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The 2011 Racial and Gender Report Card: National Basketball Association

by Richard Lapchick
with Francisco Aristeguieta, Wayne Clark, Christina Cloud, Anna Florzak, Demetrius Frazier, Michael Kuhn, Tavia Record and Matthew Vinson
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EXECUTIVE SUMMARY

Orlando, FL...June 16, 2011 – The NBA remains the industry leader on issues related to racial and gender hiring practices. As the 2011 Racial and Gender Report Card shows, the National Basketball Association had the best grade among the men’s leagues for race and gender as it has for two decades.

The NBA had an **A+** for race and an **A-** for gender for a combined **A**.

Based on the total points used in the weighted scales, the NBA earned its highest combined grade ever at 92.2, up from its previous high of 91.5 in 2010. The NBA grade for race was 95.3, which was up significantly from the 2010 Report when it was 93.8. The combined total and the total for race were both higher than for any other men’s sport in the history of the Racial and Gender Report Card. The NBA again received men’s pro sports’ only **A** for a combined grade for race and gender.

In last year’s report, the NBA had an **A** for race, an **A-** for gender and a combined **A**.

Richard Lapchick, the director of The Institute for Diversity and Ethics in Sport (TIDES) and primary author of the report, said, “Throughout the history of the Racial and Gender Report Card, the NBA has consistently been the leader on diversity issues in sport. NBA Commissioner David Stern has been at the forefront, and the League Office data and the NBA Diversity Initiatives show this. Thirty-six percent of the professional positions in the League Office are held by people of color while women held 42 percent of the professional positions. Thirty-three percent of the coaches and 26 percent of the GMs are people of color. All these categories are higher than in any other men’s professional league.”

Using data from the 2010-11 season, TIDES conducted an analysis of racial breakdowns of the players and coaches. In addition, the Report includes a racial and gender breakdown of management in the NBA League Office and, at the team level, top management, senior administration, professional administration, physicians, head trainers, broadcasters and referees. The previous Report examined

data from the 2009-10 season. The listing of owners, head coaches, team presidents and general managers of color for the 2011 Report Card is updated through May 1, 2011. All numerical data and the grades reflect information published in official team literature at the beginning of the 2010-2011 season. The 2011 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 Francisco Aristeguieta, Wayne Clark, Christina Cloud, Anna Florzak, Demetrius Frazier, Michael Kuhn, Tavia Record and Matthew Vinson.

The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida publishes the **Racial and Gender Report Card** to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional and college sports personnel and to contribute to the improvement of integration in front office and college athletics department positions. Each year, the NBA has made progress in almost all categories examined for both race and gender.

REPORT HIGHLIGHTS

- In the NBA, 83 percent of the players were people of color, an increase of one percentage point from last year's totals. This represents the highest percentage of players of color since the Racial and Gender Report Card began reporting the composition of the NBA teams. The percentage of African-American players increased by one percentage point to 78 percent, equaling the highest since 2001-02. The percentage of Asians remained constant at 1 percent. The percentage of Latinos increased by one percentage point to 4 percent. The percentage of people of color classified as other was slightly under 1 percent. The percentage of international players decreased by one percentage point to 17 percent, the lowest percentage since the 2003-04 season.
- At 17 percent, this was the lowest percentage of white players since the Racial and Gender Report Card began reporting the composition of the NBA teams.
- At 36 percent, professional opportunities for people of color in the NBA League Offices remained unchanged from the 2009-10 season.
- Women held 42 percent of the professional positions in the NBA League Office. This decreased by two percentage points from the previous Report Card.
- There were 33 women in vice president positions in the NBA League Office during the 2010-11 NBA season, which is a decrease of one.
- Michael Jordan, who owns the Charlotte Bobcats, is the only African-American male team majority owner in the NBA. He succeeded Robert Johnson, previous owner of the Bobcats.
- There were nine African-American head coaches and one Asian head coach at the beginning of the 2010-11 NBA season. The percentage of head coaches of color increased from 30 percent in 2009-10 to 33 percent for 2010-2011.
- 45 percent of assistant coaches in the NBA were coaches of color. This was the largest percentage since the RGRC began tracking this.
- At the beginning of the 2010-11 regular season, there were six African-American CEO's/presidents in the NBA. Terdema Ussery of the Dallas Mavericks held the roles of both CEO and president. African-Americans held 11 percent of the CEO/president positions, which is a decrease of one percentage point from the 2009-10 season.
- There were two women that held the role of presidents in the 2010-11 season. They are the first female presidents since the 2006-2007 season.
- The percentage of people of color who were principals in charge of day-to-day operations/general managers in the NBA doubled between 2009-10 and the beginning of the 2010-11 season to 26 percent. This is the best for any sport.

- The percentage of people of color holding senior administrative positions on NBA teams increased to 22 percent, up one percentage point from the 2009-10 season. Women held 27 percent, up two percentage points.
- The percentage of people of color holding professional administrative positions on NBA teams increased from 26 percent in last year's Report Card to 27 percent. Women occupied 39 percent of these positions in the 2010-11 season, which equaled the 2009-10 season's total.
- As of the end of the 2010-11 season, 55 percent of the NBA's referees were white, 42 percent were African-American and 3 percent were Latino. Of the 60 referees, one was a woman.

OVERALL GRADES

The NBA had an **A+** for race and an **A-** for gender for a combined **A**.

Based on the total points used in the weighted scales, the NBA earned its highest grade combined grade ever at 92.2, up from its previous high of 91.5 in 2010. The NBA grade for race was 95.3, which was up significantly from the 2010 Report when it was 93.8. The combined total and the total for race were both higher than for any other men's sport in the history of the Racial and Gender Report Card. The NBA again received men's pro sports' only **A** for a combined grade for race and gender.

In last year's report, the NBA had an **A** for race, an **A-** for gender and a combined **A**.

For the 2010-11 season, the NBA earned an **A+** for race in the categories of players, league office professionals, and head and assistant coaches. It earned an **A** for race for general managers and professional team administration and an **A-** for team senior administration. It earned a **B** for race for team vice presidents and a **C+** for team CEO/presidents. In order to get all **As**, there will have to be more opportunities for people of color in the highest level positions on teams on the business side.

For gender, the NBA earned an **A** in the league office and an **A-** for professional administrators. It received a **C** for team senior administration and an **F** for team vice presidents. Opportunities for women in high level team positions are an area where the NBA teams can improve.

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

GRADES BY CATEGORY

Players

In the NBA, 83 percent of the players were people of color, increasing by one percentage point from last season. This represents the highest percentage of players of color since the Racial and Gender Report Card began reporting the composition of the NBA teams. The percentage of African-American players increased by one percentage point to 78 percent, equaling the highest percentage of African-American players since 2001-02.

In the NBA's 2010-11 season, 17 percent were white and 4 percent were Latino. This was the lowest percentage of white players since the Racial and Gender Report Card began reporting the composition of the NBA teams. Asians comprised 1 percent of NBA rosters, and slightly less than 1 percent of players were people of color categorized as "other." The percentage of Latino players increased from 3 percent last season, while the percentage of white players decreased from 18 percent in the 2009-10 season.

International players made up 17 percent, which was a one percentage point decrease from the 2009-10 season, the lowest percentage since the 2003-04 season.

NBA Grade for Players:**Race: A+**

See Table 1.

NBA League Office

In the NBA League Office, 36 percent of its professional staff positions are held by people of color (remaining constant from the last Report Card that covered the 2009-10 season). The data for the NBA's League Office is as of May 16, 2011. Of all professional employees, 64 percent were white, 20 percent were African-American, 8 percent were Latino, 8 percent were Asian and less than 1 percent were American Indian or Alaska Natives. The percentage of whites remained constant while the percentage of African-Americans decreased by one percentage point and the percentage of Latinos increased by one percentage point from last season. The percentage of Asians remained unchanged from last season.

Women made up 42 percent of professional employees, a decrease of two percentage points from the 2009-10 Report Card.

There were 28 people of color in vice president positions at the NBA league office during the 2010-11 season.

There were 23 African-American vice presidents in the NBA league office, including:

- Stuart Jackson, executive vice president, Basketball Operations
- Mark Tatum, executive vice president, Global Marketing Partnerships
- Michael Bantom, senior vice president, Player Development
- Kerry Chandler, executive vice president, Human Resources
- Emilio Collins, senior vice president, Global Marketing Partnerships
- Gail Hunter, senior vice president, Events & Attractions
- 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
- Kevin Carr, vice president, Player Programs
- Garth Case, vice president, Information Technology
- Chrysa Chin, vice president, Player Development
- John Daniels, vice president, Facility Security
- Janice Hilliard, vice president, Community & Player Programs
- George Land, Jr., vice president, Business & Production Operations
- Michelle Leftwich, vice president, Assistant General Counsel
- Aaron Ryan, vice president, Team Marketing & Business Operations
- Rory Sparrow, vice president, Player Development
- Andrew Thompson, vice president, Development
- Leah M. Wilcox, vice president, Player & Talent Relations
- Tatia Williams, vice president, Business Affairs
- Bob Lanier, special assistant to the Commissioner

There were four Asian vice presidents in the NBA league office, including:

- Linda L. Choong, senior vice president, Global Retail Development
- Shirin Malkani, vice president, Legal & Business Affairs
- Frank David Nakano, vice president, Global Marketing Partnerships
- Edward Whang, vice president, Legal & Business Affairs

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

- Luis M. Garcia-Vazquez, vice president, International Finance

Including Chandler, Choong, Chin, Hillard, Hunter, Leftwich, Malkani, Wilcox and Williams, there were 33 women at the vice president level or higher. The others are:

- Heidi Ueberroth, president, NBA International
- Kathleen Behrens, executive vice president, Social Responsibility and Player Programs
- Carol Sawdye, executive vice president, Chief Financial Officer
- Kimberly Bohuny, senior vice president, Basketball Operations-International
- 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
- Amy M. Brooks, vice president, Team Marketing & Business Operations
- Valerie J. Camilo, vice president, Team Marketing & Business Operations
- Jean M. Casner, vice president, Compensation & Recruiting
- Maureen Coyle, vice president, Basketball Communications
- Robin Ann Dally, vice president, Marketing Partnerships
- Donna Daniels, vice president, Team Marketing & Business Operations
- Julie DeJesus-Evans, vice president, Creative Services
- Kelly Flatow, vice president, Marketing Partnerships
- Lisa Goldberg, vice president, Licensing
- Leslie Julich, vice president, Employee Relations
- Carolanne E. McAuliffe, vice president, Marketing
- Stacy McWilliams, vice president, Client Programs and Business Solutions
- Michelle Pujals, vice president, Assistant General Counsel
- Kerry A. Tatlock, vice president, Global Marketing Partnerships
- Nancy Zellner, vice president, Benefits
- Barbara DeCristofaro, vice president, Events & Attractions

There are also two people of color that hold high level positions in the NBA Development League:

- Dan Reed, President
- Jill Olickan, director, Business Development

NBA Grade for League Central Offices:

Race: A+
Gender: A

See Table 2.

Ownership

The methodology for collecting data for team ownership changed for this report, and vice chairmen are no longer included in this category. There were four women (9 percent) who had ownership of NBA franchises. Colleen J. Maloof and Adrienne Maloof-Nassif were part of the Maloof family ownership of the NBA's Sacramento Kings. Karen Davidson, wife of the late William Davidson, is part of the ownership group for the Detroit Pistons. Gail Miller, wife of the late Larry H. Miller, is owner of the Larry H. Miller Group of Companies and Chairman of the Board over the Utah Jazz.

Michael Jordan, the owner of the Charlotte Bobcats, is the NBA's only African-American male owner. Jordan purchased the team from Robert Johnson, who is also African-American.

See Table 3.

Head Coaches

Nine African-Americans and one Asian held head coaching jobs at the start of the 2010-11 NBA season, which equals 33 percent. That was an increase from 30 percent for head coaches of color in the 2009-10 season. The 2001-02 season recorded the highest percentage of African-American head coaches (48 percent) in the history of any professional sport. There were 20 white head coaches (67 percent) and no Latino head coaches during the 2010-11 NBA season. The number of white coaches decreased from 21 in 2009-10. Asian head coaches remained the same at 3 percent, with one Asian head coach.

The nine African-American head coaches at the start of the 2010-11 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
- Monty Williams, New Orleans Hornets
- Eddie Jordan, Philadelphia 76ers
- Alvin Gentry, Phoenix Suns
- Nate McMillan, Portland Trail Blazers

Erik Spoelstra of the Miami Heat was the only Asian head coach in the 2008-09, 2009-10 and 2010-11 NBA seasons.

There were eight African-American head coaches at the start of the 2009-10 NBA season:

- Mike Woodson, Atlanta Hawks
- Glenn "Doc" Rivers, Boston Celtics
- Mike Brown, Cleveland Cavaliers
- Lionel Hollins, Memphis Grizzlies
- Byron Scott, New Orleans Hornets
- Eddie Jordan, Philadelphia 76ers
- Alvin Gentry, Phoenix Suns

- Nate McMillan, Portland Trail Blazers

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

See Tables 4 and 5.

Assistant Coaches

The NBA had an increase from last year's 41 percent for assistant coaches of color to 45 percent in 2010-11. This was the largest percentage since the RGRC began tracking this.

The percentage of African-Americans in assistant coaching positions in the NBA during the 2010-11 season increased by one percentage point to 42 percent, while the percentage held by whites decreased by three percentage points to 56 percent. The percentage of Latinos was 1 percent and the percentage of Asian assistants was also 1 percent during the 2010-11 season.

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

See Table 6.

Team Top Management**Chief Executive Officer**

At the beginning of the 2010-11 regular season there were six African-Americans holding top management positions on an NBA team, two more than last season's total. They include team CEOs and presidents. Terdema Ussery held the role of both CEO and president.

The African-American CEOs include:

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

The African-American team presidents include:

- Fred Whitfield, Charlotte Bobcats
- Terdema Ussery, Dallas Mavericks
- Larry Miller, Portland Trail Blazers

There were two African-American team presidents of basketball operations in the NBA:

- Joe Dumars, Detroit Pistons
- Otis Smith, Orlando Magic

In addition to Billy King, Steve Mills and Isaiah Thomas, who are no longer with the Philadelphia and New York franchises, these are 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.

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 New Jersey Nets management and team ownership. Both of these women are new to these roles for the 2010-11 season and they are the first female presidents since Susan O'Malley left her position as the Washington Sports & Entertainment President before the beginning of the 2007-08 season.

See Table 7.

NBA Grade for CEO/President:

Race: C+

General Manager

The percentage of people of color who were principals in charge of day-to-day operations/general managers in the NBA doubled between 2009-10 and the beginning of the 2010-11 season to 26 percent. This is the best for any sport. There were seven African-Americans and one Asian GM. The African-Americans (23 percent) were:

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

There has never been a Latino general manager.

During the 2010-11 season, Rich Cho was the general manager of the Portland Trail Blazers. He was the first Asian general manager in the history of the NBA. On May 23, 2011, the Trail Blazers and Mr. Cho parted ways, and he no longer holds the position of GM for the team.

The highest percentage of African-Americans was in the 1994-95 season when 31 percent of general manager positions were held by African-Americans.

NBA Grade for General Manager:

Race: A

See Table 8.

Team Vice Presidents

In the NBA, 10 percent of the team vice president positions were held by African-Americans, a decrease of one percentage point from last season. Latinos held 3 percent of the team vice president positions, an increase of one percentage point from last season, while whites remained constant at 86 percent. There were three Asian vice presidents, accounting for 1 percent. People of color held 14 percent of team vice president positions in the 2010-11 season, as they did in 2009-10.

Women occupied 15 percent of these posts. Until 2004-05, women made steady increases every year since the Racial and Gender Report Card first kept data in the 1993-94 season. However, it has been 18 percent for the previous three years and then decreased three percentage points this year.

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

Male African-American vice presidents on NBA teams included:

- Arthur Triche, vice president, Public Relations, Atlanta Hawks
- Dominique Wilkins, vice president, Basketball Operations, Atlanta Hawks
- Ed Lewis, vice president, Government Relations, Charlotte Bobcats
- Seth J. Bennett, vice president, Market Development, Charlotte Bobcats
- Tomago Collins, vice president, Media and Player Development, Denver Nuggets
- Masai Ujiri, executive vice president, Basketball Operations, Denver Nuggets
- Perry Scott, vice president, Basketball Operations, Detroit Pistons
- Dwayne Redmon, vice president, Finance, Golden State Warriors
- Travis Stanley, senior executive vice president, Team Marketing, Golden State Warriors
- Keith Jones, vice president, Basketball Operations, Houston Rockets
- Quinn Buckner, vice president, Communications, Indiana Pacers
- Earvin "Magic" Johnson, vice president, Los Angeles Lakers
- Dana Davis, vice president, Basketball Operations and 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
- Steve Martin, senior vice president, Community Investment, New Orleans Hornets
- Dell Demps, senior vice president, Operations, New Orleans Hornets
- Gerald Madkins, vice president, Player Personnel, New Orleans Hornets
- Jamaal Lesane, vice president, Legal and Business Affairs and Team and Sports Operations, New York Knicks
- Troy Weaver, vice president, Oklahoma City Thunder
- Mark West, vice president, Player Programs, Phoenix Suns
- Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
- Ian Clarke, executive vice president, Business Development, Toronto Raptors
- Walt Perrin, vice president, Player Personnel, Utah Jazz
- Milt Newton, vice president, Player Personnel, Washington Wizards

Female African-American vice presidents on NBA teams included:

- Donna Julian, senior vice president, Arena and Event Operations, Charlotte Bobcats
- Sonia Harty, vice president, Human Resources, Miami Heat
- Eve Wright, vice president, Associate General Counsel, Miami Heat
- Petra Pope, vice president, Entertainment and Event Marketing, New Jersey Nets
- Kerryann Tomlinson, vice president, Community Relations, New York Knicks

There were four Latino vice-presidents on NBA teams, including:

- Gersson Rosas, vice president, Player Personnel, Houston Rockets
- Roman Vega, vice president, Brand Management, Orlando Magic
- Alex Diaz, senior vice president and general manager of arena operations, New Jersey Nets
- Leo Gomez, vice president, Public and Government Affairs, San Antonio Spurs

The four Latina vice presidents were:

- Neda Barrie, senior executive vice president, Business Operations, Golden State Warriors
- Karin Buchholz, vice president, Community Relations and Fan Development, New York Knicks
- Linda Landman-Gonzalez, vice president, Community Relations and Government Affairs, Orlando Magic
- Lynn Agnello, senior vice president, Marketing Partnerships, Phoenix Suns

There were two Asian men serving as vice-presidents on NBA teams, including:

- Peter Wong, vice president, Human Resources, Phoenix Suns
- Kevin Nonomura, vice president, Finance, Toronto Raptors

The one Asian female vice president was:

- Christina Song, vice president, Business & Legal Affairs, New York Knicks

There were eight teams with more than one African-American vice president: the Atlanta Hawks, Charlotte Bobcats, Denver Nuggets, Golden State Warriors, Memphis Grizzlies, Miami Heat, New York Knicks and New Orleans Hornets.

Including Julian, Tomlinson, Landman-Gonzalez, Harty, Wright, Pope, Barrie, Agnello, Buchholz and Song, there were 48 (15 percent) women vice presidents during the 2010-11 NBA season. The others are:

- Ailey Pennigroth, vice president, Corporate Communications, Administration, and Community Development, Atlanta Hawks
- Kay Lowery, vice president, Human Resources, Charlotte Bobcats
- Diane Ferranti, vice president, Multimedia, Detroit Pistons
- Ellen Gahagan, vice president, Marketing, Detroit Pistons
- Susan Greenfield, senior vice president, Legal, Detroit Pistons
- Marilyn Hauser, executive vice president, Detroit Pistons
- Kim Klein, vice president, Marketing, Detroit Pistons
- 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 and general manager of American Airlines Arena, Miami Heat
- Raquel Libman, executive vice president and general counsel, Miami Heat
- Jennifer Mallery, vice president, Ticket Operations and Strategic Planning, Miami Heat
- Heather Pariseau, vice president, Interactive, New York Knicks
- Rebecca Taylor, vice president, Team Photo Services, New York Knicks
- Casey Coffman, executive vice president, Business Development & Operations, New York Knicks
- Audra Hollifield, vice president, Human Resources of Administrative Services, Orlando Magic
- Mary Ann Saleski, senior vice president, Comcast Spectator Foundation, Philadelphia 76ers
- Lara Price, senior vice president, Business Operations, Philadelphia 76ers
- Lane Miller, vice president, Human Resources, Philadelphia 76ers
- Gail Clark, vice president, Project Development, Philadelphia 76ers
- Peggy Moroz, vice president, 3601 Creative Group, 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 and Development, Phoenix Suns
- Michele Daterman, vice president, Marketing, Portland Trail Blazers
- Traci Reandeau, vice president, Human Resources, Portland Trail Blazers
- Cheri Hanson, vice president, Communications, Portland Trail Blazers
- Traci Rose, vice president, Community Relations, Portland Trail Blazers
- Ruth Hill, vice president, Finance, Sacramento Kings
- Donna Ruiz, vice president, Human Resources, Sacramento Kings
- Lori Warren, senior vice president, Finance and Corporate Administration, San Antonio Spurs
- Beth Robertson, vice president, Ticket Sales and Services, Toronto Raptors
- Robin Brudner, executive vice president, general counsel, and 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

The New York Knicks and Philadelphia 76ers led the league with six female vice presidents each. The Miami Heat and Detroit Pistons each had five female vice presidents. The Phoenix Suns, Portland Trail Blazers and Toronto Raptors were close behind with four female vice presidents each.

NBA Grade for Team Vice Presidents:

Race: B
Gender: F

See Table 9.

Senior Administrators

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

The percentage of people of color holding senior administrative positions on NBA teams increased to 22 percent, up one percentage point from the 2009-10 season. In 2010-11, 78 percent of senior administrators were white, 14 percent were African-American, 6 percent were Latino, 1 percent were Asian and slightly less than 1 percent were people of color characterized as “other.” The percentage of Latinos increased by one percentage point, while that of African-Americans, Asians and “others” remained constant. The percentage of women in senior administrative positions increased two percentage points to 27 percent, reaching an all-time high in numbers with 155 women holding such positions.

NBA Grade for Senior Administration

Race: A-
Gender: C

See Table 10.

Professional Administration

Positions categorized as professional administration include, but are not restricted to: 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.

The percentage of people of color holding professional positions on NBA teams increased from 26 percent in last year’s Report Card to 27 percent. During the 2010-11 NBA season, whites holding professional administration positions decreased from 74 percent to 73 percent. African-Americans increased from 15 to 16 percent. Latinos remained at 8 percent, while Asians decreased to 2 percent from 3 percent in 2009-2010. The percentage of “other” people of color remained the same at 1 percent.

Women occupied 39 percent of these positions in the 2010-11 season, which equaled the previous season’s total.

NBA Grade for Professional Administration:

Race: A
Gender: A-

See Table 11.

Physicians

In the NBA, people of color held 12 percent of the team physician positions, which is a one percentage point drop from 2009-2010. White team physicians increased one percentage point to 87 percent. There was still one woman serving in this position in the 2010-11 season, the same as in 2009-2010

See Table 12.

Head Athletic Trainers

In the 2010-11 season, whites held 80 percent of the head athletic trainer positions, a four percentage point increase from the previous season. African-Americans held 16 percent of these positions, the same as in the 2009-10 season. Among the trainers in 2010-11, there was one Latino, one Asian and no women.

See Table 13.

Radio/TV Broadcasters

In the 2010-11 NBA season, the percentages of whites holding radio/TV broadcaster positions remained constant at 72 percent. African-Americans decreased one percentage point to 17 percent, while Latinos holding these positions increased one percentage point to 10 percent. Asian broadcasters remained constant at 1 percent of the total radio/TV posts. There were four women who constituted 3 percent of all radio/TV broadcasters positions.

See Table 14.

Referees

As of the end of the 2010-11 season, 55 percent of the NBA's referees were white, which was a decrease of one percentage point from the previous season. African-Americans held 42 percent of the referee positions, an increase of one percentage point from the 2009-10 season, and Latinos remained constant at 3 percent. Of the 60 referees, one was a woman.

See Table 15.

NBA Diversity Initiatives

The NBA has an extensive program of diversity initiatives as outlined in Appendix II.

NBA 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 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 NBA responded with updates and corrections that were then incorporated into the final report.

The report covers the 2010-11 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 19th 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 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, Francisco Aristeguieta, Wayne Clark, Christina Cloud, Anna Florzak, Demetrius Frazier, Michael Kuhn, Tavia Record and Matthew Vinson 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 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

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

x=Data not recorded

TABLE 1

League Office: Professional Employees					
	%	#		%	#
2010-11			2003-04		
White	64%	488	White	71%	484
African-American	20%	151	African-American	18%	129
Latino	8%	58	Latino	6%	39
Asian	8%	62	Asian	5%	33
Other	<1%	1	Other	0%	0
Women	42%	322	Women	43%	303
Total	x	760	Total	x	685
2009-10			2001-02		
White	64%	496	White	72%	459
African-American	21%	167	African-American	17%	11
Latino	7%	56	Latino	6%	39
Asian	8%	60	Asian	5%	30
Other	<1%	1	Other	0%	1
Women	44%	340	Women	40%	259
Total	x	780	Total	x	640
2008-09			1999-2000		
White	65%	478	White	75%	434
African-American	20%	150	African-American	18%	105
Latino	7%	53	Latino	4%	25
Asian	7%	55	Asian	3%	15
Other	<1%	1	Other	<1.0%	1
Women	43%	315	Women	42%	246
Total	x	737	Total	x	580
2007-08			1997-98		
White	66%	541	White	78%	415
African-American	20%	163	African-American	16%	86
Latino	7%	59	Latino	4%	19
Asian	7%	58	Asian	2%	13
Other	<1%	1	Other	0%	0
Women	41%	337	Women	45%	239
Total	x	822	Total	x	533
2006-07			1996-97		
White	66%	529	White	77%	377
African-American	20%	160	African-American	17%	83
Latino	7%	53	Latino	3%	14
Asian	7%	53	Asian	3%	12
Other	<1%	1	Other	0%	0
Women	39%	313	Women	44%	214
Total	x	796	Total	x	486
2005-06			1995-96		
White	67%	492	White	79%	306
African-American	19%	143	African-American	16%	61
Latino	7%	52	Latino	<2.0%	7
Asian	6%	46	Asian	3%	10
Other	<1%	1	Other	<1.0%	3
Women	41%	298	Women	49%	188
Total	x	734	Total	x	387
2004-05			1994-95		
White	68%	474	White	77%	251
African-American	18%	127	African-American	19%	52
Latino	7%	48	Latino	<2%	6
Asian	6%	44	Asian	<2.0%	5
Other	<1%	1	Other	<1.0%	1
Women	42%	291	Women	46%	151
Total	x	694	Total	x	325

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

Majority Owners					
		%	#		
2010-11				2003-04	
	White	98%	43		White
	African-American	2%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Other
	Women	9%	4		Women
2009-10				2002-03	
	White	98%	49		White
	African-American	2%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Women
	Women	12%	6		Women
2008-09				2001-02	
	White	98%	43		White
	African-American	2%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Women
	Women	7%	3		Women
2007-08				2000-01	
	White	97%	35		White
	African-American	3%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Women
	Women	8%	3		Women
2006-07				1999-2000	
	White	98%	44		White
	African-American	2%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Women
	Women	6%	3		Women
2005-06				1998-99	
	White	98%	44		White
	African-American	2%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Women
	Women	6%	3		Women
2004-05				1997-98	
	White	91%	50		White
	African-American	9%	1		African-American
	Latino	0%	0		Latino
	Asian	0%	0		Asian
	Other	0%	0		Women
	Women	5%	3		Women

x= Data not recorded

TABLE 3

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

TABLE 4

Historical Listing of Head Coaches of Color in the NBA								
NBA (62 coaches as of end of 2010-11 regular season)								
	Team	Year(s)	Record		Team	Year(s)	Record	
Bill Russell	Boston	1966-69	162-123	Alvin Gentry	Miami	1994-95	15-21	
	Seattle	1973-77	162-166		Detroit	1997-2000	73-72	
	Sacramento	1987-88	17-41		L.A. Clippers	2000-03	89-133	
Al Attles	San Fran/Golden State	1969-83	557-518	Bob Lanier	Phoenix	2008-present	122-89	
	Lenny Wilkens	Seattle	1969-72		121-125	Golden State	1994-95	390-76
Portland		1974-76	75-89	M.L. Carr	Boston	1995-97	48-116	
Seattle		1977-85	357-277	Jim Cleamons	Dallas	1996-98	28-70	
Cleveland		1986-93	316-258	Johnny Davis	Philadelphia	1996-97	22-60	
Atlanta		1993-00	310-232	Orlando	2004-05	51-84		
Toronto		2000-02	121-442	Memphis	2009	0-2		
New York		2003-05	40-45	Eddie Jordan	Sacramento	1996-98	33-64	
Earl Loyd	Detroit	1971-72	22-53	Washington	2003-08	196-214		
Ray Scott	Detroit	1972-76	147-134	Philadelphia	2009-10	27-55		
K.C. Jones	Capital/Washington	1973-76	155-91	Darrell Walker	Toronto	1996-98	41-90	
	Boston	1983-88	308-102		Washington	1999-00	15-23	
	Seattle	1990-92	59-59		Toronto	1998-00	68-64	
Draff Young	Kansas City/Omaha	1973-74	0-3	Butch Carter	Lionel Hollins	Vancouver	1999-00	18-42
	Elgin Baylor	New Orleans	1974-75	0-1	Memphis	2004-05	0-4	
New Orleans		1976-79	64-98	Memphis	2008-present	99-104		
Seattle		1977-78	5-17	Orlando	1999-03	176-178		
Bob Hopkins	New York	1977-79	49-47	Doc Rivers	Boston	2004-present	377-268	
Willis Reed	New Jersey	1987-89	33-77		Washington	2000-01	19-63	
	Tom Sanders	Boston	1977-79	23-39	Nate McMillan	Seattle	2000-04	220-191
Paul Silas	San Diego	1980-83	78-168	Portland	2005-present	250-254		
	Charlotte/New Orleans	1998-2002	221-171	Byron Scott	New Jersey	2000-03	174-154	
	Cleveland	2003-05	69-77		New Orleans	2004-09	211-225	
L.A. Clippers	1984-87	53-132	Cleveland		2010-present	19-63		
Don Chaney	Houston	1988-92	164-134	Isiah Thomas	Indiana	2000-03	136-125	
	Detroit	1993-95	48-116		New York	2006-07	56-108	
	New York	2001-03	72-112		Chicago	2001-04	51-100	
	Bernie Bickerstaff	Seattle	1985-90	202-208	Bill Cartwright	Portland	2001-04	165-146
Denver		1994-96	59-68	Maurice Cheeks	Philadelphia	2005-08	122-151	
Washington		1997-99	77-72	Mike Evans	Denver	2001-02	18-38	
Charlotte Bobcats		2004-06	67-161	Frank Johnson	Phoenix	2001-04	65-75	
Gene Littles	Cleveland	1985-86	4-11	Dennis Johnson	L.A. Clippers	2002-03	16-8	
	Charlotte	1989-91	37-87	Keith Smart	Cleveland	2002-03	9-31	
	Denver	1994-95	3-13	Golden State	2010-11	36-46		
Wes Unseld	Washington	1987-94	202-345	Mike Woodson	Atlanta	2004-10	217-304	
Mel Daniels	Indiana	1988-89	0-2	Terry Porter	Milwaukee	2003-04	71-93	
Stu Jackson	New York	1989-91	52-45	Sam Mitchell	Toronto	2004-08	159-197	
	Vancouver	1996-97	6-33	Randy Ayers	Philadelphia	2003-04	21-31	
Mack Calvin	L.A. Clippers	1991-92	1-1	Herb Williams	New York	2003-04	17-27	
Fred Carter	Philadelphia	1992-94	32-76	Dwane Casey	Minnesota	2005-07	53-69	
Gar Heard	Dallas	1992-93	23-74	Avery Johnson	Dallas	2005-08	210-85	
	Washington	1999-00	14-30	Mike Brown	Cleveland	2005-10	314-167	
Sidney Lowe	Minnesota	1993-94	33-102	Reggie Theus	Sacramento	2007-08	44-62	
	Vancouver/Memphis	2001-03	46-126	Sam Vincent	Charlotte	2007-08	32-50	
John Lucas	San Antonio	1992-94	94-49	Michael Curry	Detroit	2008-09	39-43	
	Philadelphia	1994-96	42-122	Kenny Natt	Sacramento	2008-09	11-47	
	Cleveland	2001-03	37-87	Ed Tapscott	Washington	2008-09	18-53	
Quinn Buckner	Dallas	1993-94	13-69	Erik Spoelstra	Miami	2008-09	46-43	
Magic Johnson	L.A. Lakers	1993-94	5-11			2009-present	106-63	
	Butch Beard	New Jersey	1994-96	60-104	Larry Drew	Atlanta	2010-present	44-38
				Monty Williams	New Orleans	2010-present	46-36	

Table 5

Assistant Coaches						
		%	#			
2010-11	White	56%	87	2000-01	Data Not Recorded	
	African-American	42%	66		1999-2000	White
	Latino	1%	1			African-American
	Asian	1%	1			Latino
	Other	1%	1			Asian
Women	0%	0	Other			
2009-10	White	59%	92	Women	0%	
	African-American	41%	64	1998-99	White	
	Latino	<1%	1		African-American	
	Asian	0%	0		Latino	
	Other	0%	0		Asian	
Women	0%	0	Other			
2008-09	White	58%	93	Women	0%	
	African-American	41%	65	1997-98	White	
	Latino	1%	1		African-American	
	Asian	0%	0		Latino	
	Other	0%	0		Asian	
Women	0%	0	Other			
2007-08	White	58%	97	Women	0%	
	African-American	40%	66	1996-97	White	
	Latino	1%	1		African-American	
	Asian	1%	1		Latino	
	Other	1%	1		Asian	
Women	0%	0	Other			
2006-07	White	59%	93	1995-96	White	
	African-American	40%	63		African-American	
	Latino	1%	1		Latino	
	Asian	0%	0		Asian	
	Other	0%	0		Other	
2005-06	White	62%	96	1994-95	White	
	African-American	38%	59		African-American	
	Latino	1%	1		Latino	
	Asian	0%	0		Asian	
	Other	0%	0		Other	
2004-05	White	66%	100	1993-94	White	
	African-American	33%	50		African-American	
	Latino	0%	0		Latino	
	Asian	1%	1		Other	
	Other	0%	0		1992-93	White
Women	0%	0	African-American			
2003-04	White	71%	98	Latino		
	African-American	29%	40	Other		
	Latino	0%	0	1991-92		White
	Asian	0%	0		African-American	
	Other	0%	0			
Women	0%	0				
2001-02	White	67%	79			
	African-American	33%	39			
	Latino	0%	0			
	Asian	0%	0			
	Other	0%	0			
	Women	0%	0			

TABLE 6

CEO/President					
	%	#		%	#
2010-11			2003-04		
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
2009-10			2001-02		
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
2008-09			2000-01		
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
2007-08			1999-2000		
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
2006-07			1998-99		
White	87%	29	White	90%	x
African-American	13%	4	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	3%	1	Women	3%	x
2005-06			1997-98		
White	87.50%	28	White	90%	x
African-American	12.50%	4	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Other	0%	x
Women	3%	1	Women	7%	x
2004-05					
White	90%	28			
African-American	10%	3			
Latino	0%	0			
Asian	0%	0			
Women	3%	1			

x= Data not recorded

TABLE 7

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

TABLE 8

Vice Presidents					
		%	#		
2010-11				2001-02	
	White	86%	268		White
	African-American	10%	32		African-American
	Latino	3%	8		Latino
	Asian	1%	3		Asian
	Women	15%	48		Women
2009-10				1999-2000	
	White	86%	249		White
	African-American	11%	32		African-American
	Latino	2%	6		Latino
	Asian	1%	3		Asian
	Women	18%	52		Women
2008-09				1998-99	
	White	87%	251		White
	African-American	11%	31		African-American
	Latino	2%	6		Latino
	Asian	1%	2		Asian
	Women	18%	51		Women
2007-08				1997-98	
	White	85%	258		White
	African-American	11%	32		African-American
	Latino	3%	9		Latino
	Asian	1%	4		Asian
	Women	18%	55		Women
2006-07				1996-97	
	White	85%	248		White
	African-American	11%	32		African-American
	Latino	3%	8		Latino
	Asian	1%	4		Other
	Women	17%	49		Women
2005-06				1995-96	
	White	87%	252		White
	African-American	8%	24		African-American
	Latino	3%	8		Latino
	Asian	1%	4		Other
	Women	18%	52		Women
2004-05				1994-95	
	White	86%	232		White
	African-American	10%	28		African-American
	Latino	2%	6		Latino
	Asian	1%	3		Asian
	Women	18%	48		Women
2003-04				1993-94	
	White	88%	192		White
	African-American	9%	19		African-American
	Latino	3%	7		Latino
	Asian	0%	0		Asian
	Women	17%	39		Women

TABLE 9

Senior Administrators							
		%	#				
2010-11				2003-04			
	White	78%	447		White	84%	283
	African-American	14%	82		African-American	12%	42
	Latino	6%	35		Latino	2%	4
	Asian	1%	6		Asian	<1%	4
	Other	<1%	1		Other	0%	0
	Women	27%	155		Women	26%	84
2009-10				2001-02			
	White	80%	481		White	83%	x
	African-American	14%	83		African-American	14%	x
	Latino	5%	32		Latino	3%	x
	Asian	1%	5		Asian	2%	x
	Other	<1%	1		Women	29%	x
	Women	25%	152		2000-01		
2008-09					White	83%	x
	White	77%	439		African-American	12%	x
	African-American	16%	89		Latino	3%	x
	Latino	5%	31		Asian	2%	x
	Asian	1%	7		Women	36%	x
	Other	<1%	1		1999-2000		
	Women	24%	137		White	85%	x
2007-08					African-American	10%	x
	White	78%	401		Latino	3%	x
	African-American	14%	71		Asian	2%	x
	Latino	6%	30		Women	40%	x
	Asian	2%	9		1998-99		
	Other	<1%	1		White	86%	x
	Women	27%	136		African-American	11%	x
2006-07					Latino	<2%	x
	White	80%	377		Asian	<2%	x
	African-American	13.40%	63		Women	41%	x
	Latino	5.10%	24		1997-98		
	Asian	1.30%	6		White	87%	x
	Other	0%	0		African-American	11%	x
	Women	25%	117		Other	2%	x
2005-06					Women	31%	x
	White	80%	367		1996-97		
	African-American	13%	58		White	88%	x
	Latino	5%	25		African-American	11%	x
	Asian	2%	7		Other	1%	x
	Other	0%	0		Women	23%	x
	Women	23%	107		2004-05		
2004-05					White	84%	370
	White	84%	370		African-American	12%	52
	African-American	12%	52		Latino	3%	15
	Latino	3%	15		Asian	1%	6
	Asian	1%	6		Other	0%	0
	Other	0%	0		Women	24%	108
	Women	24%	108				

x=Data not recorded

TABLE 10

Professional Administration					
	%	#		%	#
2010-11			2001-02		
White	73%	667	White	79%	x
African-American	16%	147	African-American	13%	x
Latino	8%	77	Latino	6%	x
Asian	2%	22	Asian	<2%	x
Other	1%	7	Other	<1%	x
Women	39%	355	Women	48%	x
2009-10			1999-2000		
White	74%	871	White	77%	x
African-American	15%	184	African-American	15%	x
Latino	8%	89	Latino	6%	x
Asian	3%	32	Asian	2%	x
Other	<1%	7	Women	52%	x
Women	39%	462	1998-99		
2008-09			White	83%	x
White	71%	761	African-American	12%	x
African-American	16%	173	Latino	4%	x
Latino	9%	99	Asian	1%	x
Asian	3%	29	Women	39%	x
Other	<1%	5	1997-98		
Women	40%	427	White	83%	x
2007-08			African-American	13%	x
White	72%	777	Latino	3%	x
African-American	16%	172	Asian	1%	x
Latino	9%	95	Women	39%	x
Asian	3%	27	1996-97		
Other	<1%	4	White	83%	x
Women	40%	429	African-American	14%	x
2006-07			Other	3%	x
White	74%	818	Women	38%	x
African-American	15%	165	1995-96		
Latino	8%	84	White	84%	x
Asian	3%	37	African-American	13%	x
Other	<1%	7	Other	<3%	x
Women	41%	460	Women	45%	x
2005-06			1994-95		
White	74%	672	White	87%	x
African-American	14%	130	African-American	10%	x
Latino	8%	76	Latino	<1%	x
Asian	3%	28	Asian	<1%	x
Other	1%	5	Other	1%	x
Women	42%	380	Women	32%	x
2004-05			1993-94		
White	77%	684	White	84%	x
African-American	13%	112	African-American	13%	x
Latino	7%	60	Latino	2%	x
Asian	3%	25	Asian	<1%	x
Other	0%	3	Other	<1%	x
Women	43%	381	1992-93		
2003-04			White	86%	x
White	76%	1192	African-American	11%	x
African-American	14%	222	Latino	2%	x
Latino	7%	108	Asian	1%	x
Asian	2%	30	Other	<1%	x
Other	1%	9			
Women	39%	602			

x=Data not recorded

TABLE 11

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

TABLE 12

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

TABLE 13

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

TABLE 14

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

TABLE 15

APPENDIX II

NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

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

Employee Learning & Development

- The NBA conducts live and online diversity and respect in the workplace training 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, the NBA has 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 percent diverse and 40 percent female, and the 2010 Intern class was 19 percent diverse and 22 percent 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 to reach more than 250,000 young people to support the Presidential Active Lifestyle Award Challenge (PALA). During the NBA Playoffs in April 2011, the 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 14 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 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.