine women as team vice presidents, increasing from 13 percent in 2010 to 25 percent in 2011. The female vice presidents were:

- Michelle Henstock, vice president, Operations, Chicago Sky
- Casey Coffman, vice president, Business Operations, New York Liberty
- Melissa Rentz, vice president, Marketing, Washington Mystics
- Penny Toler, vice president, Los Angeles Sparks
- Diana Imhoff, vice president, Los Angeles Sparks
- Julie Grave, vice president, Business Operations, Indiana Fever
- Donna Wilkinson, vice president, Human Resources, Indiana Fever
- Lynn Agnello, vice president, Phoenix Mercury
- Lorie Warren, senior vice president, Finance and Corporate, San Antonio Stars

There were two team vice presidents of color in the 2011 season, which held constant from the 2010 season. The two people of color were:

- Penny Toler, vice president, Los Angeles Sparks
- Leo Gomez, vice president, Public & Government Affairs, San Antonio Silver Stars

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

**Race: D**

**Gender: D+**

See Table 8.

#### **Senior Administration**

This category includes the following titles, but is not restricted to: directors, assistant general managers, chief legal counsel, chief operating officer, chief financial officer, public relations director and director of community relations.

For the second consecutive year, the WNBA maintained its historic all-time high of having 28 percent of team senior administrators who were people of color. This included 7 percent African-Americans (down



15 percentage points), 18 percent Latinos (up 12 percentage points) and 3 percent Asians (up 3 percentage points). Whites held the same 72 percent of the senior team administrative positions.

Although the number of senior team administrators in the WNBA who were women increased from 11 to 20, the percentage was only 33 percent, down from 61 percent in 2010.

**WNBA Grade for Senior Administration:**

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

See Table 9.

**Professional Administration**

Positions categorized as professional team administration include, but are not restricted to: professionals who hold titles similar to manager, coordinator, supervisor or administrator in business operations, marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, administrative assistants, staff assistants and receptionists.

In team professional administrative positions in the 2011 season, whites had a 6 percentage point increase from 80 percent to 86 percent.

African-Americans decreased by 7 percentage points to 10 percent. Latinos increased from 0 percent in 2010 to 4 percent in 2011, while there were still no Asians at this level.

The percentage of women holding team professional administrative positions decreased from 54 percent to 40 percent.

**WNBA Grade for Professional Administration:**

**Race:           B**  
**Gender:        A**

See Table 10.

**Physicians**

In 2011, the percentage of white physicians increased from 80 percent to 88 percent. There was one Latino physician in 2011 and no African-Americans or Asians. In 2010 there was one African-American, one Asian and no Latino physicians. The number of female physicians decreased to only one female from two in 2010.

See Table 11.

**Head Trainers**

The percentage of white trainers increased from 65 percent to 67 percent in 2011 while the percentage of African-Americans increased from 29 percent to 33 percent. There were no Latinos or Asians. The percentage of women decreased 3 percentage points from 53 percent in 2010 to 50 percent in 2011.

See Table 12.

**Diversity Initiatives**

Combined with the NBA, the WNBA has an outstanding program of Diversity Initiatives.

WNBA Grade for Diversity Initiatives: A+

## HOW GRADES WERE CALCULATED

As in previous reports, the 2011 Racial and Gender Report Card data shows that professional sport's front office hiring practices do not nearly reflect the number of players of color competing in the game. However, to give it perspective for sports fans, The Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 24 percent of the population being people of color, an **A** was achieved if 24 percent of the positions were held by people of color, **B** if 12 percent of the positions were held by people of color, and **C** if it had only 9 percent. Grades for race below this level were assigned a **D** for 6 percent or **F** for any percent equal to or below 5 percent.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B** for 32 percent, **C** for 27 percent, **D** for 22 percent and **F** for anything below that. The 40 percent 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 Program.

Baseline data was gathered from media guides for Women's National Basketball Association teams. The data was placed in spreadsheets; each team had its own spreadsheet, with each position broken down by race and gender. The team data was then combined into one master spreadsheet.

In addition to team data, the League Office provided data on its personnel. The findings were put into spreadsheets and compared to data from previous years. After evaluating the data, the report text was drafted; it references changes to statistics from previous years.

The report draft was sent to the 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 WNBA responded with updates and corrections that were then incorporated into the final report.

The report covers the 2011 season for the Women's National Basketball Association. Grades were calculated according to the reporting periods noted herein.

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

This is the 19<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 seventh time the Report Card is being issued sport-by-sport; the report for MLB and the NBA 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 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, Anna Florzak and Aaron J. Gearlds contributed greatly to this report. Their research efforts were invaluable.

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

The Institute for Diversity and Ethics in Sport serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sports. TIDES researches and publishes annual studies on hiring practices in coaching and sport management, student-athlete graduation rates and racial attitudes in sports. Additionally, TIDES conducts diversity management training. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for the 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 240 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 sport and social issues. It offers a two-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

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the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida. It was ranked by the *Wall Street Journal*, *Sports Business Journal* and *ESPN The Magazine* as one of the nation's top five sport business management programs.

**APPENDIX I**

<b>Players</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011</b>			<b>2005</b>		
White	21%	31	White	34%	64
African-American	69%	101	African-American	63%	100
Latina	3%	4	Latina	1%	3
Asian	0%	0	Asian	0%	0
Other	>1%	1	Other	1%	4
International	6%	9	International	19%	39
<b>2010</b>			<b>2004</b>		
White	16%	26	White	33%	66
African-American	69%	112	African-American	66%	134
Latina	1%	1	Latina	1%	2
Asian	0%	0	Asian	0%	0
Other	1%	1	Other	0%	0
International	14%	23	International	16%	33
<b>2009</b>			<b>2003</b>		
White	20%	38	Data Not Recorded		
African-American	67%	126	<b>2002</b>		
Latina	0%	0	White	35%	x
Asian	0%	0	African-American	61%	x
Other	1%	1	Latina	<3%	x
International	12%	23	Asian	<1%	x
<b>2008</b>			<b>2001</b>		
White	21%	44	White	34%	x
African-American	65%	139	African-American	63%	x
Latina	0%	0	Latina	3%	x
Asian	0%	0	Other	x	x
Other	0%	0	<b>2000</b>		
International	14%	31	White	33%	x
<b>2007</b>			African-American	65%	x
White	35%	66	Latina	2%	x
African-American	63%	117	Other	0%	x
Latina	0%	0	<b>1999</b>		
Asian	1%	1	White	32%	x
Other	2%	3	African-American	64%	x
International	14%	27	Latina	2%	x
<b>2006</b>			Other	0%	x
White	36%	75			
African-American	63%	133			
Latina	0%	0			
Asian	0%	1			
Other	1%	2			
International	17%	36			

**Table 1**

League Office: Professional Employees							
		%	#		%	#	
<b>2011</b>				<b>2005</b>			
	White	71%	15		White	65%	15
	African-American	29%	6		African-American	26%	6
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	9%	2
	Other	0%	0		Other	0%	0
	Women	76%	16		Women	70%	16
	Total	x	21		Total	x	23
<b>2010</b>				<b>2004</b>			
	White	76.0%	22		White	60%	6
	African-American	24.0%	7		African-American	40%	4
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	69.0%	20		Women	90%	9
	Total	x	29		Total	x	10
<b>2009</b>				<b>2003</b>			
	White	67.0%	22		Data Not Recorded		
	African-American	27.0%	9	<b>2002</b>			
	Latino	3.0%	1		White	55%	12
	Asian	3.0%	1		African-American	36%	8
	Other	0.0%	0		Latino	9%	2
	Women	100%	33		Asian	0%	0
	Total	x	33		Other	0%	0
<b>2008</b>					Women	95%	21
	White	67.0%	22		Total	x	22
	African-American	27.0%	9	<b>2001</b>			
	Latino	3.0%	1	Data Not Recorded			
	Asian	3.0%	1	<b>2000</b>			
	Other	0.0%	0		White	55%	11
	Women	x	x		African-American	35%	7
	Total	x	33		Latino	5%	1
<b>2008</b>					Asian	0%	0
	White	64.0%	27		Other	5%	1
	African-American	21.0%	9		Women	85%	17
	Latino	2.0%	1		Total	x	20
	Asian	12.0%	5	<b>1998</b>			
	Other	0.0%	0		White	69%	9
	Women	74.0%	31		African-American	23%	3
	Total	x	42		Latino	0%	0
<b>2007</b>					Asian	8%	1
	White	66.0%	29		Other	0%	0
	African-American	20.5%	9		Women	69%	9
	Latino	2.2%	1		Total	x	13
	Asian	11.3%	5				
	Other	0.0%	0				
	Women	75.0%	33				
	Total	x	44				

\*Data Provided by League Office

**Table 2**

<b>Majority Owners</b>							
		<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>	
<b>2011</b>			<b>2007</b>				
	White	100%	13		White	100%	20
	African-American	0%	0		African-American	0%	0
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	31%	4		Women	20%	4
<b>2010</b>			<b>2006</b>				
	White	100%	12		White	95%	18
	African-American	0%	0		African-American	5%	1
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	25%	3		Women	11%	2
<b>2009</b>			<b>2005</b>				
	White	100%	18		White	92%	21
	African-American	0%	0		African-American	8%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	22%	4		Women	16%	4
<b>2008</b>			<b>2004</b>				
	White	100%	20		White	94%	16
	African-American	0%	0		African-American	6%	1
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	20%	4		Women	18%	3
					<b>2001 - 2003</b>		
					Data Not Recorded		

**Table 3**



Head Coaches					
	%	#		%	#
<b>2011</b>			<b>2005</b>		
White	58%	7	White	85%	11
African-American	42%	5	African-American	15%	2
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Other	0%	0	Other	0%	0
Women	50%	6	Women	38%	5
<b>2010 (as of 7/12/10)</b>			<b>2004</b>		
White	67%	8	White	69%	9
African-American	33%	4	African-American	31%	4
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Other	0%	0	Women	38%	5
Women	58%	7	<b>2003</b>		
<b>2009</b>				Data Not Recorded	
White	77%	10	<b>2002</b>		
African-American	23%	3	White	82%	14
Asian	0%	0	African-American	18%	3
Latino	0%	0	Asian	0%	0
Other	0%	0	Latino	0%	0
Women	38%	5	Women	41%	7
<b>2008</b>			<b>2001</b>		
White	64%	9	White	75%	12
African-American	36%	5	African-American	25%	4
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Other	0%	0	Women	44%	7
Women	36%	5	<b>2000</b>		
<b>2007</b>			White	69%	11
White	77%	10	African-American	31%	5
African-American	23%	3	Asian	0%	0
Asian	0%	0	Latino	0%	0
Latino	0%	0	Women	44%	7
Other	0%	0	<b>1999</b>		
Women	31%	4	White	75%	9
<b>2006</b>			African-American	25%	3
White	86%	12	Asian	0%	0
African-American	14%	2	Latino	0%	0
Asian	0%	0	Women	50%	6
Latino	0%	0	<b>1998</b>		
Other	0%	0	White	60%	3
Women	21%	3	African-American	40%	4
			Asian	0%	0
			Latino	0%	0
			Women	70%	7

**Table 4**

Assistant Coaches					
	%	#		%	#
<b>2011</b>			<b>2005</b>		
White	63%	12	White	65%	17
African-American	36%	7	African-American	35%	9
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	63%	12	Women	65%	17
<b>2010</b>			<b>2004</b>		
White	56%	9	White	55%	18
African-American	44%	7	African-American	45%	15
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	56%	9	Women	58%	19
<b>2009</b>			<b>2003</b>		
White	59%	16	Data Not Recorded		
African-American	41%	11	<b>2002</b>		
Latino	0%	0	White	68%	27
Asian	0%	0	African-American	33%	13
Other	0%	0	Latino	0%	0
Women	59%	16	Asian	0%	0
<b>2008</b>			Other	0%	0
White	58%	18	Women	55%	22
African-American	42%	13	<b>2001</b>		
Latino	0%	0	Data Not Recorded		
Asian	0%	0	<b>2000</b>		
Other	0%	0	White	75%	27
Women	55%	17	African-American	22%	8
<b>2007</b>			Latino	3%	1
White	61%	19	Asian	0%	0
African-American	39%	12	Other	0%	0
Latino	0%	0	Women	61%	22
Asian	0%	0	<b>1999</b>		
Other	0%	0	White	74%	17
Women	52%	16	African-American	22%	5
<b>2006</b>			Latino	0%	0
White	59%	16	Asian	4%	1
African-American	41%	11	Other	0%	0
Latino	0%	0	Women	52%	12
Asian	0%	0	<b>1998</b>		
Other	0%	0	White	63%	2
Women	56%	15	African-American	31%	5
			Latino	0%	0
			Asian	6%	1
			Other	0%	0
			Women	50%	8

**Table 5**

<b>CEO/President</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011</b>			<b>2007</b>		
White	96%	21	White	87%	13
African-American	4%	1	African-American	13%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	9%	2	Women	27%	4
<b>2010 (as of 7/12/10)</b>			<b>2006</b>		
<b>2010</b>	93%	14	White	89%	16
African-American	7%	1	African-American	11%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	40%	6	Women	22%	4
<b>2009</b>			<b>2005</b>		
White	94%	15	White	90%	14
African-American	6%	1	African-American	10%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	38%	6	Women	10%	2
<b>2008</b>			<b>2004</b>		
White	87%	13	White	85%	11
African-American	13%	2	African-American	15%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	33%	5	Women	8%	1

**Table 6**

<b>General Manager/ Director of Player Personnel</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011</b>			<b>2007</b>		
White	67%	8	White	85%	11
African-American	33%	4	African-American	15%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	67%	8	Women	54%	7
<b>2010 (as of 7/12/10)</b>			<b>2006</b>		
White	67%	8	White	82%	9
African-American	33%	4	African-American	18%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	50%	6	Women	55%	6
<b>2009</b>			<b>2005</b>		
White	75%	9	White	73%	9
African-American	25%	3	African-American	27%	3
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	50%	6	Women	67%	8
<b>2008</b>			<b>2004</b>		
White	77%	10	White	77%	10
African-American	21%	3	African-American	23%	3
Latino	0%	0	Latino	0%	0
Asian	0%	0	White	0%	0
Other	0%	0	Asian	0%	0
Women	54%	7	Women	77%	10

**Table 7**

<b>Vice Presidents</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011</b>			<b>2007</b>		
White	94%	34	White	94%	61
African-American	3%	1	African-American	6%	4
Latino	3%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	25%	9	Women	26%	17
<b>2010</b>			<b>2006</b>		
White	91%	21	White	90%	80
African-American	4%	1	African-American	10%	9
Latino	4%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	13%	3	Women	20%	18
<b>2009</b>			<b>2005</b>		
White	93%	54	White	91%	77
African-American	3%	2	African-American	8%	7
Latino	3%	2	Latino	0%	0
Asian	0%	0	Asian	1%	1
Other	0%	0	Other	0%	0
Women	28%	16	Women	27%	23
<b>2008</b>			<b>2004</b>		
White	92%	61	White	89%	42
African-American	6%	4	African-American	11%	5
Latino	2%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	30%	20	Women	28%	13

**Table 8**

<b>Senior Administrators</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011</b>			<b>2007</b>		
White	72%	43	White	82%	50
African-American	7%	4	African-American	11%	7
Latino	18%	11	Latino	5%	3
Asian	3%	2	Asian	2%	1
Other	0%	0	Other	0%	0
Women	33%	20	Women	43%	26
<b>2010</b>			<b>2006</b>		
White	72%	12	White	81%	94
African-American	22%	4	African-American	9%	11
Latino	6%	1	Latino	7%	8
Asian	0%	0	Asian	2%	2
Other	0%	0	Other	1%	1
Women	61%	11	Women	28%	33
<b>2009</b>			<b>2005</b>		
White	81%	42	White	80%	99
African-American	12%	6	African-American	11%	14
Latino	6%	3	Latino	6%	7
Asian	2%	1	Asian	2%	3
Other	0%	0	Other	0%	0
Women	44%	23	Women	37%	45
<b>2008</b>			<b>2004</b>		
White	78%	56	White	81%	74
African-American	13%	9	African-American	12%	11
Latino	4%	3	Latino	3%	3
Asian	4%	3	Asian	2%	2
Other	1%	1	Other	1%	1
Women	49%	35	Women	42%	38

**Table 9**

<b>Professional Administration</b>					
2011			2007		
	%	#		%	#
White	86%	77	White	71%	132
African-American	10%	9	African-American	13%	25
Latino	4%	4	Latino	15%	28
Asian	0%	0	Asian	1%	1
Other	0%	0	Other	1%	1
Women	40%	36	Women	48%	90
2010			2006		
White	80%	28	White	68%	159
African-American	17%	6	African-American	16%	38
Latino	0%	0	Latino	11%	26
Asian	0%	0	Asian	3%	7
Other	3%	1	Other	2%	5
Women	54%	19	Women	44%	103
2009			2005		
White	77%	79	White	70%	165
African-American	15%	15	African-American	17%	41
Latino	3%	3	Latino	8%	19
Asian	5%	5	Asian	4%	10
Other	>1%	1	Other	0%	1
Women	49%	50	Women	50%	118
2008			2004		
White	72%	115	White	69%	268
African-American	14%	23	African-American	22%	86
Latino	10%	16	Latino	5%	18
Asian	1%	2	Asian	3%	14
Other	2%	3	Other	<1%	3
Women	52%	83	Women	44%	170
				2001 - 2003	
				Data Not Recorded	

**Table 10**

<b>Physicians</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2011</b>			<b>2006</b>		
White	88%	7	White	82%	18
African-American	0%	0	African-American	5%	1
Latino	12%	1	Latino	14%	3
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	12%	1	Women	27%	6
<b>2010</b>			<b>2005</b>		
White	80%	8	White	82%	14
African-American	10%	1	African-American	6%	1
Latino	0%	0	Latino	12%	2
Asian	10%	1	Asian	0%	0
Other	0%	0	Other	0%	0
Women	20%	2	Women	18%	3
<b>2009</b>			<b>2004</b>		
White	78%	7	White	100%	13
African-American	11%	1	African-American	0%	0
Latino	11%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	33%	3	Women	8%	1
<b>2008</b>			<b>2003</b>		
White	80%	12			Data Not Recorded
African-American	7%	1	<b>2002</b>		
Latino	13%	2	White	88%	x
Asian	0%	0	African-American	6%	x
Other	0%	0	Latino	0%	x
Women	27%	4	Asian	6%	x
<b>2007</b>			Other	0%	x
White	82%	18	Women	22%	x
African-American	9%	2			
Latino	9%	2			
Asian	0%	0			
Other	0%	0			
Women	23%	5			

**Table 11**



Head Trainers					
	%	#		%	#
<b>2011</b>			<b>2005</b>		
White	67%	8	White	70%	16
African-American	33%	4	African-American	22%	5
Latino	0%	0	Latino	9%	2
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	50%	6	Women	70%	16
<b>2010</b>			<b>2004</b>		
White	65%	11	White	77%	10
African-American	29%	5	African-American	15%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	8%	1
Other	6%	1	Other	0%	0
Women	53%	9	Women	92%	12
<b>2009</b>			<b>2003</b>		
White	65%	13			Data Not Recorded
African-American	25%	5	<b>2002</b>		
Latino	0%	0	White	86%	12
Asian	0%	0	African-American	7%	1
Other	10%	2	Latino	0%	0
Women	22%	4	Asian	7%	1
<b>2008</b>			Other	0%	0
White	67%	14	Women	88%	14
African-American	29%	6	<b>2001</b>		
Latino	0%	0			Data Not Recorded
Asian	0%	0	<b>2000</b>		
Other	5%	1	White	88%	1
Women	52%	11	African-American	6%	1
<b>2007</b>			Latino	0%	0
White	65%	13	Other	6%	1
African-American	20%	4	Women	88%	10
Latino	10%	2	<b>1999</b>		
Asian	0%	0	White	92%	11
Other	5%	1	African-American	0%	0
Women	45%	9	Latino	1%	0
<b>2006</b>			Other	1%	0
White	68%	15	Women	83%	11
African-American	18%	4	<b>1998</b>		
Latino	9%	2	White	100%	10
Asian	0%	0	African-American	0%	0
Other	5%	1	Latino	0%	0
Women	59%	13	Other	0%	0
			Women	100%	10

Table 12

## APPENDIX II

### NATIONAL BASKETBALL ASSOCIATION/ WOMEN'S 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 for both the NBA and WNBA. 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 during 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, we have partnered with the Multi-Cultural Institute (MCI) to deliver diversity training throughout the year to various groups at the NBA. MCI is comprised of a team of specialists that views diversity management and inclusion as a business imperative and a key facilitator of corporate success.
- 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 2010 Associate class is 50% diverse and 40% female, and the 2010 Intern class was 19% diverse and 22% female. Sources include Posse, Prep for Prep, and NJ Seeds. The NBA also continues to establish relationships with schools that have a diverse student body and organizations that promote job opportunities for diverse candidates 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 / Grassroots Initiatives

- NBA Cares and WNBA Cares are the league's 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 communities in need. These projects include reading rooms, libraries and computer centers. They also include extensive renovation work, book donations, educational software and resources. These centers provide children with the opportunity to access educational and technological resources and provide them with a stimulating and safe place to learn.
- In partnership with the Thurgood Marshall College Fund and the Hispanic Scholarship Fund, Bacardi Gold and the NBA created the **Gold Standard Scholarship Program**, which provides financial assistance to young leaders from the African American and Hispanic communities. In addition to excelling in the classroom, these students are leaders in the community who exemplify the values of

volunteerism and service.

- The NBA partnered with the U.S. Department of Education on the national Public Service Announcement for its **TEACH campaign**. New Orleans Hornets All-Star Chris Paul filmed a PSA, where he talks 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.

### Youth and Family Development

- Through NBA Cares, in partnership with various organizations such as KaBOOM!, Rebuilding Together, and Habitat for Humanity, the league and its teams and players have **built more than 560 places in more than 22 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 FIT and WNBA FIT** are the league's comprehensive health and wellness platforms promoting healthy, active lifestyles for children and adults. These initiatives encourage physical activity and healthy living through products, events and programs for children and families. NBA FIT and WNBA FIT utilize 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 player Public Service Announcements in partnership with UNICEF's "Unite For Children, Unite Against Aids" campaign, 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 will join 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! movement** in an effort of reaching more than 250,000 young people to support the Presidential Active Lifestyle Award Challenge (PALA). During the NBA Playoffs in April 2011, the

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NBA FIT/Let's Move! public service announcement debuted featuring the First Lady.

- 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 Dwight Howard of the Orlando Magic, Alana Beard of the Washington Mystics, and NBA legends Walt Frazier and Chris Dudley.
- 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 \$35 million to distribute over 4 million bed nets in 25 African countries.
- 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 fourteen 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, 27 BWB camps have taken place in 16 cities and 14 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 50 places to live, learn or play.
- In partnership with the **U.S. Department of State's Bureau of Educational and Cultural Affairs**, current and former NBA and WNBA players and coaches travel overseas each summer as ambassadors of sport, conducting clinics, visiting schools and speaking to youth. Additionally, the NBA and WNBA support the State Department's efforts to spend time with young people visiting 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 **\$150 million** for charity and donated **1.5 million hours** of hands-on service to communities worldwide.
- During the **2010 NBA Cares Week of Service**, each NBA team hosted a variety of hands-on service events in a collaborative effort to give back to children, families, and the community and to increase fan awareness about the importance of service. Throughout the week, NBA teams joined community members and partners in an effort to support a variety of events, projects and

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programs.

- With the NBA Green initiative, the NBA is taking steps to become a more environmentally responsible organization. From April 3-10, 2011, the NBA partnered with the Natural Resources Defense Council (NRDC) for the third annual **NBA Green Week**, 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.
- The Gay, Lesbian & Straight Education Network (GLSEN), Ad Council and NBA **recently debuted a Public Service Announcement** 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. The PSAs are an extension of the award-winning Think Before You Speak campaign and GLSEN's "Changing the Game" initiative.
- Through 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 new computers, printers, and books. BBVA employees and current and former NBA and WNBA players assist each project by painting, moving/assembling furniture, setting up computers, or organizing books.
- 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 support 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.