

# The 2001 Racial and Gender Report Card

by

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with

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## Introduction

Northeastern University's Center for the Study of Sport in Society has completed its eleventh ***Racial and Gender Report Card (RGRC)*** regarding the racial composition of players, coaches and the racial and gender composition of front office/ athletic department employees in the National Basketball Association, National Football League, Major League Baseball and in college sport. Originally called the ***Racial Report Card***, the Center renamed it in 1998. This year, the inclusion of United States Olympic Committee and its National Governing Bodies (NGB's) for the first time provides a broader picture of the racial and gender composition of sport in America. We are grateful to the USOC for the valuable information it released in its *Quadrennial Census Summary* of June 2001. The 1998 report was the first time that the Center included comparative data for the National Hockey League (NHL), Major League Soccer (MLS) and the Women's National Basketball Association (WNBA). This report covers the 1999-2000 seasons in the NBA and the NHL; 2000 in Major League Baseball, the NFL, the MLS and the WNBA and the 1999-2000 academic year for colleges. All professional player, general manager and coaching changes as well as those for college Division IA football coaches were updated as of July 1, 2001.

*The 2001 Report marks a new grading format for the overall report card. Each organization has a grade for race, a grade for gender, and then an overall grade which combines the two. The organizations are listed on the page in order of their finish for their overall grade.*

## Overview

The 2000 Census completed by the United States Census Bureau showed how diverse America has become and projects that whites will be the minority by the end of the first half of this century. California became the first state where whites are already the minority. Partially as a result of the changing demographics of America, concerns about race and gender in sport remain prominent in discussions about the future of sport. The ***2001 Racial and Gender Report Card*** measures how professional and college sport along with the United States Olympic Movement compare to society as a whole on these issues.

When all categories were combined, the WNBA came out as sports' best for both race and gender. The NBA had been on top for 11 straight years. The WNBA also became the first league to get **A's** in both race and gender.

The United States Olympic Committee, both covered and graded for the first time here, received a **C+** for race and a **C** for gender. The National Governing Bodies (NGB's) of the USOC, received a **C+** for race and a **C-** for gender. *Both had combined C+s.*

Among the men's professional leagues, the NBA still has had the highest grade in virtually every major category as it has for all 12 years of the publication of the ***Racial Report Card***. The NBA

got a solid **A** in race and a **B-** in gender. No other men's league achieved those grades in either category. *The NBA's combined B+ was the best by far for men's leagues.*

The National Football League earned a **B** for race for the second time. *However, its D for gender gave it a combined C*, behind the other pro leagues, colleges and the USOC and the NGBs. Major League Baseball received a **B** for race, and a **D+** for gender, *and a combined C+*.

Although statistics were reported for the National Hockey League (NHL), Major League Soccer (MLS) and the Women's National Basketball Association (WNBA) in the last **RGRC**, grades are being given for the first time in the **2001 RGRC**.

The National Hockey League earned a **C-** for race. Hockey operations, including players, were excluded from calculations for the NHL because so few players of color have historically been involved in hockey. The NHL was second to the NBA among the men's pro leagues regarding gender with a **C+** *and achieved a C overall.*

Major League Soccer received a **B+** for race, and a **D** for gender, *just ahead of the NFL on gender. MLS had a combined C.*

Among those previously graded, colleges showed the most improvement moving from **C's** in both race and gender to **C+s** in both. *Its combined C+ placed college sport third among all the categories surveyed and moved it from nearly last in the previous report.*

Prior to this report, no league has ever received A's at the critical level of team front office racial hiring practices. Both the NBA and WNBA got A's for professional administrative positions in team front offices for the first time.

The WNBA achieved its #1 status by receiving **A's** in 9 of the 11 categories for race and gender. The WNBA had two **B+**'s in head coaching opportunities for women and for general managers positions for people of color. It was the only league to receive no grade below a **B+**.

Regarding race in the 2000-01 season, the NBA had **A's** for opportunities for players, for people of color as general managers, head and assistant coaches, the NBA League office and team professional administration. The NBA received a **B-** for team vice presidents and a **B+** for team senior administration.

Regarding women, the NBA received an **A** for team professional administration while getting a **B** in the league office, a **C** in team senior administration and an **F** for team vice-presidents.

The NFL had an **A-** regarding race for professional positions in the Commissioner's office, an **A+** for player opportunities and an **A** for assistant coaches while receiving **B's** for principals-in-charge of day to day operations and team professional administration. Grades went down severely on teams for VPs (**D+**) and senior administration (**C**).

The status of women, which has historically been poor in the NFL, improved slightly in the NFL League office although the grade there remained a **D**. Opportunities for women worsened

league-wide on teams which received **F**'s for team VPs and professional administration and a **D-** for senior administration.

Major League Baseball continued to improve regarding race, especially in the area of managers where it received its first **A-**. MLB also received **A**'s for player opportunities, coaches and team professional administration. MLB got a **B+** for people of color in the league offices and a **B/B+** for team senior administrative posts. However, MLB received an **F** for general managers and a **C+** for team VPs. Like the NFL, MLB did not achieve a **C** in any of the gender categories for the professional staff positions. Its highest grade was a **D+** in the league offices, **D**'s in team senior and professional administration and an **F** for team VPs.

For the NHL, we did not issue grades for player opportunities, coaches or general managers as we made the judgement that grades in those areas would unfairly penalize the NHL for what has been the cultural history of hockey. Up to the mid-90s, hockey players at all levels have primarily been white Canadians and United States citizens. The NHL received a **B/B+** for opportunities for people of color in the league office, **D**'s for senior and professional team positions, and an **F** team VPs. Regarding women, the NHL received a **B** for opportunities in the league office and a **B-** for professional team positions, a **C** for team senior administration, and an **F** team VPs.

Among the men's leagues, Major League Soccer was second best for race and just slightly above the NFL for gender. MLS achieved an **A** in the league office, head and assistant coaches and team VPs for race while getting a **B+** for team professional administrative posts, a **B** for team senior administrative posts, and a **D+** for general managers. Like MLB and the NFL, MLS failed to reach a **C** in any gender category involving professional staff posts on teams. Instead, MLS received **D**'s in the commissioner's office and team administration, and **F**'s for team VPs and team senior administration.

The overall grade for college sport for racial hiring practices was an improved **C+**. College sport was graded only at the Division I level, college sport had an **A** for player participation opportunities for student-athletes of color and a **B** for women.. It still had the smallest percentage of people of color among men's and women's head coaches (both **C-**'s), athletic directors (the college equivalent of general managers) where it received an **F**, senior administrators (**C**) and administrators in general where college sport received a **B**. The exception among the coaching ranks was that men's basketball coaches got a **B+/A** for opportunities for coaches of color. The NCAA headquarters held its **B+** for race but fell from an **A-** to a **B+** for gender.

Women did better than people of color as coaches in women's college sports. The grade for opportunities for women as head coaches for all sports was a **B** and was an **A** for head coaches of women's basketball teams. As with the results for race in college sport, women were underrepresented as athletics directors (**F**) and associate ADs (**D**). College sports' overall grade for gender was a **C+**.

The United States Olympic Committee and the National Governing Bodies were included and graded for the first time.

Regarding race, the USOC achieved **B**'s for hiring practices of officials and managers, staff professionals (this category was clouded by data combining professionals with support staff) and for its volunteer Board of Directors. The USOC Volunteer Executive Committee and Standing Committees received **C**'s.

Regarding gender, the USOC received an **A** for staff professionals, a **C+** for officers and managers, a **D-** for Standing Committees and **F**'s for the Board of Directors and Executive Committee.

The NGB's achieved a **C+** for staff hiring chances for people of color while garnering a **B+** for opportunities for women. At the governance level, people of color did far better than women. On the boards of directors and standing committees, people of color got **B**'s and a **B/B+** on the executive committees while women got a **D-**, **B-** and **F**, respectively.

The Center publishes the *Racial and Gender Report Card* to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional, Olympic and college sports personnel and to contribute to the improvement of integration in front office and college athletics department positions.

As in previous reports, the 2001 data shows that professional sport's front offices 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 Center 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 12 percent of the population being African-American, if 12 percent of the positions were held by African-Americans the sport received a **B**. It got a **C** if it had only nine percent and **A** if it doubled it to 24 percent.

For issues of gender, an **A** would be earned where 50 percent of the employees were women; a **B** for 40 percent; a **C** for 35 percent; a **D** for 30 percent and an **F** for anything below that. The Center acknowledges that even those sports where grades are low generally have better records on race and gender than society as a whole.

While Commissioners Stern, Tagliabue, Selig, Bettman, Garber and WNBA President Ackerman regularly lobby for improved hiring practices for people of color and women in the front office and for minorities in the coaching and managerial ranks in the NBA, the NFL, MLB, the NHL, MLS and the WNBA respectively, the results at the team levels still clearly showed the limits of their powers. The commissioners set an important tone, but cannot mandate change at the club level. The same is true with individual colleges and the NCAA where Executive Director Cedric Dempsey continues to take a strong position on racial and gender hiring practices among colleges. The same is also true for the USOC where President Sandra Baldwin is committed but cannot unilaterally change what happens at the NGB's.

## **Executive Summary**

There is clearly room for progress in all sports even though the hiring practices in sport have generally gotten better for people of color and women. Nonetheless, it must be pointed out that our major professional sports are doing better than society regarding race, partially reflecting the large number of people of color playing the sports covered in the *2001 Racial and Gender Report Card*. All the men's leagues got a **B** or higher for race. The exception is the NHL where few players of color have made it to the elite levels of their sport. However, several of the men's leagues have had a poor record on gender hiring practices with three getting D's in this category and only the NBA achieving a **B**.

College sport improved from a C to a C+ in both race and gender, becoming the only category covered that improved in both. However, it should be noted that college sport had the lowest grade in race and the second lowest in gender in the previous report so there was room to improve. To the credit of the NCAA President, Ced Dempsey, who called the charge, college sport did get better results.

In addition, whereas affirmative action programs have been under siege in many states, college, pro and Olympic sports assert that their goal is to embrace affirmative action.

The Executive Summary contains comparisons of the current and previous reporting periods in the NBA, NFL, Major League Baseball and in college sports (with Historically Black Colleges and Universities excluded). Baseline data for the NHL, MLS and the WNBA appeared for the first time in the previous *RGRC* and grades were assigned in the 2001 report for the first time. This report contains for the first time baseline data and grades for the United States Olympic Committee (USOC) and its National Governing Bodies (NGBs).

When looking at all the data, the WNBA had the best record for diversity for race and gender of all the organizations covered in this report while the NBA continued to have the best record for diversity of the men's professional sports leagues. The NBA had the best record for racial diversity and for opportunities for women.

The trend of decreasing percentages of African-American players in professional and college sport noted in the last Racial and Gender Report Card continued in some sports while being notably halted in the NBA and NFL and in Division I Women's Basketball. There still is a widely held public perception that there has been a sustained annual increase of the percentage of African-American players in college and professional sport. While increases of African-American players, especially in the NBA and NFL were noted, the data shows a different story. The percentage of African-American players decreased in Major League Soccer, the WNBA and in college sport for men and women. It was at a record 30 year low in Major League Baseball.

At the same time, the percentage of Latinos continued to dramatically rise in Major League Baseball, where it maintained its all time high of 26 percent, in Major League Soccer and in Division I baseball. The percentage of Latinos remained the same in the NBA, NFL, NHL, WNBA and in Division I football. However, it decreased slightly in Division I Men's Basketball and Division I Women's Track and Field/Cross-Country.



The percentage of white players increased in the WNBA and in Women's Cross-Country/Track and Field and Division I Men's Basketball. The percentage of whites decreased in the NBA, the NFL, Major League Baseball, Major League Soccer, Women's Division I Basketball and all of Division I combined for both men and women.

At the same time, the internationalization of American sport continued its dramatic rise. There was an all-time high of international athletes in the NBA (11%), the NHL (30%), Major League Soccer (25%), Major League Baseball (19%) and in the WNBA (27%). This was also true in college sport in general for all Division I for both men and women.

The WNBA had the best record for both people of color (45 percent) and women (85 percent) as professionals in the league offices. Among the men's leagues, Major League Soccer (26 percent) and the NBA (25 percent) had the best records for people of color. The United States Olympic Committee staff were very well represented by women as professionals and were significantly underrepresented by people of color.

The National Governing Bodies (NGB's) had among the worst records of all in the survey regarding opportunities for people of color as professionals and in decision-making roles.

The percent of people of color holding professional positions in league offices increased in the NBA, the WNBA, the NFL, and Major League Soccer. The percentage declined in the NHL, in Major League Baseball and at the NCAA Headquarters.

The percentage of women in professional positions declined in the NBA, MLB and MLS while it increased in the WNBA, the NFL, the NHL and at the NCAA. Women did better overall (43 percent) at the USOC's offices than in all other organizations' headquarters covered in the **2001 RGRC** except the WNBA.

The New York Islanders became the only professional sports team that had people of color as majority owners. In the 2001 NHL season there were two Asian Americans as co-owners of the New York Islanders, Charles B. Wang and Sanjay Kumar.

Michael Jordan became a notable addition to the rank of minority-shareholders of color with the parent organization that owns both the Washington Wizards of the NBA and the Washington Capitals of the NHL.

As of this writing, there were 20 head coaches or managers of color in the NBA, NFL and Major League Baseball. There were record numbers in both the 2000-01 NBA season with nine (31 percent) African-Americans as head coaches (the number increased to 10 in the off-season before publication) and in the 2001 Major League Baseball season with six African-American and one Latino manager (23 percent). In the NFL there are currently three (10 percent) African-Americans in this post, unchanged from 1998. Major League Soccer had three Latino head coaches (25 percent), down 8 percent from 1998. The NHL still has no people of color at the head coaching post. In the WNBA there were three African-American head coaches and 7 women, a decrease for African-Americans and the same for women from the 2000 season.

The percentage of African-Americans coaching Division I men's basketball increased to 21.6 percent, up more than 2 percent from the last *RGRC*. However, the percentage of African-Americans coaching Division IA football fell to the lowest level since the *Racial and Gender Report Card* first published results for college sports. The 4.7 percent total was a 3.1 percent decrease from 1997-98.

There were slight increases of head coaching positions for people of color in the combined men's programs of all three divisions in the NCAA.

The percentage of women coaching on Division I women's basketball and cross-country/track both increased by 2.7 percent. However, it dropped nearly 4 percent in all other sports combined. The percentage of African-Americans coaching women's basketball dropped 1.2 percent and 0.4 percent in cross-country/track. Overall the percentage of women in head coaching positions dropped in the combined programs in Divisions I, II and III while the ranks of people of color in general gained in all three divisions.

There were only small changes in the percentage of people of color in the assistant coaching positions in the major sports. However, record percentages were achieved for people of color in the NFL and Major League Baseball. The percentages rose by two percent in the NBA, one percent in the NFL and two percent in Major League Baseball for African-Americans and by three percent for Latinos. These were high points in each of these two leagues for people of color.

The percentage of people of color as assistants dropped in MLS and the WNBA. In the combined women's programs for NCAA women's sport, there were substantial losses for women in all three divisions. The percentage of African-American assistants dropped in Division I men's basketball and football.

There was little racial or gender diversity at the president/ CEO position in the five men's pro leagues. In all the leagues combined, there are only two African-Americans and two women holding this important position. That was a decline for both people of color (both the NHL and MLS had a person of color in the 1998 *RGRC*) and women (the NBA, MLB and the MLS all dropped one woman from this position since the last report).

There was a total of only 11 African-American general managers/ principal in charge of day-to-day team operations in the three major men's professional sports with the NBA having the most with six, followed by the NFL with four and MLB with only one. That was an increase in the NBA while it remained the same in the NFL and MLB. MLS had the only Latino GM in the men's leagues. There were no women as GM's in the men's leagues.

Eight women (77 percent) were GM's in the WNBA.

Our colleges remained the worst for real opportunities for people of color at this level. In Division I, African-Americans held only 2.4 percent of the positions of athletics director while women held only nine percent.

African-Americans lost ground as team vice-presidents in the NFL, the NBA and the NHL while they remained the same in the Major League Baseball and gained ground in MLS. Latinos gained ground in the NBA, MLB and in MLS. MLS, with 24 percent of team VP's as persons of color, had the highest percentage. Women gained ground in the NBA and MLB, while losing ground in the NHL and MLS. There were no Asian-American VPs in the NBA, NFL or MLS and there was a decrease in the small number of Asians holding these jobs on teams in the NHL and Major League Baseball.

The category of senior administration consists of personnel who hold the title of director, coordinator or manager. At the college level, the positions were associate and assistant athletics director, senior women's administrator and faculty athletics representative.

Pro leagues again did poorly at the team level for senior administrators. At 17 percent (up from 14 percent), the NBA was the best for people of color and at 36 percent (down five percent) was also the best for women. The teams lagged considerably behind the league offices.

The NFL had 10 percent people of color (down two percent), MLB had 16 percent people of color (up one percent), the NHL had seven percent (up two percent), and MLS had 14 percent (up 6 percent). The percent of women in the NFL was up by one percent from 27 to 28 was, up by three percent in MLB from 21 to 24 percent, up by two percent in the NHL from 33 to 35 percent and down in MLS from 24 to 22 percent.

In Division I colleges, nearly 91 percent of the associate and assistants directors of athletics were white while women held 29.3 percent of these posts.

In professional team sports, the categories under administration include, but are not restricted to, professionals who work in business operations, marketing, promotions, publications and various other positions. Our administration classification excludes secretaries, administrative assistants, staff assistants, receptionists and other support staff.

Among the men's pro leagues, the NBA and MLB had the best record for opportunities for people of color as professionals at the team level with 23 percent. The NBA had the most opportunities for women with 52 percent of these posts held by women. The WNBA topped everyone with 25 percent of these jobs held by people of color and 60 percent by women.

In Division I colleges, people of color held nearly 13 percent of the professional jobs below the senior level while women held close to 29 percent.

Both the NBPA and the NFLPA had outstanding records for people of color and good records for women in their headquarters offices.

## **People of Color and Women Playing Professional and College Sports**

The trend of decreasing percentages of African-American players in professional and college sport noted in the last Racial and Gender Report Card continued in some sports while being

notably halted in the NBA and NFL and in Division I Women's Basketball. There still is a widely held public perception that there has been a sustained annual increase of the percentage of African-American players in college and professional sport. While increases of African-American players, especially in the NBA and NFL were noted, the reality says that it is not true. The percentage of African-American players decreased in Major League Baseball, Major League Soccer, the WNBA and in college sport for men and women. It was at a record 30 year low in Major League Baseball.

At the same time, the percentage of Latinos continued to dramatically rise in Major League Baseball, where it maintained its all time high of 26 percent, in Major League Soccer and in Division I baseball. The percentage of Latinos remained the same in the NBA, NFL, NHL, WNBA and in Division I football. However, it decreased slightly in Division I Men's Basketball and Division I Women's Track and Field/Cross-Country.

The percentage of whites increased in the WNBA and in Women's Cross-Country/Track and Field and Division I Men's Basketball. The percentage of whites decreased in the NBA, the NFL, Major League Baseball, Major League Soccer, Women's Division I Basketball and all of Division I combined for both men and women.

At the same time, the internationalization of American sport continued its dramatic rise. There was an all-time high of international athletes in the NBA (11%), the NHL (30%), Major League Soccer (25%), Major League Baseball (19%) and in the WNBA (27%). This was also true in college sport in general for all Division I for both men and women.

### **Men's Professional Sports**

In the 2000-2001 NBA season, 78 percent of the players were African-American, 21 percent were white and nearly one percent were Latino. This was a one percent gain for African-Americans from the 1997-98 season covered in the last *Racial and Gender Report Card* while it was a one percent drop for whites. The percent of Latinos remained the same. For African-Americans, the highest percentage was in 82 percent in 1994-95. Of the total in 2000-2001, 11 percent of the players in the NBA were international.

In the NFL's 2000 season, the percentage of African-Americans gained two percent since the last *RGRC* to reach 67 percent. African-Americans reached their highest level since 1996 but were still below the peak of 68 percent achieved in the 1993 and 1995 seasons. The percentage of whites was 32 percent in both 1999 and 2000 but was down one percent from 1998. The percentage of Latinos and all other players of color remained slightly more than 1 percent over the two seasons covered here. Of all the professional leagues in the United States, the NFL has the highest percentage of American-born players at 97 percent.

During the 2001 Major League Baseball season, 59 percent of the players were white, 13 percent were African-American, 26 percent were Latino and less than two percent were Asian. This represented a one percent rise for Latinos from 1998. At 26 percent, Latino's participation in major league baseball is at its highest level ever, while the percentage of African-Americans (13 percent) playing MLB for the last three seasons remains at the lowest point since 1968.

Nineteen percent of the players in Major League Baseball were international players. The 11 Asian players are the highest number of Asian players ever in MLB.

Ninety-eight percent of the players in the 2000-2001 NHL season were whites; two percent were African-Americans or Canadian Blacks while other players of color made up less than one percent of the total. The percentage of African-Americans or Canadian Blacks on the active rosters of the NHL rose one percent since the last RGRC. The NHL had the highest percentage of international players at 30 percent up from 22 percent in the last RGRC.

In the 2001 MLS season, 19 percent of the players were African-American, 20 percent were Latino, two percent were “others” and whites held 59 percent of the spots on the team rosters. This was a three percent increase for African-Americans, a one percent decline for Latinos a one percent increase for “others” and a three percent drop for whites since the 1998 season. Twenty-five percent of Major League Soccer’s players were born outside of the United States in the 2001 season. .

### **Women’s Professional Sports**

In the 2000 WNBA season, 34 percent of the players were white, 63 percent were African-American and three percent were Latina. The percentage of African-Americans in the WNBA dropped by one percent since the last report. The percentage of white players in the WNBA rose by two percent while that of Latinas remained the same. International players in the WNBA were 27 percent of the total.

### **Men’s Collegiate Sports**

In NCAA Division I basketball during the 1998-99 academic year (the last year data was available as of this writing), African-Americans made up 55.9 percent of the players, whites 34.0 percent, Latinos 1.4 percent, “Non-Resident Aliens” 5.5 percent while “others” made up the remaining 2.6 percent. This was a 0.2 percent gain for whites, a 1.4 percent drop for African-Americans, a 0.1 percent drop for Latinos, a 0.1 percent gain for American Indians/Alaskan Natives a 1.1 percent gain for Non-Resident Aliens and a 0.1 percent gain for “others.”

During the same year in Division I football, African-Americans were 46.4 percent, whites were 46.9 percent, Latinos were 1.9 percent, American Indians/Alaskan Natives were 0.4 percent, Asian Americans/Pacific Islanders were 2.0 percent, Non-Resident Aliens were 1.0 percent and “others” were 1.9 percent of the team rosters. This represented an 0.8 percent drop for African-Americans, a 0.1 percent gain for American Indians/Alaskan Natives, a 0.2 percent gain for Asian Americans/Pacific Islanders, a 0.4 percent gain for Non-Resident Aliens and a 0.4 percent gain for “others.”

Whites again dominated the Division I baseball teams with 88.1 percent of the players while African-Americans were 2.8 percent, Latinos 4.7 percent, American Indians/Alaskan Natives 0.5 percent, Asian Americans/Pacific Islanders 0.8 percent, Non-Resident Aliens 1.4 percent and “others” made up the remaining 1.7 percent of the players. While whites still were the vast majority, there were small gains made by Latinos, Asian Americans/Pacific Islanders and those in the “other” category. Thus as the percentage of whites dropped 1.4 percent, African-

Americans dropped 0.2 percent, Latinos gained 0.4 percent, Asian Americans/Pacific Islanders gained 0.2 percent, Non-Resident Aliens gained 0.5 percent and “others” gained 0.5 percent.

When the numbers of male student-athletes in all sports in Division I were tallied, whites were 61.6 percent, African-Americans 25.5 percent, Latinos were 3.1 percent American Indian/Alaskan-Americans 0.4 percent, Asian Americans/Pacific Islanders 1.4 percent, non-resident aliens 6.0 percent, and “others” were 2.0 percent and of the total. This was a 0.7 percent drop for whites, a 0.7 percent drop for African-Americans, a 0.1 percent drop for American Indians/Alaskan-Americans, a 0.3 percent drop for Asian Americans/Pacific Islanders and gains of 1.5 percent for Non-Resident Aliens and 0.2 percent for “others.”

### **Women’s Collegiate Sports**

In the 1998-99 Division I women’s basketball season, 58.5 percent of the student-athletes were white, 31.4 were African-American, 1.7 percent were Latina, 0.6 were American Indian/Alaskan-Americans, 0.9 percent were Asian Americans/Pacific Islanders, Non-Resident aliens were 4.9 percent of the total and “others” were 2.0 percent. This was a 2.0 percent drop for whites, a 0.7 percent gain for African-Americans, a 0.1 percent drop for Latinas, no change for both American-Indians/Alaskan-Natives and Asian Americans/Pacific Islanders, a 1.7 percent gain for Non-Resident Aliens and a 0.3 percent drop for “others.”

In the same year, among Division I women’s cross country and track teams, whites made up 60.8 percent of the team rosters. African-Americans held 25.3 percent of the spots while Latinas held 3.7 percent, American Indian/Alaskan Natives held 0.6 percent, Asian Americans/Pacific Islanders held 0.9 percent, Non-Resident Aliens held 7.0 percent and “others” held 1.8 percent. This was a gain of 0.5 percent for whites, a 2.0 percent drop for African-Americans, a 0.9 percent gain for Latinas, a 0.2 percent gain for American Indians/Alaskan Natives, a 0.7 percent drop for Asian Americans/Pacific Islanders, a 1.2 percent gain for non-resident aliens and no change for “others.”

There was much less diversity in the remainder of Division I women’s teams. Whites made up 83.3 percent of the student-athletes on these teams. Of the remaining spots on these teams, African-Americans held 2.6 percent; Latinas held 2.9 percent, American Indian/Alaskan Natives held 0.5 percent, Asian Americans/Pacific Islanders, 2.4 percent, Non Resident Aliens held 6.4 percent and “others” held 1.8 percent. This represented a 1.2 percent drop for whites, a 0.1 percent gain for African-Americans, a 0.1 percent gain for American Indians/Alaskan Natives, 0.1 percent drop for Asian Americans/Pacific Islanders, a 0.9 percent gain for Non Resident aliens and a 0.1 percent gain for “others”.

On all women’s teams in NCAA Division I sports, 75.8 percent of the student-athletes were white, 10.7 percent were African-Americans, 2.9 percent, were Latinas, 0.6 percent were American Indian/Alaskan-Americans, 1.6 percent were Asian Americans/Pacific Islanders, 6.3 percent were Non-Resident aliens and “others” were 2.5 percent. This represented a 2.4 percent drop for whites, a 0.4 percent drop for African-Americans, a 0.1 percent gain for both Latinas, and American Indians/Alaskan Natives, a 0.3 percent drop for Asian Americans/Pacific Islanders, a 2.5 percent gain for Non-Resident Aliens, and a 0.7 percent gain for “others” from the 1996-97 academic year.

In all, 40.9 percent of all NCAA student-athletes are women and 59.1 percent are men.

**THE COMMISSIONERS' OFFICES, LEAGUE OFFICES, NCAA HEADQUARTERS,  
THE UNITED STATES OLYMPIC COMMITTEE AND THE NATIONAL  
GOVERNING BODIES**

The WNBA had the best record for both people of color (45 percent) and women(85 percent) in the league offices. Among the men's leagues, Major League Soccer (26 percent) and the NBA (25 percent) had the best records for people of color. The United States Olympic Committee staff were very well represented by women as professionals and were significantly underrepresented by people of color.

The National Governing Bodies (NGB's) had among the worst records of all in the survey regarding opportunities for people of color as professionals.

The percent of people of color holding professional positions in league offices increased in the NBA, the WNBA, the NFL, and Major League Soccer. The percentage declined in the NHL, in Major League Baseball and at the NCAA Headquarters.

The percentage of women in professional positions declined in the NBA, MLB and MLS while it increased in the WNBA, the NFL, the NHL and at the NCAA. Women did better overall at the USOC (43 percent) than in all other organizations covered in the 2001 RGRC except the WNBA.

In the National Basketball League's league office, 25 percent of all professional positions were held by people of color, a three percent gain from 1998. Of all of the professional employees, 75 percent were whites, 18 percent African-Americans, four percent Latino, three percent were Asian-Americans and less than one percent were "others." This was a two percent gain for African-Americans and a three percent decline for whites from 1998. There was no change in the percentage of Latinos while Asian-Americans gained one percent and "others" gained a fraction of one percent.

Women made up 42% of the professional employees, a three percent decline from 1998.

There were seven African-Americans in vice president positions:

- Horace M. Balmer, Senior Vice President, Security
- Michael A. Bantom, Senior Vice President, Player and Basketball Development
- Stu Jackson, Senior Vice President, Basketball Operations
- Stephen O. Richard, Senior Vice President, Finance
- Thomas Sanders, Vice President, Player Programs
- Stephanie A. Murphy, Vice President, Retail Sales
- Leah M. Wilcox, Vice President, Player and Talent Relations

Including Murphy and Wilcox, there were 11 women at this level:

- Heidi J Ueberroth, Executive Vice President, Global Media Properties & Marketing Partnerships
- Carol A. Albert, Vice President, Advertising Group
- Carolyn J. Blitz Sonn, Vice President, Operations
- Randy N Hersh, Vice President, Team Marketing and Business Operations
- Susan Lee, Vice President, Merchandising
- Kathleen M. MacDonald, Vice President, Community Relations
- Mary L. Reiling Spencer, Vice President, Marketing Partnerships, NBA Asia Pacific
- Noreen A. Reilly, Vice President, Administration
- Brenda Spoonemore, Vice President, Internet Services

At the support staff level, 80 percent were whites, 12 percent African-Americans, 6 percent Latinos and two percent were Asian Americans. Women held **31** percent of the support staff positions. This was an 30 percent gain for whites, a 22 percent decline for African-Americans, a seven percent drop for Latinos, a one percent decline for Asians from 1998, and a 33 percent drop for women.

In the NFL league office at the management level, people of color held 23 percent of the positions, up from 21 percent in 1998. Thus, 77 percent were whites (down 2 percent from 1998), 14 percent African-Americans (down 1 percent), 3 percent were Latinos (up 1 percent) and 7 percent were Asian. There was an increase of 3 percent for Asians.

Women held 29 percent of the management posts, a three percent increase from the last RGRC and an all-time high at the NFL league office.

The two African-Americans vice presidents in the NFL league office were:

- Harold Henderson, the Executive Vice President, Labor Relations/Chairman NFL Management Council
- Lem Burnham, Vice President, Player and Employee Development,

The women at this level were:

- Tola Murphy-Baran, Senior Vice President, Market Development
- Mary Olivetti, Vice President, Systems and Information Processing.

Forty-three percent of support staff were people of color, which was a 13 percent increase from 1998. On the support staff, 57 percent were white, 22 percent were African-American, 19 Latino and two percent Asian American and 56 percent were women. This reflected a 13 percent drop in the percentage whites; a 3 percent gain for African-Americans, a 10 percent gain for Latinos and no change in the percentage of Asian Americans at the support staff level. Of these employees, 56 percent were women, a 19 percent drop from 1998.

Major League Baseball publishes its Report of the Equal Opportunity Committee regarding employment in the Commissioner's office. According to the Report of December 2000, 16



percent of executives and department heads were people of color: 84 percent were white, 11 percent were African-American, 5 percent were Latino and 32 percent were women. This represented a 3 percent loss for African-Americans, a 2 percent gain for Latinos and a 2 percent loss for women from the 1997 season.

In their professional and sales category, MLB has 22 percent people of color and 37 percent women. That was a 1 percent gain for people of color but a 5 percent loss for women. When those categories are combined, 19 percent of all professionals are people of color and 35 percent are women in MLB's Central Offices.

The following people of color were vice presidents:

- Wendy Lewis, Vice President, Strategic Planning and Diversity
- Lou Melendez, Vice President, Baseball Operations-International
- Frank Robinson, Vice President, On-Field Operations
- Sharon Robinson, Vice President, Educational Programming
- Ray Scott, Vice President, Human Resources
- Lee Soloman, Senior Vice President, Baseball Operations

Including Lewis and Robinson, the following women were vice presidents:

- Katy Feeny, Vice President, Club Relations-National League
- Phyllis Mehige, Vice President, Club Relations-American League
- Marla Miller, Vice President, Special Events
- Patricia Power, Vice President, Productions (Operations)

There was an increase in the percent of people of color among all MLB central office employees from 22 to 26 percent over the same period of time. This includes support staff. In the 2000 report, whites held 74 percent, (down from 78) African-Americans occupied 14 percent (up from 13 in 1997), Asian Americans held 2 percent (up from 1), while Latinos made the greatest gain by far from 8 to 14 percent.

Women held 47 percent, representing a 6 percent decline.

In the NHL league office, 84 percent of the professionals were white and 16 percent were people of color; six percent were black, five percent Latino and five percent were Asian. There was also a Native American. That represented a two percent drop from 1998 for blacks and a one percent decline for Asians. Women held 42 percent of the professional slots, a one percent increase.

As the support staff level whites held 60 percent of the jobs, blacks had 14 percent (down from 16), Latinos had 18 percent (no change), and Asians had 8 percent (up from 6 percent).. The percentage of women dropped from 74 to 68 percent.

The following women were vice-presidents in the NHL League office:

- Leslie Gittis, Vice President-Broadcast/TV
- Ruth Gruhin, Vice President Legal/Quality Control
- Patricia Kleinman-Fallick, Vice President -NHL Productions
- Bernadette Mansur, Group Vice President -NHL Corporate Communications
- Mary McCarthy, Vice President –Finance
- Olivia Pietrantonio, Vice President – NHL Finance
- Alysse Soll, Vice President -Fan Development
- Mary Sotis, Vice President-NHL Legal, Intellectual Properties

At the professional level in the league office of Major League Soccer in 2000, people of color made a very substantial gain from 16 to 26 percent since 1998: 74 percent were white (down 10 percent), 5 percent were African-American (there were none in 1998), 19 percent were Latino (up 5 percent), and two percent were Asian American (no change).

In 2000, 30 percent were women. This was a 10 percent drop for women.

John Giraldo, VP Finance and Administration, was the only Latino vice president. Joanne Laurentino, VP Business and Legal Affairs and Dianne McCaffery, VP Special Events and Fan Development were the two women VPs in the MLS league office.

At the support staff level of the MLS league office, whites held 57 percent, African-Americans held 29 percent, and Latinos held 14 percent of these jobs. This was a 31 percent drop for African-Americans, a 14 percent gain for Latinos and 7 percent gain for whites. Women held 71 percent, a 29 percent drop.

The WNBA is operated as a separate and independent league from the NBA. It is the only professional league being reviewed here in which a woman, Valerie B Ackerman, is the President. According to the figures provided by the league, the WNBA League office has a dedicated staff that includes full-time personnel in basketball and business operations, player personnel, fan development and public relations.

However, with respect to other staff services, the league judged that there would be significant efficiencies and cost savings opportunities that arise out of common ownership and related functions that must be performed by both leagues. As a result, WNBA staffing needs with respect to administration, marketing, product licensing, legal services, broadcasting, international development, event management, team operations, internet/technology services and general services are performed on a “shared” basis by the NBA personnel who perform the same or similar functions for the WNBA as they do for the NBA.

All WNBA teams are located in NBA cities, with the NBA front offices in those cities responsible for the day-to-day operation of the WNBA teams. Each WNBA team employs dedicated coaches, trainers and public relations representatives, and, like the League office, “shares” most of its other non-player personnel with the NBA operator.

At the professional staff level in the league office of the WNBA, people of color occupied 45 percent of the posts while whites held 55 percent. African-Americans held 35 percent while

Latinos and “others” both held five percent. This was a 12 percent gain for African-Americans, a 5 percent gain for Latinos, and a 3 percent drop for Asian Americans.

Women filled 85 percent of the professional staff positions in the WNBA representing a 16 percent gain for women. Renee M. Brown, an African-American woman, is the Vice President of Player Personnel. There are four women vice presidents. Besides Brown, Paula Hanson is Senior Vice President & Chief Operating Officer, Mary Reiling-Spencer, VP Marketing Partnerships and Teri Schindler is Vice President, WNBA Broadcasting & Senior Coordinator Producer.

While not named vice presidents, there were six other women whose roles had similar responsibilities:

- Karin Buchholz, Director of Fan Development
- Maureen Coyle, Senior Director of Sports Communications
- Traci Cook, Senior Director of Strategic and Corporate Communications
- Connie Hurlbut, Director of Basketball Operations
- Tatia Mays-Russell, Director of Business Operations (African-American)
- Alicia Parker, Director of Security (African-American)

At the Indianapolis headquarters of the NCAA, at the Vice President/Chief of Staff level, 83.3 percent were white and 16.7 percent were African-American, a 2.1 percent drop for African-Americans. Women controlled 26.7 percent of these senior level posts, up by nearly 2 percent from 1998.

Of the posts at the Chief Aides/Directors level, whites held 82.9 percent, African-Americans held 9.7 percent; Latinos held 2.4 percent, “others” held 4.8 percent. This was a 2.6 percent gain for African-Americans and no change for Latinos and “others.”

Women held 39 percent of these posts, representing a 0.9 percent gain.

At the Administrator level, whites occupied 76.6 percent and people of color occupied 24.4 percent: African-Americans held 21.9 percent, Latinos and “others” each held 0.7 percent. This was a 1.7 percent increase for people of color.

Women held 49.6 percent, a 0.4 percent gain.

The support staff was 84.0 percent white and 16 percent people of color. African-Americans had 13.4 percent. Latinos 0.8 percent, and 1.6 percent were “others.” This amounted to a 6.5 percent increase for African-Americans, a 0.8 increase for Latinos, and a 0.9 percent drop for “others.”

Women retained 90.7 percent of the support positions at the NCAA, a 4.1 percent drop.

### **United States Olympic Committee**

This is the first time that the United States Olympic Committee and the National Governing Bodies (NGB’s) have been included in the *Racial and Gender Report Card*. The USOC has

offices in Colorado, Utah, California, New York, Arizona, and in Washington, D.C. The USOC's headquarters is in Colorado Springs, Colorado where 75% of all staff work. The data presented here is drawn from the *USOC Quadrennial Census Summary* (June 1, 2001). Because categories are not exactly comparable to those in professional and collegiate sport, all the data to be presented in the *2001 RGRC* will be contained in this section of the Report. In the future, the USOC has agreed to make more specific data available that will be more comparable to the professional and collegiate sports covered here. This would include the names of women and people of color with major roles in the USOC.

It is important to note that there are marked differences for women and people of color at the professional staff levels for the USOC and the NGB's when compared to their governance levels.

### **USOC Staff**

In general, the USOC did very well regarding women in professional positions, having the highest percentage of any group reviewed in the RGRC with 43 percent. The percentage dropped to 38 for women who were "officials and managers." It dropped further when volunteer governance positions were included. However, the USOC did well for gender when it hired its own staff.

As with all the sports covered in this report, whites dominate the various structures of the USOC and the NGB's. The USOC and the NGB's consistently had among the lowest percentages of people of color of the organizations we surveyed in the *2001 Racial and Gender Report Card*. Whites held 85 percent of the Officials and Managers positions at their five offices. African-Americans held 9 percent, Asians and Latinos each held 3 percent while "others" had one percent of these positions.

**Table 1**  
**Racial, ethnic and gender distributions for USOC Officials and Manager**

<b>Officials and Manager</b>	<b>White</b>	<b>Black</b>	<b>Latino</b>	<b>Asian</b>	<b>Other*</b>	<b>Men</b>	<b>Women</b>
USOC Staff	129	13	4	5	1	94	58
USOC Percent	85%	9%	3%	3%	1%	62%	38%

\*Other – American Indian, Alaskan Native, Native Hawaiian, Pacific Islander and Mixed Race

On the other hand, women did better overall at the USOC than in almost all other organizations covered in the *2001 RGRC*. Women held 38 percent of these "officials and managers" positions and 51 percent of the "professional" positions. When combined, that gave the USOC 43 percent for women. Women had more high level positions at the USOC than at the NBA, NFL, Major League Baseball, the NHL, MLS and the NCAA. Only the WNBA had higher percentages for women at this level. These positions include those occupations staffed by personnel who, as part of their responsibilities, set broad policies, exercise overall responsibilities for the execution of those policies, and direct individuals departments or special phases of an organization's operations.

Included in the USOC Summary are lengthy descriptions of numerous diversity initiatives being undertaken by the USOC and the NGB's to address areas of concern and to encourage the participation of women, disabled individuals, racial and ethnic minorities. A Diversity Committee was formed in April 2001 "to assist the USOC in supporting and promoting its commitment to diversity in persons and perspectives." The USOC Summary reported areas of progress at the highest levels.

Sandra Baldwin, the first female president, was elected in 2000. In 1988, the USOC selected the first female Chef de Mission in the history of the Olympic Games, Evie Dennis. Herman Frazier, an African-American, served as Chef de Mission for the 1999 Pan American games and the assistant Chef of the 2000 Paralympic Games was a disabled person, Pam Danberg. The Delegation Director for the 2002 Olympic Winter Games is Gary Moy, an Asian American.

The USOC falls short of professional and college sport in opportunities for people of Color in positions in categories other than Officials and Managers which may fall into the following occupational classifications: Professionals, Technicians, Sales, Administrative and Clerical, Craft Workers, Laborers, Service and Transportation.

In all, there are 392 people employed in these categories. Only 7 percent were African-American, 6 percent were Latino and Asian. Less than one percent were "other." Like Major League Baseball, the USOC includes clerical staff along with professionals. This makes it more difficult to assess this grouping in terms of who are support staff or professionals. However, it is worth noting that there were no African-Americans in the USOC offices in New York, Washington and Arizona and no Latinos in these three offices or in the Utah office. According to USOC management, recruitment for positions below officials and managers is typically conducted at the local level for each USOC complex and this has a direct impact on the diversity of the pool of candidates.

**Table 2  
Racial, ethnic and gender distributions for USOC Staff\***

<b>All Staff *</b>	<b>Percentages</b>	<b>Total</b>
White	81%	316
Black	7%	28
Latino	6%	23
Asian	6%	22
Other**	.08%	3
Women	55.8%	219
Men	44.1%	173

\* Excluding Officials and Managers

\*\*Other – American Indian, Alaskan Native, Native Hawaiian, Pacific Islander and Mixed Race

Of the 219 women in this category, 116 or 53 percent of the total were administrative support or clerical. while 48 (51 percent) of the 94 "professionals" were women. That 51 percent as professionals was again a very high percent for women and gave the USOC the best record

among all those included in the 2001 RGRC. Comparable racial breakdowns could not be made because such data was not in the *Summary*.

### **USOC Volunteers**

According to the USOC, “The USOC volunteer population represents the USOC’s Board of Director, Executive Committee, Committees and Delegations Mission Staff. The Executive Committee consists of the officers of the USOC, International Olympic Committee members from the United States, individuals elected by the National Governing Bodies’ Council, individuals elected by the Athletes’ Advisory Council and individuals elected by USOC Board members who represent other USOC member constituencies. Members of USOC Committees and Task Forces are appointed by the USOC President or USOC chief Executive Officer.”

These are extremely influential positions for governance of the USOC Olympic Movement. Once again, the USOC falls short in these important areas. White males control these powerful groups in disproportionate numbers.

Of the Board of Directors, 86 percent were white, 11 percent African-American, 2 percent Asian and 1 percent Latino and “others.” Women held 26 percent of the Volunteer positions while men held 74 percent.

Voting members on the Executive Committee were 91 percent white and 9 percent African-American. Twenty-three percent were occupied by women and 77 percent by men.

**Table 3  
USOC Volunteers**

<b>Volunteers</b>	<b>White</b>	<b>Black</b>	<b>Latino</b>	<b>Asian</b>	<b>Other*</b>	<b>Women</b>	<b>Men</b>
Board of Directors Count	98	12	1	2	1	30	84
Board of Directors Percent	86%	11%	1%	2%	1%	26%	74%
Executive Committee Voting Members Count	20	2	0	0	0	5	17
Executive Committee Voting Members Percent	91%	9%	0%	0%	0%	23%	77%
Standing Committees Count	119	7	1	2	2	37	94
Standing Committees Percent	91%	5%	1%	2%	2%	28%	72%

\*Other – American Indian, Alaskan Native, Native Hawaiian, Pacific Islander and Mixed Race

On the Standing Committees, 91 percent of the members were white, 5 percent were African-American, 1 percent Latino, 2 percent Asian and 2 percent “other.” Women made up 28 percent of the Standing Committee members and men held 72 percent.

## National Governing Bodies

According to the USOC, “The majority of NGB’s do not have systems or procedures in place to track and maintain accurate census data. The USOC developed and distributed to the 45 NGB’s under its jurisdiction a questionnaire requesting data responsive to the legislative mandate found in The Ted Stevens Olympic and Amateur Sports Act.” NGB’s were asked to provide survey information relating to the participation of the subject groups at various levels of each sport’s administration and participation.

The USOC noted that the NGB’s did not provide complete information on racial and ethnic profiles of their General Membership, Official Athlete Delegations and other National Teams. Therefore, only gender statistics were provided for those classifications.

### NGB Professional Staff

The NGB’s had among the worst records for opportunities for people of color as professionals when compared to other organizations covered. Due to a lack of NGB occupational classification data, racial and ethnic comparisons are not broken into particular occupational categories. Like Major League Baseball and the USOC’s categories other than “Officials and Managers,” this makes these groupings more difficult to evaluate. Since clerical staff is included, the true proportion of people of color and women in leadership positions in the NGB’s is not determinable.

Table 1  
NGB Professional Staff by Race and Gender

NGB Professionals	White	Black	Latino	Asian	Other*	Men	Women
Staff	893	35	32	20	19	556	446
Percent	89%	4%	3%	2%	2%	55%	45%

\*Other – American Indian, Alaskan Native, Native Hawaiian, Pacific Islander and Mixed Race

\*\*Does not include responses which failed to indicate the race of the respondent.

That makes the results of the NGB survey even more dismaying and puts them at the bottom of all the categories in the 2001 *Racial and Gender Report Card* regarding race. In terms of race and gender for the 999 staff positions, 89% were held by whites, four percent by African-Americans, three percent by Latinos, two percent by Asians and two percent “others.” While 45 percent were held by women, we do not know what proportion is attributable to clerical vs. professional positions.

### NGB Governance

White men have, by far, most of the positions of governance for the NGB's. At the governance levels, all are volunteers who set policies. On the board of directors of the respective NGB's, 85 percent of members were white, 6 percent were African-American, 2 percent were Latino, and 7 percent were Asian. Women held 28 percent of board positions while 72 percent were men.

On the Standing Committees, 88 percent of the members were white, 3 percent were African-American and Latino, 4 percent were Asian, and 2 percent were "other." Sixty-one percent were men and 39 percent were women.

**Table 2**  
**NGB Governance**

<b>Governance</b>	<b>White</b>	<b>Black</b>	<b>Latino</b>	<b>Asian</b>	<b>Other*</b>	<b>Women</b>	<b>Men</b>
Board of Directors Count	952	67	18	73	7	369	962
Board of Directors Percent	85%	6%	2%	7%	0%	28%	72%
Executive Committee Count	289	18	5	24	11	114	328
Executive Committee Percent	83%	5%	1%	7%	3%	26%	74%
Standing Committees Count	1,625	64	48	76	34	936	1438
Standing Committees Percent	88%	3%	3%	4%	2%	39%	61%
Total Count	2866	149	71	173	65		
Total Percent	86%	5%	2%	5%	2%		

\*Other – American Indian, Alaskan Native, Native Hawaiian, Pacific Islander and Mixed Race

\*\*Does not include responses which failed to indicate the race of the respondent

White men also dominate the NGB Executive Committees, whose members were 83 percent white, 5 percent African-American, 1 percent Latino, 7 percent Asian, and 3 percent "other." Men held 74 percent of the Executive Committee positions compared to women who held 26 percent.

## **General Membership**

According to the USOC, the NGB's "did not provide complete information on racial and ethnic profiles of their General Membership, Official Athlete Delegations, and other National Teams." Therefore, only gender statistics are provided for these classifications.

Excluding coaches and athletes, 60 percent of the 4,495,212 NGB general members were men and 40 percent were women.

Of the US official Olympic Athlete Delegation count, 54 percent of the 726 team members were men and 46 percent were women. On the Pan American Delegation of 717 athletes, 55 percent were men and 45 percent were women. Of 3,003 members of other national teams, 54 percent were men and 46 percent were women.



**Table 3**  
**NGB General Membership, Official Athlete Delegation and Other National Teams**

	<b>Male</b>	<b>Female</b>	<b>Total</b>
General Membership Percent*	60%	40%	
Olympic Official Athlete Delegation Count	393	333	726
Olympic Official Athlete Delegation Percent	54%	46%	
Pan American Official Athlete Delegation Count	395	322	717
Pan American Official Athlete Delegation Percent	55%	45%	
Other National Teams Count	1,630	1,373	3,003
Other National Teams Percent	54%	46%	
Other National Teams**	835	293	1,128
Other National Teams**	74%	26%	

\*Other than coaches and athletes

\*\*Coaches and other non-athletes

However, as with professional and college sport, the coaches and officials of these teams are overwhelming male. Men hold 74 percent of “Coaches and other Non-athlete” positions while the percentage of women drops precipitously from the mid-40’s as participants to 26 percent of “Coaches and other Non-athlete” positions. This is significantly worse than comparable possibilities in college sport. Comparisons to pro sport are not applicable.

Like the USOC, many of the NGB’s have developed their own diversity initiatives to increase the numbers of women, disabled individuals and people of color in leadership roles.

## **Ownership**

Few teams in Major League Baseball, the National Basketball Association, the National Football League, the National Hockey League and Major League Soccer are owned entirely by one individual. Most organizations have a group of investors who have part ownership in a franchise or are owned by a corporation.

The New York Islanders were the only professional sports team that had people of color as majority owners. Charles B. Wang and Sanjay Kumar, both Asian-American, were co-owners of the team in the 2000-2001 NHL season.

Michael Jordan became a notable addition to the rank of minority-shareholders of color with the parent organization that owns both the Washington Wizards of the NBA and the Washington Capitals of the NHL.

There are three women who have majority ownership of major league teams. Georgia Frontiere and Denise DeBartolo York own the NFL’s St. Louis Rams and San Francisco 49ers,

respectively. Marian Ilitch is listed as co-owner with her husband, Mike Ilitch, of the Detroit Red Wings in the NHL.

In addition to Jordan, there are five other people of color who have minority-share ownership on four NBA teams:

- Earvin Johnson, LA Lakers (African-American)
- Edward Gardner, Chicago Bulls (African-American)
- Bettiann Gardner, Chicago Bulls (African-American)
- Julio Iglesias, Miami Heat (Latino)
- Amancio Suarez, Miami Heat (Latino)

Including Bettiann Gardner, there are 15 women who have minority shares on five NBA teams:

- Ann Lurie, Chicago Bulls
- Carol P. Norton, Chicago Bulls
- Dorothy Gerson, Detroit Pistons
- Miriam Mondry, Detroit Pistons
- Ann Newman, Detroit Pistons
- Betsy DeVos, Orlando Magic
- Helen DeVos, Orlando Magic
- Maria DeVos, Orlando Magic
- Pam DeVos, Orlando Magic
- Cheri Vander Weide, Orlando Magic
- Cassandra Carr, San Antonio Spurs
- Teri E. Popp, Minnesota Timberwolves
- Joyce Sexton Minnesota Timberwolves
- Glenda Taylor, Minnesota Timberwolves

In the 2000 season, Deron L. Cherry of the Jacksonville Jaguars was the only African-American listed as a limited partner in the NFL. Five women were listed as minority share owners of two NFL teams:

- Rosalind S. Richardson, Carolina Panthers
- Ashley Allen, Charlotte, Carolina Panthers
- Carroll Smith Walraven, Atlanta Falcons
- Dorothy Smith Knox, Atlanta Falcons
- Karen Smith Owen, Atlanta Falcons

In Major League Baseball, there were five people of color with minority share holdings:

- Henry Aaron, Atlanta Braves (African-American)
- Louis W. Smith, Kansas City (African-American)
- Rubye M. Lucas, Atlanta Braves (African-American)

- P.J. Benton, Tampa Bay Devil Rays (African-American)
- Linda Alvarado, Colorado Rockies (Latina)

Including Lucas, Benton and Alvarado there were 10 women listed as partners of seven baseball teams. The others were:

- Jessica Mallory, NY Yankees
- Jennifer S. Swindal, NY Yankees
- Charlotte Whitkind, NY Yankees
- Joan Steinbrenner, NY Yankees
- Pam Shriver, Baltimore Orioles
- Claire S. Betz, Philadelphia Phillies
- Eloise Pohlada, Minnesota Twins

It is worth noting that Major League Soccer is quite different in its business structure compared to the other leagues. The “owners” are all investors in a single entity league. There is a great degree of autonomy given to each investor and the teams that they manage, but ultimately they are investors in a league. However, as of the date of publication, there were no women or people of color as investors in this league.

## **Coaching Positions**

### **Head Coaching and Baseball Managing Positions**

As of this writing, there were 20 head coaches or managers of color in the NBA, NFL and Major League Baseball. There were record numbers in both the 2000-01 NBA season with nine (31 percent) African-Americans as head coaches (the number increased to 10 in the off-season before publication) and in the 2001 Major League Baseball season with six African-American and one Latino manager (23 percent). In the NFL there are currently three (10 percent) African-Americans in this post, unchanged from 1998. Major League Soccer had three Latino head coaches (25 percent), down 8 percent from 1998. The NHL still has no people of color at the head coaching post. In the WNBA there were three African-American head coaches and 7 women, a decrease for African-Americans and the same for women from the 2000 season.

The percentage of African-Americans coaching Division I men’s basketball increased to 21.6 percent, up more than 2 percent from the last RGRC. However, the percentage of African-Americans coaching Division IA football fell to the lowest level since the Racial and Gender Report Card first published results for college sports. The 2.9 percent total was nearly a 5 percent decrease from 1997-98.

There were slight increases of head coaching positions for people of color in the combined men’s programs of all three divisions in the NCAA.

The percentage of women coaching on Division I women's basketball and cross-country/track both increased by 2.7 percent. However, it dropped nearly 4 percent in all other sports combined. The percentage of African-Americans coaching women's basketball dropped 1.2 percent and 0.4 percent in cross-country/track. Interestingly, the percentage of women in head coaching positions dropped in the combined programs in Divisions I, II and III while the ranks of people of color in general gained in all three divisions.

In the 2000-2001 season, there was an all-time high of nine African-American head coaches (31 percent) in the NBA, representing a 10 percent gain from the previous year. The nine African-American head coaches were:

- Alvin Gentry, Los Angeles Clippers
- Paul Silas, Charlotte Hornets
- Lenny Wilkins, Toronto Raptors
- Doc Rivers, Orlando Magic
- Isiah Thomas, Indiana Pacers
- Byron Scott, New Jersey Nets
- Nate McMillan, Seattle Super Sonics
- Sidney Lowe, Vancouver Grizzlies
- Leonard Hamilton, Washington Wizards

At the end of the season Leonard Hamilton was fired. Shortly thereafter, John Lucas was hired by the Cleveland Cavaliers, leaving 9 African-Americans in this post. On June 27, 2001, Maurice Cheeks was hired by the Portland Trailblazers bringing the total to ten, an NBA record.

There were six African-American head coaches in the 1999-2000 season in the NBA or 21 percent of the total. Even that was two more than the four head coaches in the 1998-99 season and a seven percent gain. The six African-American head coaches in the 1999-2000 NBA season were:

- Alvin Gentry, Detroit Pistons
- Paul Silas, Charlotte Hornets
- Butch Carter, Toronto Raptors
- Doc Rivers, Orlando Magic
- Gar Heard, Washington Wizards
- Lenny Wilkins, Atlanta Hawks

In the NFL during the 2000 season, there were just two African-American head coaches or six percent of the total.

- Tony Dungy, Head Coach, Tampa Bay-Buccaneers
- Dennis Green, Head Coach, Minnesota Vikings

This was one less African-American coach than in 1999. At the end of the 2000 season, Herman Edwards was hired by the New York Jets and brought the number of African-Americans as head coaches back to three.

In Major League Baseball, the story was very encouraging. The start of the 2001 season saw an increase from four (13 percent) managers to seven (23 percent) managers of color. They were:

- Felipe Alou, Montreal Expos (Latino)
- Dusty Baker, SF Giants (African-American)
- Don Baylor, Chicago Cubs (African-American)
- Davey Lopes, Milwaukee Brewers (African-American)
- Jerry Manuel, Chicago White Sox (African-American)
- Lloyd McClendon, Pittsburgh Pirates (African-American)
- Hal McRae, Tampa Bay Devil Rays (African-Americans)

The start of the season marked a record year in Major League Baseball and was more than double the number in 1999 when Major League Baseball hit a seven year low. This increase likely stems from the policy of Commissioner Bud Selig, who in encouraging clubs to diversify their top positions, required all teams to submit a list of all candidates interviewed for the job. Increases have been steady with the enforcement of this policy.

On May 28, 2001 Tony Perez was named Interim Manager of the Florida Marlins. Three days later on May 31, 2001 Perez was picked to manage the club for the rest of the season. On that same day, the Montreal Expos fired Felipe Alou.

The four managers of color in 2000 MLB season were:

- Felipe Alou, Montreal Expos (Latino)
- Dusty Baker, SF Giants (African-American)
- Davey Lopes, Milwaukee Brewers (African-American)
- Jerry Manuel, Chicago White Sox (African-American)

There were still no African-American head coaches in either the NHL or Major League Soccer. With the start of the 2001 MLS season, there were three Latino head coaches:

- Fernando Clavijo. NE Revolution
- Alfonso Mondelo of the Tampa Bay Mutiny
- Octavio Zambrano, NJ/NY MetroStars

This was 25 percent of the total. There were two (17 percent) Latino head coaches in the MLS in the last two seasons or 17 percent of the total. This was down from a high of four or 33 percent in the 1998 season for MLS.

There were four African-American head coaches at the start of the 2001 WNBA season:

- Michael Cooper, LA Sparks
- Fred Williams, Utah Starzz
- Carolyn Peck, Orlando Miracle
- Cynthia Cooper, Phoenix Mercury

While that was the same number as in the *last RGRC*, it was down from 40 to 25 percent because of the increase in the number of teams.

Including Peck and Cooper, there were five women at this post at the start of the 2001 season. The other women were:

- Anne Donovan, Charlotte Sting
- Linda Hargrove, Portland Fire
- Lin Dunn, Seattle Storm

Since the start of the 2001 WNBA season, Maura McHugh was promoted from assistant to head coach to replace Sonny Allen of the Sacramento Monarchs and Candi Harvey replaced Fred Williams of the Utah Starzz bringing the total of women to seven. Once again this was the same number of head coaches listed in the 1998 RGRC, the percentage changed from 70 percent to 44 percent due to the increased number of teams.

In the 2000 season there were five African-American head coaches. They were:

- T.R. Dunn, Charlotte Sting
- Michael Cooper, LA Sparks
- Fred Williams, Utah Starzz
- Carolyn Peck, Orlando Miracle
- Cheryl Miller, Phoenix Mercury

Including Peck and Miller, there were 7 women as head coaches (44 percent), an increase of two from the 1999 season. They were:

- Nancy Lieberman-Cline, Detroit Shock
- Anne Donovan, Indiana Fever
- Linda Hargrove, Portland Fire
- Lin Dunn, Seattle Storm
- Nancy Darsch, Washington Mystics

During the 1999-2000 academic year in NCAA college athletics, 21.6 percent of the Division I men's basketball program head coaches were African-American. There was one "other" head coach in Division I basketball.

However, in Division IA football, only 4.7 percent were African-American, a 3.1 percent drop from the 1997-98 season.

The African-American head coaches in Division IA football were:

- Jerry Baldwin, University of Southwestern Louisiana-Lafayette
- Fitz Hill, San Jose State University

- Tony Samuel, New Mexico State University
- Bobby Williams, Michigan State University
- Tyrone Willingham, Stanford University

In the combined Division I football programs the story was worse with only 2.9 percent of the head coaches African-American, a 2.1 percent drop from the 1997-98 season; while 1.4 percent were “others,” a 0.9 percent gain from 1997-98.

There was only one African-American head coach in Division I baseball. There were 4.4 percent categorized as “others” which included 8 Latinos, 2 Asian Americans and one “other” coaching Division I baseball. This 4.4 percent was a 1.5 percent gain from 1997-98.

In the combined men’s sports at the Division I level, there was little change in diversity in 1999-2000. African-Americans held 6.0 percent of the head coaching positions, up 0.2 percent from 97-98. Head coaches categorized as “others” were 2.2 percent while whites held 91.8 percent of the combined head coaching positions in Division I. Women held 2.1 percent of these posts in men’s sports.

There was slightly more change in Division II. In the combined number of sports programs, opportunities for people of color increased 2.9 percent. Yet, whites still held 91.2 percent of all coaching positions in this division. Women held at 3.8 percent of these positions in men’s sports, a one percent increase.

In Division III, people of color held 6.1 percent of head coaching positions in all of the programs, a one percent gain from 1997-98. The percentage of 93.9 for whites was the highest in combined head coaching positions in the three divisions. Division III had the highest percentage of women coaching men’s teams at 4.3 percent, which was actually a 0.3 percent drop from 1997-98.

In order to obtain a balanced view of coaching positions on women’s teams in the NCAA, *The Racial and Gender Report Card* compares the percentages on women’s basketball, cross-country/track and a combination of all of the other women’s sports programs.

Whites held 91 percent of Division I women’s basketball head coaches positions. African-Americans held 7.3 percent and “others” held 1.7 percent. Women held 66.7 percent of these posts, a 2.7 percent gain. White women held 59.7 percent of these posts, African-American women held 5.9 percent and “other” women held 1.0 percent. This represented a 0.7 percent gain for white women and a 1.3 percent gain for whites overall. There was no change for African-American women but a 1.2 percent drop for African-Americans. The percentage of “other” women dropped 0.1 percent.

While the percent of people of color as head coaches dropped on NCAA Division I cross-country and track teams (indoor and outdoor), there was still more racial diversity in the head coaching posts in this sport. Whites here held 84.8 percent of these posts, African-Americans held 13.6 percent, and “others” held 1.6 percent. However, this was a 0.4 percent drop for African-Americans and a 0.4 percent gain for “others.” Women held 19.9 percent of these posts, a 2.7 percent gain. White women held 15.1 percent and African-American women held 4.8 percent. It

was a 2.7 percent gain for white women, a 0.4 percent gain for African-American women and a 2.7 percent gain for women overall.

On all of the other women's sports programs combined, whites dominated the head coaching positions with 93.4 percent. African-Americans held 2.6 percent while "others" held 4.0 percent. Women held 46.5 of these positions, a drop of 3.8 percent. White women held 44.5 percent of these posts; African-American women held 1.3 percent and "other" women held 0.6 percent. This was a 0.6 percent gain for African-American women and a 0.9 percent gain for African-Americans overall. "Other" women lost 0.2 percent while "others" gained 1.1 percent overall.

Whites were the head coaches of 91.6 percent of Division I women's teams, where white women held 39.1 percent, African-American women held 2.6 percent, and "other" women held 0.4 percent. Men held 57.9 percent of these posts, with white men in 52.5 percent, African-American in 3.1 percent and "other" men in 2.2 percent. This was a gain of 0.6 percent for people of color and a 1.5 percent loss for women from 1997-98.

In Division II, men held 65 percent of the head coaching positions. Whites occupied 92.0 percent of these posts, African-Americans held 3.4 percent, and "others" held 4.4 percent. White women held 33.3 percent, African-American women held 1.0 percent, and "other" women held 0.7 percent of these posts. People of color rose 1.7 percent while women lost 3.0 percent in this division.

Women did hold 46.2 percent of these jobs in Division III, while whites occupied 93.4 percent, African-Americans held 3.8 percent and "others" held 1.0 percent. White women held 44.2 percent of the posts, African-American women held 1.2 percent, "other" women held 0.8 percent, African-American men held 2.6 percent and "other" men held 2.0 percent. People of color gained 0.5 percent from 1997-98 while women lost 1.3 percent.

### **Assistant Coaches**

There were only small changes in the percentage of people of color in the assistant coaching positions in the major sports. However, record percentages were achieved for people of color in the NFL and Major League Baseball. The percentages rose by two percent in the NBA, one percent in the NFL and two percent in Major League Baseball for African-Americans and by three percent for Latinos. These were high points in each of these two leagues for people of color.

The percentage of people of color as assistants dropped in MLS and the WNBA. In the combined women's programs for NCAA women's sport, there were substantial losses for women in all three divisions. The percentage of African-American assistants dropped in Division I men's basketball and football.

In the 1999-2000 NBA season, African-Americans held 36 percent of assistant coaching positions while whites held 64 percent. This was a two percent gain for African-Americans from 1997-98.



At the start of the 2000 season in the NFL, whites held 72 percent and African-Americans held 28 percent of the assistant coaching positions. This was a one percent rise per year for African-Americans from 1998 through 2000 and was a record high for people of color.

During the 2000 season of Major League Baseball, whites held 70 percent of the equivalent “coaches” positions; African-Americans held 19 percent and Latinos held 11 percent. For African-Americans, there was a one percent rise in this position in Major League Baseball in both the 1999 and 2000 seasons. The 19 percent held in the 2000 season was a record. For Latinos, the 11 percent was a one percent gain from the 1999 season on a 3 percent gain from 1998. This was also a high record for Latinos in the “coaches” post. The combined 30 percent was also a record.

There were no people of color as assistant coaches in the 1999-2000 NHL season.

The percentage of white assistant coaches in the MLS rose significantly from the last report when 58 percent were white. In the 2000 season, white coaches represented 69 percent of the assistants. Latinos held 28 percent of assistant coaching posts in Major League Soccer in 2000. There were no African-Americans in this position in both the 1999 and 2000 seasons after holding 13% of the posts in 1998.

In the 2000 WNBA season, 22 percent of the assistants were African-Americans and three percent were Latino. While this represented a sizable loss for people of color who had 37 percent of these jobs in the 1998 season, it is noteworthy that women held an all-time high of 61 percent of the assistant coaching jobs.

At NCAA Division I institutions for men’s basketball, whites held 65.2 percent, for men’s basketball, African-Americans held 33.1 percent, and “other” men held the remaining 1.6 percent of basketball assistant coaching positions. This represented a 1.1 percent drop for African-Americans and a 0.6 percent gain for “others.” White women held 1.4 percent, African-American women held 0.2 percent of these posts on men’s teams.

In Division I football, whites held 77.4 percent of the assistant coaches posts, African-American men held 20.4 percent and “other” men held 2.2 percent. This was an 0.2 percent drop for African-Americans from 1997-1998 while “others” dropped 0.4 percent. White women held 0.1 percent of these jobs.

Whites continued to dominate the ranks of assistant coaches in Division I baseball by holding 95.2 percent of these posts, African-American men held only 1.0 percent and “other” men held 3.8 percent of these jobs African-Americans saw a gain of 0.1 percent from 1998 while “others” lost 0.5 percent. . White women held 0.4 percent of these positions.

At basketball programs in all three divisions whites held 73.1 percent, African-Americans held 24.5 percent and “others” held 2.5 percent of assistant coaching positions. This was a 1.9 percent drop for African-Americans and a 1.0 percent gain for “others.”

In the combined programs of football, whites occupied 82.8 percent, African-Americans held 14.9 percent and “other” held 2.3 percent. This was a 1.3 percent loss for African-Americans and a 0.4 percent gain for “others.”

At Division I, II, and III baseball programs whites held 94.0 percent of the posts, while African-Americans held 1.5 and “others” held 4.5 percent. This was no change for either African-Americans or “others.”

On the women’s Division I basketball teams whites held 69.3 percent, and African-Americans held 28.3 percent and “other” women held 2.4 percent. White women held 49.0 percent and African-American women held 23.9 percent. Women held 75.3 percent of these posts. This was a 3.2 percent drop for women overall and a 0.9 gain for African-Americans.

In the Division I women’s cross-country/ track programs, whites held 75.6 percent of the assistant coaching positions; African-Americans held 20.2 percent, and “others” held 4.1 percent. Women held 32 percent of these posts, down 9.3 percent from 1997-98. White women held 23 percent, African-American women held 7.9 percent and “other” women held 1.1 percent. This was a 6.9 percent drop for white women, a 2.4 percent drop for African-American women and a 0.1 percent drop for “other” women.

In all of the other women’s sports programs combined, there was even less racial diversity in assistant coaching positions. Whites occupied 93.4 percent of these posts; African-Americans held 2.8 percent and “others” 3.9 percent. White women held 55.7 percent, African-American women held 1.3 percent and “other” women held 0.6 percent. The percentages of women coaching all other women’s teams dropped to 57.6 percent from 60.2.

In the combined women’s sports programs in all three divisions, women saw substantial losses in assistant coaching positions.

In Division I, whites held 82.9 percent, African-Americans held 13.0 percent and “other” women held 1.5 percent of these positions. White women held 43.8 percent while African-American women held 7.5 percent. Women occupied only 52.4 percent, a sharp 7.1 percent drop from 1997-98. People of color saw losses as well. African-Americans lost 0.6 percent and “others” lost 0.5 percent.

At Division II, whites held 86.5 percent of the assistant coaching positions while African-Americans held 6.9 percent and “others” held 6.7 percent. White women held 44.2 percent; African-American women held 3.3 percent and “other” women held 2.4 percent of these posts. This was a 0.1 percent gain for African-Americans, a 0.1 percent drop for “others” and a 3.7 drop for women.

In the combined women’s sports programs in Division III, whites held 90.1 percent; African-Americans held 7.3 percent and “others” held 2.7 percent of these positions. White women occupied 47.3 percent of these positions, African-American women held 2.4 percent and “other” women held 1.0 percent. This represented modest gains for both African-Americans and “others” at 1.1 percent and 0.4 percent respectively while women as a whole lost a substantial 6.9 percent from 1997-98.

## **Top Management**

For the purposes of the 2001 Racial and Gender Report Card, top management positions on professional sports teams include the president, chief executive officer, vice presidents and general manager.

### **Chief Executive Officers**

There was little racial diversity at the president/ CEO position in the five men's leagues. In all the leagues combined, there are only two African-Americans and two women holding this important position. That was a decline for both people of color (both the NHL and MLS had a person of color in the 1998 RGRC) and women (the NBA, MLB and the MLS all dropped one woman in this position from the last report).

Michael Jordan became the second CEO in the 2000-2001 NBA season along with Terdema Ussery, President and CEO of the Dallas Mavericks.

There were three African-Americans in the 1999-2000 season when, in addition to Ussery and Embry, Stu Jackson was President and General Manager of the Vancouver Grizzlies. Stu Jackson moved to a senior position in the NBA league office in 2000-2001. Wayne Embry was the President/Chief Operating Officer, Team Division of the Cleveland Cavaliers. He is now a senior consultant for the Cavaliers.

No team in the NFL, Major League Baseball, the NHL or Major League Soccer had a person of color as president, CEO or as board chair in the last two years. In the previous RGRC, we reported that Daniel Villanueva of MLS's Los Angeles Galaxy was the only Latino and Saburo Oto of the NHL Tampa Bay Lightning was the only Asian-American CEO/ President in pro sports. There were none in the period being covered.

At the start of 1999-2000 season, Susan O'Malley, President of the Washington Wizards, was the only woman as President/CEO on an NBA team. This was a decrease of one from the last report. Ellen Robinson, who was President of the Denver Nuggets, is now President of Event Connex.com in Denver.

In the 2000 season of Major League Baseball, Wendy Selig-Prieb, President and CEO of the Milwaukee Brewers, was the only woman.

In the 2000 NFL season, Amy Trask of the Oakland Raiders was only woman CEO in the NFL.

There were no women CEOs in the NHL or in Major League Soccer as of the publication date of this report. The MLS last had someone in this position in their 1998 season.

While most of the WNBA teams are run at the highest level by the CEO of their respective NBA team partner, the Indiana Fever listed Kelly Krauskopf, as their Chief Operating Officer.

## **Principal in Charge of Day-to-Day Team Operations/ College Athletics Director**

For the purposes of the *2001 Racial and Gender Report Card*, the term “principal in charge of day-to-day team operations includes the positions of general manager and director of player personnel at the pro level and athletics director at the college level.

There was a total of only 11 African-American general managers/ principal in charge of day-to-day team operations in the three major men’s professional sports with the NBA having the most with six followed by the NFL with four and MLB with only one. That was an increase in the NBA while it remained the same in the NFL and MLB. MLS had the only Latino GM in the men’s leagues. There were no women as GM’s in the men’s leagues.

Eight women (77 percent) were GM’s in the WNBA.

Our colleges remained the worst for real opportunities for people of color. At the college level in Division I, African-Americans held only 2.4 percent of the positions of athletics director while women held nine percent.

There were 6 African-Americans (21 percent) in the position of Principal in Charge of Day to Day Ops/General Manager in the 2000-2001 NBA season:

- Billy King, General Manager, Philadelphia 76ers
- Wes Unseld, Exec. VP and General Manager, Washington Wizards
- Elgin Baylor, VP of Basketball Operations/ GM Manager, LA Clippers
- Joe Dumars, President, Basketball Operations, Detroit Pistons
- Billy McKinney, Exec. VP of Basketball Operations, Seattle Sonics
- Billy Knight, Sr. General Manager, Vancouver Grizzlies

This was an increase of two people of color from the NBA 1999-2000 season when whites held 84 percent and African-Americans held 16 percent of these posts. Dumars, McKinney and Knight assumed these roles in 2000-2001 while Stu Jackson left the Grizzlies where he was President and General Manager to join the league office.

In the equivalent position in the NFL in 2000, whites held 87 percent of these posts and African-Americans held 13 percent. The four African-Americans in this team position were:

- Michael Huyghue, Senior VP Football Operations, Jacksonville Jaguars
- Frank Gilliam, VP of Player Personnel, Minnesota Vikings
- Larry Lee, VP of Football Administration, Detroit Lions
- Ozzie Newsome, VP Player Personnel, Baltimore Ravens

Ken Williams, Senior Vice President/General Manager of the Chicago White Sox, is Major League Baseball’s first African-American general manager since Bobby Watson was with the New York Yankees.

There are now three African-Americans, two Latinos and an Asian American woman acting as assistant general managers:

- Elaine Weddington Steward, VP, Assistant GM and Legal Counsel, Boston Red Sox (African-American)
- Doc Rogers, Assistant General Manager, Cincinnati Reds (African-American)
- Dave Stewart, Assistant General Manager, Director of Player Personnel, Toronto Blue Jays (African-American)
- Omar Minaya, Senior Assistant General Manager/International Scouting, New York Mets (Latino)
- Ruben Amaro, Jr., Assistant General Manager, Philadelphia Phillies (Latino)
- Kim Ng, Assistant, Vice President/General Manager, New York Yankees (Asian American)

David Wilder, VP of Player Personnel on the Milwaukee Brewers, is in a similar role.

In the 2001 Major League Soccer season, Andy Swift of the Dallas Burn who is Latino, was the only person of color in this post. The only woman to hold this post on any team in the men's leagues, Lynne Meterparel, GM of the San Jose Earthquakes, resigned from her post.

In the WNBA 2000 season, Penny Toler, General Manager of the LA Sparks and Carolyn Peck, Head Coach/General Manager of the Orlando Miracle, both African-Americans, held this role. Since not all teams had one person designated with this responsibility, these two were 18 percent of the 11 individuals that were clearly assigned this role. Including Toler and Peck, there were eight women in this post in this league. The other six women were:

- Carol Blazejowski, New York Liberty
- Lin Dunn, Seattle Storm
- Linda Hargrove, Portland Fire
- Kelly Krauskopf, Chief Operating Officer, Indiana Fever
- Nancy Lieberman-Cline, Detroit Shock
- Melissa McFerrin, Washington Mystics

These eight were 73 percent of those persons assigned this role.

In the comparable position in collegiate athletics administration, there was a similar lack of racial diversity. Whites held 95.9 percent of Division I Athletic Directors, African-American men held 2.4 percent, "other" men held the remaining 1.7 percent. Women held 9.0 percent.

The Athletic Directors of color were:

- **Mike Garrett, University of Southern California (African-American)**
- **Charles Jones, Central Connecticut State University (African-American)**
- **Dr. Lee McElroy, SUNY, Albany (African-American)**
- **Eugene Smith, Arizona State University (African-American)**

- **Lee Roy Selmon, University of South Florida (African-American)**
- **Rudy Davalos, University of New Mexico (Latino)**
- **Dan Guerrero, University of California-Irvine (Latino)**
- **Rick Mello, Florida International University (Latino)**
- **Hugh Yoshida, University of Hawaii-Manoa (Asian American)**
- **Jim Sterk, Washington State University (Native American)**
- Vivian L. Fuller, University of Maryland, Eastern Shore \*
- Sandra Norrell-Thomas, Howard University \*

In addition to Fuller and Morrell-Thomas, the following women were Division I athletics directors:

- Kathy Beauregard, Western Michigan University
- Peggy Bradley-Doppes, University of North Carolina, Wilmington
- Debby Colberg, California State University, Sacramento
- Joni Comstock, University of North Carolina, Asheville
- Joan C. Cronan, University of Tennessee, Knoxville \*\*
- Cary Groth, Northern Illinois University
- Barbara A. Hedges, University of Washington
- Linda Hickey, University of Texas at San Antonio
- Susan Hofacre, Robert Morris College
- Cheryl L. Levick, Santa Clara University
- Beverly R. Lewis, University of Arkansas, Fayetteville \*\*
- Judy MacLeod, University of Tulsa
- Marilyn A. McNeil, Monmouth University
- Patricia Meiser-McKnett, University of Hartford
- Elaine Michaelis, Brigham Young University
- M. Dianne Murphy, University of Denver
- Andrea Myers, Indiana State University
- Christine A. Plonsky, Interim Athletic Director, University of Texas at Austin \*\*
- Judith W. Rose, University of North Carolina, Charlotte
- Andrea Seger, Ball State University
- Helen Smiley, Western Illinois University
- Suzanne J. Tyler, University of Maine, Orono
- Chris Voelz, University of Minnesota, Twin Cities \*\*
- Sandra R. Weeden, State University of New York at Stony Brook
- Deborah A. Yow, University of Maryland, College Park

\* Historically Black College or University

\*\* Women's Athletics Program

In Division II, whites held 93.3 percent while African-Americans held 2.8 percent and “others” held the remaining 3.9 percent. Women held a total of 15.3 percent, of which 13.7 percent were white, 1.2 percent were African-American and 0.4 percent were “others.”

Whites also dominated the ranks of Division III with 95.6 percent. African-Americans held 3.5 percent and “others” held 0.9 percent. Women fared best in Division III, holding 25.0 percent. Of this 25 percent, white women held 24.3 percent, African-American women held 0.5 percent and “other” women held 0.2 percent.

### **Team Vice Presidents**

African-Americans lost ground as team vice-presidents in the NFL, the NBA and the NHL while they remained the same in the Major League Baseball and gained ground in MLS. Latinos gained ground in the NBA, MLB and in MLS. MLS, with 24 percent of team VP’s as persons of color, had the highest percentage. Women gained ground in the NBA and MLB, while losing ground in the NHL and MLS. There were no Asian-American VPs in the NBA, NFL or MLS and there was a decrease in the small number of Asians holding these jobs on teams in the NHL and Major League Baseball.

At the vice presidential level on NBA teams there was a two percent drop to 10 percent of the posts filled by African-Americans. Latinos held one percent. Women held 13 percent of these jobs in the 1999-2000 season, up three percent from the last *RGRC*.

There were 18 African-Americans in the position of NBA team Vice Presidents:

- Steven Mills, Executive VP Franchise Operations, NY Knicks
- Ed Tapscott, VP Player Personnel, NY Knicks
- Elgin Baylor, VP of Basketball Operations/ GM Manager, LA Clippers
- Billy McKinney, Exec. VP of Basketball Operations Seattle Sonics
- Ron Sally, Sr. VP Business Administration Sports, Denver Nuggets
- Joe Dumars, VP of Player Personnel, Detroit Pistons
- Dwayne Redmon, VP of Finance, Atlanta Hawks
- Rex K. Nelson, VP Community Development, Detroit Pistons
- Alvin Attles, VP, Assistant GM, Golden State Warriors
- Philip A. Williams, VP Brand Development, New Jersey Nets
- Billy Knight, Sr. VP Basketball Operations, Indiana Pacers
- Earvin Johnson, VP, LA Lakers
- Travis Stanley, VP Public Relations, Golden State Warriors,
- Michael McCullough, Exec. VP Team Sports, Miami Heat
- Willis Reed, Sr. VP, New Jersey Nets
- Judy Holland, Sr. VP of Community. Relations and Special Events, Washington Wizards
- Kathy Jordan, VP Communications and Pacers Foundation Press, Indiana Pacers
- Mariana DeMaio, VP Human Relations, Miami Heat

The Knicks, Nets, Pistons, Heat, Warriors and Pacers each had two African-American VPs.

The only Latino vice president in the NBA was Leo Gomez, VP Public Affairs of the San Antonio Spurs.

Including Holland, Jordan and DeMaio, there were 24 women vice presidents in the NBA's 1999-2000 season. The others were:

- Cari Coats, VP of Business Development, Orlando Magic
- Lara White, VP Communications, Philadelphia 76ers
- Amy Cohen, VP/ Associate General Counsel Philadelphia 76ers
- Alice Marini, VP Human Resources, Philadelphia 76ers
- Stephanie Smith, VP Marketing and Sales, Philadelphia 76ers
- Julie Fie, VP, Basketball Communications, Phoenix Suns
- Cathy Kleeman, VP, Corporate Sales, Phoenix Suns
- Erin Hubert, VP Sponsor Sales & Client Services, Portland Blazers
- Marta Monetti, VP Marketing & Communications, Portland Blazers
- Amelya Stevenson, VP Human Resources, Sacramento Kings
- Alison Fox, VP Community Relations, San Antonio Spurs
- Laura Kussick, Senior VP of Sales Seattle Sonics
- Robin Brudner, VP General Counsel, Toronto Raptors
- Mardi Walker, VP People, Toronto Raptors
- Michelle Thomas, VP of Human Resources, Atlanta Hawks
- Marilyn Houser, Sr. VP of Bookings/ Marketing, Detroit Pistons
- Kelly LaChance, VP of Corporate Marketing, Houston Rockets
- Elaine Sullivan- Digre, VP Marketing, Houston Rockets
- Jeanie Boss, Exec. VP Business Operations, LA Lakers
- Amy Scheer, VP Broadcasting, NJ Nets
- Jeannie Kerner, VP Entertainment, Development and Talent Relations

The 76ers led the league with four women VPs.

In the NFL 2000 season, whites held 92 percent and African-Americans held the remaining eight percent of the team vice president posts, a two percent loss for African-Americans from the last *RGRC*. The 11 African-American vice presidents were:

- Bob Wallace, Sr Vice President/Administration, St. Louis Rams
- Kevin Warren, VP Football Administration, St. Louis Rams
- Richard Leigh, VP/General Counsel, Seattle Seahawks
- Kofi Bonner, VP Bus Operations and Chief Administrative Officer, Cleveland Browns
- Ozzie Newsome, VP Player Personnel, Baltimore Ravens,
- Frank Gilliam, VP Player Personnel, Minnesota Vikings
- Nathaniel T. Brown, VP/CFO, Seattle Seahawks,
- Michael Huyghue, Sr VP Football Operations, Jacksonville Jaguars
- Don Lowery, VP Player Development and Community Affairs, New England Patriots
- Larry Lee, VP Football Administration, Detroit Lions,



- Adrian Bracy, VP President/Finance, St. Louis Rams

The St. Louis Rams led the NFL with three African-American VPs.

Women held seven percent of the VP posts in the NFL 2000 season, the same as in the most recent *RGRC*. In addition to Bracy, the other women in these posts were:

- Terri Huml, VP Sales and Marketing, Minnesota Vikings
- Charlotte Anderson, VP Marketing and Special Events, Dallas Cowboys
- Linda Bogdan, VP Corporate, Buffalo Bills
- Kate Blackburn, Executive VP, Cincinnati Bengals
- Nancy Bidwill, VP, Arizona Cardinals
- Jackie Curley, VP Finance, Tennessee Titans
- Jill Strafaci, Sr VP Finance & Administration, Miami Dolphins
- Jeanne M. Bonk, VP, San Diego Chargers
- Lisa DeBartollo, VP 49ers Foundation, SF 49ers

No team had more than one woman as a VP.

During the MLB 2000 season, ten percent of vice presidents were people of color. African-Americans held five percent, Latinos held four percent and Asian Americans held one percent. This was a two percent gain for people of color. Women held six percent of these team vice president positions, up three percent from the last *RGRC*.

The ten African-American team vice presidents in Major League Baseball were:

- Henry Aaron, Senior Vice President and Assistant to the President, Atlanta Braves
- Marian Harper, VP Community Development, Houston Astros
- Tommy Hawkins, VP External Affairs, LA Dodgers
- Elaine Lewis, VP of Planning and Research, Detroit Tigers
- Jonathan D. Mariner, Executive VP and Chief Financial Officer, Florida Marlins
- Kirby Puckett, Executive VP Baseball, Minnesota Twins
- Elaine Weddington Steward, VP, Assistant GM and Legal Counsel, Boston Red Sox
- David Wilders, VP President-Player Personal, Milwaukee Brewers
- Ken Williams, VP Player Development, Chicago White Sox
- Sonny Hight, VP New York Yankees

No team had more than one African-American as a VP.

There were six Latino vice presidents in Major League Baseball's 2000 season.

- Sam Fernandez, Senior VP & General Counsel, LA Dodgers
- Julio G. Rebull, Jr., Senior VP Marketing, Communications and Sales, Florida Marlins
- Rosi Hernandez, VP Market Development, Houston Astros
- Mark Fernandez, VP Community Affairs, Arizona Diamondbacks
- Dianne Aguilar, VP of Tickets and Special Events, Arizona Diamondbacks

- Enrique Morones, VP, Hispanic and International Marketing, San Diego Padres

Arizona, with two Latino VPs, was tops in MLB.

Major League Baseball also had two vice presidents of Asian descent: Mohamed Akhtar “Art” Chaudry, Senior Vice President of Business Operations and Administration of the Kansas City Royals and John F. Yee, Senior Vice President and Chief Financial Officer of the San Francisco Giants.

Including Aguilar, Harper, Hernandez, Lewis, and Weddington-Steward there were 12 women holding team VP posts on MLB teams:

- Michele Anderson, VP Community Relations, San Diego Padres
- Susan Brioux, VP Finance and Administration, Toronto Blue Jays
- Raenell Dorn, VP Human Resources and Diversity, Minnesota Twins
- Pam Gardner, Senior VP Sales Marketing, Houston Astros
- Sue Ann McClaren, VP ticket Operations and sales, Colorado Rockies
- Kris Rone, Executive VP & Chief Marketing Officer, LA Dodgers
- Staci A. Slaughter, VP Public Affair, San Francisco Giants

There was a decline in racial diversity in the NHL at the rank of vice president. African-Americans held two percent of these positions and Asian Americans held one percent, a loss of one percent for African-Americans and two percent for Asian Americans. Thus, the percentage of people of color at this level dropped three percent from the last *RGRC*. Women held nine percent of these posts in the NHL, down two percent from 1998-1999.

The three African-American vice presidents in the NHL were:

- Ian Clarke, Senior VP Finance & Admin, Toronto Maple Leafs
- Ted Fikre, Executive VP & General Counsel, LA Kings
- Kevin McDowell, VP Human Resources, LA Kings

Sheila Gonzaga, Vice President of Customer Services for the Los Angeles Kings, was the NHL’s only team vice president of Asian descent in the 1999-2000.

Including Gonzaga, there were 13 women who were vice presidents. The other 12 were:

- Christye Peterson, Senior VP Marketing, Buffalo Sabres
- Trish Kerr, VP Corporate Communications & Marketing, Edmonton Oilers
- Kim Terranova, VP of Corporate Sales & Sponsorship, Florida Panthers
- Terry Farmer, VP Ticket Operations, NJ Devils
- JoAnn Miles, VP Marketing, St Louis Blues
- Robin Brudner, VP General Counsel, Toronto Maple Leafs
- Mardi Walker, VP People, Toronto Maple Leafs
- Kathi Gillin, VP Sales & Marketing, Philadelphia Flyers

- Stephanie Smith, VP Marketing & Sales Development, Philadelphia Flyers
- Leila Bell-Irving, VP Business Development, Vancouver Canucks
- Susanne Haine, VP Development & Administration, Vancouver Canucks
- Brenda Tinnen, VP Event Services, Los Angeles Kings

The Kings, Maple Leafs, Canucks and Flyers each had two women vice-presidents.

People of color held 24 percent of the team vice-president posts in Major League Soccer. African-Americans and Latinos each had 12 percent. That was an 14 percent increase since the last RGRC. There were no women in these posts in the 2000 MLS season which represented a 17 percent decline since the last report.

Both African-American vice presidents were with the LA Galaxy where Kevin McDowell was VP of Human Resources, and Ted Fikre was VP and General Counsel. The one Latino team vice president was Sergio Del Prado, VP of Business Operations. He was also with the LA Galaxy.

While most WNBA teams did not have staff at this level whose sole responsibility was with the WNBA team, there were no people of color at this post but there were four women who were vice presidents on WNBA teams. They were:

- Gayle Bibby-Creme, VP Business Operations, Cleveland Rockers
- Sandi Bittler, VP Business Operations, Portland Fire
- Carol Blazejowski, VP/General Manager, New York Liberty
- Kim Free, VP Marketing and Business, Utah Starzz

According to the WNBA, the following had similar responsibilities yet had director level titles:

- Karen Bryant, Sr. Director, WNBA Operations, Seattle Storm
- Julie Demeo, Director of Operations, Washington Mystics
- Felicia Hall, Director of Business Operations, Charlotte Sting (African-American)
- Kim Stone, Sr. Director, Business Operations, Miami Sol

## **Senior Administrators**

The category of senior administration consists of personnel who hold the title of director, coordinator or manager. At the college level, the positions were associate and assistant athletics director, senior women's administrator and faculty athletics representative.

Pro leagues again did poorly at the team level for senior administrators. At 17 percent (up from 14 percent), the NBA was the best for people of color and at 36 percent (down five percent) was also the best for women. The teams lagged considerably behind the league offices. College sport had a poor record for both women and people of color.

The NFL had 10 percent people of color (down two percent), MLB had 16 percent people of color (up one percent), the NHL had seven percent (up two percent), and MLS had 14 percent (up 6 percent). The percent of women in the NFL was up by one percent from 27 to 28 was, up

by three percent in MLB from 21 to 24 percent, up by two percent in the NHL from 33 to 35 percent and down in MLS from 24 to 22 percent.

In the senior administration of the NBA, 83 percent were white, 12 percent were African-American, three percent were Latino and two percent were Asian American. Women held 36 percent of the positions at this level. African-Americans and Latinos gained one percent from the last *RGRC* while the percentage Asians remained the same. However, the percentage of women in these posts dropped five percent from 1998.

During the 2000 season in the NFL, people of color occupied 10 percent of the total senior administration. African-Americans held nine percent, Latinos one percent and Asian Americans held a fraction of one percent of these posts. Women held 28 percent of the positions at this level. The percentage of African-Americans in the NFL senior administrators was the same as in 1998 while Latinos dropped one percent. The percentage of women in these posts rose one percent from 1998.

In the 2000 MLB season, 16 percent of senior team administrators were people of color, up from 15 percent in 1997. Women held 24 percent of these positions in 2000, up from 21 percent in 1997.

In the NHL's 1999-2000 season, 93 percent of the senior administration were white, three percent were African-American, two percent were Latino and Asian American. Women held 35 percent of these posts. There was a one percent gain in the percentage of Asians and Latinos while women gained two percent since the last *RGRC*.

Eighty-six percent of the senior administration of Major League Soccer during the 2000 season were white. African-Americans held three percent of these posts, Latinos held nine percent and Asian Americans one percent. The percentage of African-Americans dropped 2 percent and Latinos dropped five percent from 1998. Women held 24 percent of these positions, a gain of two percent from the previous *RGRC*.

### **Chief Financial Officer**

The highest-ranking financial officer on a team is generally referred to as a chief financial officer, vice president of finance or controller. At 14 percent, MLB had the best record for people of color while MLS had the best for women at 17 percent.

In the 1999-2000 NBA season, there was two African-Americans at the position of the chief financial officer: Dwane Redmon, Vice President of Finance of the Atlanta Hawks and Ian Clarke, Senior Vice President of Finance and Administration for the Toronto Raptors. There was one Asian American, Victor Wong, Controller of the Golden State Warriors and one woman, Lisa Selby, who was Controller of the Los Angeles Clippers.

At this post whites held 90 percent, African-Americans held seven percent and Asian Americans and women each held three percent. For African-Americans seven percent increase from a three percent loss for Latinos while women remained the same as in the last *RGRC*.

There were four CFOs of color in the NFL:

- Nathaniel T. Brown CFO, Seattle Seahawks (African-American)
- Adrian E. Bracy, VP Finance, St. Louis Rams (African-American)
- Luis Perez, CFO, Baltimore Ravens (Latino)
- Robert Nunez, Dallas Cowboys (Latino)

This was 12 percent of the league. Whites held 88 percent, African-Americans and Latinos each held six percent while women held 13 percent of these top financial positions. It was a three percent gain for Latinos one percent drop for African-Americans and a four percent drop for women. In addition to Bracy, there were three women in this post:

- Jeanne Bonk, Philadelphia Eagles
- Jackie Curley, Tennessee Titans
- Jill R. Strafacci, Miami Dolphins

At the start of the 2000 Major League Baseball season, there were four people of color as CFO and three women. Whites held 86 percent of these positions, African-Americans and Asians each held seven percent. This was pro sports best record for people of color at the CFO position. Women held 10 percent of these posts. There was a three percent gain for women from 1998. The CFOs of color were:

- Anthony Ward, Controller, Cincinnati Reds (African-American)
- Jonathan Mariner, Executive VP and Chief Financial Officer, Florida Marlins (African-American)
- John F. Yee, Senior VP and Chief Financial Officer, San Francisco Giants (Asian)
- Paul Wong, Controller, Oakland Athletics (Asian)
- The women in this post were:
  - Susan Brioux, VP Finance and Administration, Toronto Blue Jays
  - Christine Hurley, Chief Financial Officer, Los Angeles Dodgers
  - Jodi Norman, Controller, Chicago Cubs

During the 2000 MLB season, Mariner left his position with the Marlins and was replaced with Susan Jaison, Vice President Finance. Ms. Jaison is an African-American.

In the NHL, there was one African-American CFO, Ian Clarke, Senior VP Finance and Administration of the Toronto Maple Leafs. This amounted to four percent of the total. There was also one woman in this post: Evelyn Lopez, Director of Finance/Controller of the Florida Panthers. This represented no change for African-Americans, , an eight percent loss for Asian Americans and a four percent gain for women since the last **RGRC**.

While Major League Soccer had no people of color in this post in the 2000 season, there were two women (17 percent): Keely Wilcox, Director of Finance for the Columbus Crew and Evelyn Bray, Director of Finance for the Kansas City Wizards.

### **Public Relations Director**

The public relations director plays an instrumental role in the determination of which players are presented to the media and how these players are portrayed. Decisions made can literally affect the entire career of players. Among the men's leagues, Major League Soccer had the best record for people of color with 17 percent of public relations directors. The NBA did best for women with 31 percent of these positions. Sixty-three percent were women in the WNBA.

At the start of the 1999-2000 season in the NBA, whites held 86 percent of the public relations director's positions; African-Americans had 10 percent and Asian Americans had three percent. Thirty-one percent of these posts were held by women. This was a three percent gain for African-Americans and Asians and a 17 percent gain for women from the last *RGRC*. This was the best record for women in this position in the men's leagues.

The three African-Americans at this post were:

- Kathryn Jordan, VP Communications and Pacers Foundation President, Indiana Pacers
- Travis Stanley, VP Public Relations, Golden State Warriors
- Arthur Triche, VP of Communications, Atlanta Hawks

The one Asian American woman at this post: was Lori Hamamoto, Director of Public Relations at the NY Knicks.

In addition to Jordan and Hamamoto there were nine women at this position:

- Sue Carpenter, Director of Sports Communications, Portland Trail Blazers
- Cheri Hanson, Director of Public Relations, Milwaukee Bucks
- Julie Fie, VP Basketball Communications, Phoenix Suns
- Kelly Kocher, Director of Communications, Denver Nuggets
- Maureen Lewis, Director of Public Relations, Washington Wizards
- Debra Stevens, VP Public Relations, Phoenix Suns
- Jill Wiggins, Director of Communications, LA Clippers

In the NFL, there were two African-Americans (6 percent) and there were no women in this post in the 2000 season. This was a seven percent drop for African-Americans and no change for women from the last *RGRC*. The two men were:

- Mike Taylor, Oakland Raiders
- Reggie Roberts, Tampa Bay Buccaneers

At the start of the 2000 Major League Baseball season whites held 97 percent of these positions. The one person of color was an African-American, Eric Carrington, who was the Public Relations Manager of the Oakland Athletics. The percentage of African-Americans in this post was unchanged for the past two seasons. During the season Carrington left the Athletics and took the Director of Public Relations position with the Florida Marlins. There were three women in this position:

- Rebecca Hale, Director of Public Information, Seattle Mariners
- Sharon Pannozo, Director of Media Relations, Chicago Cubs
- Julie Sarmiento, Director of Media Relations and Publicity, Los Angeles Dodgers

This was a seven percent gain from 1998.

There were no people of color at this post in the NHL. There were, however, two women (7 percent) in the 1999-2000 season, an eight percent drop from the 1998-99 season. The two women were:

- Cindi Himes, Director of Public Relations, Pittsburgh Penguins
- Heidi Holland, Public Relations Director, Boston Bruins

In Major League Soccer there were two Latinos (17 percent) in this post: Gabriel Gabor, Public Relations Director of the Miami Fusion and Luis Garcia, Director Media Relations and Team Services of the Los Angeles Galaxy. The one woman (9 percent) was Tracey Judd, Director of Media Relations of the Tampa Bay Mutiny. This was an eight percent drop for African-Americans since 1998. It was, however, the first year there was a woman in this post. Latinos remained the same.

In the 2000 WNBA season, whites held 87 percent of the Public Relations Directors positions, African-Americans and Asian Americans each held seven percent and women held 63 percent. The people of color in this were:

- Kristal Shipp, Public Relations Director, LA Sparks (African-American)
- Katherine Wu, Media Relations/Community Relations Manager, Orlando Miracle (Asian American)

In addition to Shipp and Wu there were 10 women in this post:

- Megan Bonifas, Manager Team Communications, Houston Comets
- Lisa Hegelson, Acting Public Relations Manager, Minnesota Lynx
- Neda Kia, Director of Communications, Phoenix Mercury
- Andrea Lepore, Director of Communications and Operations, Sacramento Monarchs
- Amanda Ludwig, Media Relations Manager, Miami Sol
- Lori Montgomery, Director of Media Relations, Cleveland Rockers
- Tami Scott, Media Relations Manager, Utah Starzz
- Jill Wiggins, Director of Communications, Portland Fire

## Director of Community Relations

The position of director of community relations is where you most frequently will find person of color or a woman. It is widely believed that this is the case because most teams play in cities with large African-American and Latino populations. The NBA had the most opportunities for people of color with 48 percent of the community relations positions . The NHL had the most opportunities for women at 61 percent. The WNBA had 100 percent women in this position.

The NBA had the highest percentage of African-Americans in the post of Community Relations Director at 48 percent. Whites held the remaining 52 percent. This was a three percent gain from the last **RGRC**. The African-Americans at this post were:

- Wayne Levy, Director of Community Relations, Boston Celtics
- Robert Love, Director of Community Relations, Chicago Bulls
- Erikk Aldridge, Director of Community Relations, Los Angeles Lakers
- Tony Shields, Community Relations Manager, Milwaukee Bucks
- Terrell Battle, Community Relations Manager, Minnesota Timberwolves
- Cal Ramsey, Director of Community Relations, NY Knicks
- Otis Smith, Executive Director of Community Relations, Golden State Warriors
- Jim Washington, Director of Community Affairs, Atlanta Hawks
- Denise Booth, Community Relations Manager, LA Clippers
- Gina Cook, Director of Community Affairs, New Jersey Nets
- Sarah Joseph, Director of Community Services, Houston Rockets
- Valerie D. Collins, Director of Community Relations, Orlando Magic
- Vonda Brooks, Community Service Coordinator, Indiana Pacers
- Tracy Walker, Director of Community Relations, Detroit Pistons

Including Booth, Collins, Cook, Joseph, Walker and Brooks, there were 16 women at this post in the NBA. They were:

- Suzanne Harrison, Director of the Mavericks Foundation and Community Services, Dallas Mavericks
- Megan Jones, Community Relations Manager, Phoenix Suns
- Kristy Fletcher, Director of Community Relations, Toronto Raptors
- Alison Fox, Vice President of Community Relations, San Antonio Spurs
- Melinda Gable, Director, Corporate and Community Affairs, Portland Trail Blazers
- Patti Balli, Community Relations Manager, Utah Jazz
- Julie Bosley, Director, Community Relations, Philadelphia 76ers
- Teresa Paquette, Director of Community Relations, Washington Wizards
- Suzanne Conley, VP of Community Relations, Charlotte Hornets
- Alison Klein, Director of Community Relations, Miami Heat

The 55 percent was a 17 percent gain from 1997-98, representing a high point for women in this post.



There were six African-Americans (19 percent) at the post of Community Relations Director in the NFL's 2000 season, a four percent drop from 1998. The African-Americans in this position were:

- Billy Thompson, Director of Player Relations/Alumni Coordinator, Denver Broncos
- Ricky Porter, Director of Player Development and Community Relations, New Orleans Saints
- Kim Fields, Community Relations Manager, New York Jets
- Adele Harris, Director of CR, Arizona Cardinals
- B.J. Harrison-Waymer, Director of Community Relations and Family Programs, Carolina Panthers
- Hillary Johnson, Director of Community Relations, Cleveland Browns

There was one Latina, Emily Cruz Robbins, Assistant/ Community Relations Director of the Dallas Cowboys in this post, a three percent gain from 1998. Including Fields Harris, Harrison-Waymer, Johnson and Robbins, women held 17 (55 percent) of these posts:

- Marci Moran, Director Community Relations, St. Louis Rams
- Tracy Goulet, Director of Community Relations, New England Patriots
- Carol Breeding, Director of Community Relations, Atlanta Falcons
- Allison Stangeby, Director of Community Relations, New York Giants
- Kimberly Layton, Director of Public Affairs and Community Relations, San Diego Chargers
- Brenda Sniezek, Community Relations Manager, Kansas City Chiefs
- Maraleen Browne, Senior Director, Community and Alumni Relations, Miami Dolphins
- Nicole Duncan, Director of Community Relations and Promotions, Indianapolis Colts
- Jeanne McKenna, Director of Community Relations, Green Bay Packers
- Sandy Gregory, Director of Community Outreach, Seattle Seahawks
- Stephanie Waller, Director of Community Relations, Tampa Bay Buccaneers
- Darla Maeda, Community Relations Coordinator, St. Louis Rams

This amounted to a 25 percent gain for women from 1998 and was a high water mark for women at this post in the NFL.

In the 2000 Major League Baseball season, there were eight people of color in this post. African-Americans held 23 percent and Latinos held 3 percent. This represented a seven percent drop for African-Americans and a three percent gain for Latinos. The eight were:

- Monique Brandon, Director, Community Affairs, Los Angeles Dodgers (African-American)
- Ron Burton Community Relations Manager, Boston Red Sox (African-American)
- Darrell Cunningham, Community Affairs Manager, Minnesota Twins (African-American)
- Allen Davis, Director, Community Relations, Cleveland Indians (African-American)
- Marian Harper VP, Community Development, Houston Astros (African-American)
- Israel Negron, Manager, Community Affairs, Florida Marlins (Latino)
- Brian Smith, Director of Community Relations, New York Yankees (African-American)
- Taunee Paur Taylor, Director of Community Relations, Texas Rangers (African-American)

In addition to Harper and Taylor there were 14 women (47 percent), down three percent from the last **RGRC**.

- Michele Anderson, VP Community Relations, San Diego Padres
- Celia Bobrowsky, Director of Community Relations, Detroit Rockies
- Susan Budd, Community Relations Director, Florida Marlins
- Regina Castellani, Director of Community Relations, Philadelphia Phillies
- Kathy Guy, Director of Community and Player Relations, Pittsburg Pirates
- Gina Hasson, Community Relations Manager, Seattle Mariners
- Jill Knee, Director of Community Relations, New York Mets
- Christine Makowski Dir. Of Advertising and Community Relations, Chicago White Sox
- Kerry Mar, Community Relations Manager, San Francisco Giants
- Rebecca Polihronis, Manager, Cubs Care/Community Relations, Chicago Cubs
- Jennifer Santamaria, Manager of Community Relations, Toronto Blue Jays
- Julie Wagner, Director of Community Relations, Baltimore Orioles

In the 1999-2000 NHL season, Ken Martin Jr., Director of Community Relations of the Buffalo Sabres, was the only African-American (4 percent) in this position, Whites held 96 percent of these jobs. Women held 61 percent of these posts in the 1999-2000 NHL season, a seven percent gain from the previous **RGRC**. This was the top mark for women in this post among the men's pro leagues. The women were:

- Julie Berkhouse, Director Community Relations, Dallas Stars
- Sue Byrne, Director of Marketing & Community Relations, Boston Bruins
- Maureen Cierplot, Community Relations/Youth Marketing Manager
- Barbara Davidson, Director of Community Relations, Chicago Blackhawks
- Karen Davis, Community Relations Manager, Detroit Red Wings
- Kelly Davis, Director of Community Relations, Los Angeles Kings
- Sherry Doiron, Director Community Development, Ottawa Senators
- Donna Ferris, Director of Community Development, Tampa Bay
- Kristy Fletcher, Director Community Relations, Toronto Maple Leafs
- Kathy Gieck, Director Community Relations/Exec. Dir. Flames Foundation, Calgary Flames
- Jenny Hannon, Director of Community Relations, Nashville Predators
- Peggy Sue Hawkins, Director of Community Relations, Carolina Hurricanes
- Terri Hickman, Manager of Community Relations, Atlanta Thrashers
- Linda Panasci, Director Community Relations, Philadelphia Flyers
- Renee Petrichevich, Manager Community Relations, Pittsburgh Penguins
- Hillary Reynolds, Community Development Manager, Florida Panthers
- Lori Summers, Dir. Community Relations/Executive Director, Goals for Kids Foundation, Phoenix Coyotes

In Major League Soccer, whites held 75 percent of these posts, African-Americans held 17 percent, Latinos held eight percent and women held 33 percent. This represented a nine percent gain for African-Americans, a nine percent decrease for Latinos, and a 16 percent gain for

women. The two African-Americans were: Gloria King, Community Development Coordinator, of the LA Galaxy and M. Denise Wilmer, Director of Community Relations, at the Chicago Fire. David Galvez, Director of Hispanic Media and Community Relations with San Jose, was the only Latino. Including King and Wilmer, there were four women, Catherine Marquette, Community/Fan Relations Manager, at the DC United and Hillary Pereira, Publicity and Community Outreach Coordinator, with the New England Revolution.

In the WNBA not every team had a member of the dedicated staff who was designated as the community relations director or a similar title. Of the teams that did, all had either a person of color or woman at this post. Of the seven posts, three were people of color; one African-American and two Asian Americans. All of these posts were filled by women. Those holding these positions were:

- Lori Satterfield, Director, Community Relations, Indiana Fever (African-American)
- Cindy Jarvis, Director of Community Relations, LA Sparks (Asian)
- Katherine Wu, Media Relations/Community Relations Manager, Orlando Miracle (Asian American) \*also PR Director
- Eve Claar, Director, Community Relations, Detroit Shock (white)
- Eileen Hauser-Lewis, Director, Community Relations, Phoenix Mercury (white)
- Regan Freuen, Community Relations Coordinator, Seattle Storm (white)
- Erin Bodily, Community Relations Manager, Utah Starzz (white)

### **College Associate and Assistant Athletics Directors**

At the college level, the senior administrative positions would be the associate and assistant athletics director posts. The numbers of these two positions are combined to give a percentage that would be equivalent to the senior administrations in the professional leagues. In Division I of the NCAA, 90.7 percent were white (63.7 percent were white men, 27.0 percent were white women), 7.4 percent were African-American, (5.9 percent were African-American men, 1.5 percent were African-American women), 1.2 were “other” men and 0.8 percent were “other” women. The total percentage of women was 29.3. The percentages for African-Americans was down 0.1 percent while the percentage for people of color rose 0.4 percent. Women rose 1.6 percent.

At Division II schools, where 92.7 percent were white, white women occupied 33.2 percent, African-American men 1.7 percent, African-American women 1.3 percent, “other” men 2.7 percent and “other” women held 1.7 percent of these positions. African-Americans held 3.0 percent, down 1.2 percent and people of color held 7.4 percent, up 0.9 percent. Women dropped 1.0 percent to 36.2 percent of the total.

In the NCAA’s Division III, where whites held nearly 95 percent of these positions, (white men held 52.8 percent, white women 42.0 percent), African-American men 2.7 percent, African-American women 1.6 percent, “other” men 0.2 percent and “other” women were 0.7 percent of the total. African-Americans gained 0.1 percent. Women occupied 44.3 percent of all these

posts, the highest in all three divisions. However, the percentage of women dropped 1.6 percent from the last *RGRC*.

### **Senior Women's Administrator**

Another key position in the administration of an athletic department is the post of senior woman administrator. In Division I, white women were 91.0 percent, African-American women were 6.0 percent and “other” women were 1.1 percent for a total of 98.1 percent. White men were 1.5 percent and “other” men were 0.4 percent. African-Americans gained 2.6 percent while people of color gained 0.7 percent. The percentage of women at this post gained 0.5 percent to 98.1 percent.

At the Senior Woman’s Administrator’s post in Division II, white women held 90.4 percent of the jobs, African-American women held 4.3 percent, and “other” women held 2.9 percent of these positions. White men held 1.0 percent, and “other” men held 1.4 percent. African-Americans lost 0.9 percent and people of color lost 1.1 percent to 8.6 percent. The percentage of women in these positions also lost 1.1 percent.

These same posts in Division III were 94.7 percent white women, 3.3 percent African-American women and 2.0 percent “other” women. The percentage of African-Americans stayed the same at 3.3 percent and the percentage of people of color rose 1.1 percent to 5.3 percent. Women held 100 percent of these posts in Division III, a gain of 1.1 percent.

### **Faculty Athletics Representative**

The faculty athletics representative is another key position, especially since the person filling this position is usually appointed by the president. In Division I, 93.7 percent were held by whites; 18.1 percent were white women; 3.1 percent by African-American men, 1.4 percent by African-American women and 1.7 percent by “other” men. African-Americans made up 4.5 percent, an increase of 0.6 percent, while people of color were 6.2 percent of the total, an increase of 0.9 percent. Women held 19.5 percent, a four percent gain.

At Division II schools, 93.5 percent were white, (white women occupied 15.5 percent), African-American men held 1.2 percent, African-American women 0.4 percent, “other” men 3.3 percent and “other” women held 1.6 percent of these positions. African-Americans held 1.6 percent, up 1.1 percent and people of color held 6.5 percent, up 3.7 percent. Women gained 0.3 percent to 17.6 percent of the total.

In the Division III institutions, whites held 95.7 percent of these jobs; white women held 27.8 percent, African-American men held 1.8 percent, African-American women 0.3 percent, “other” men held 2.3 percent. The percentage of African-Americans rose 0.8 percent to 2.1 percent while people of color gained 1.8 percent to 4.4 percent. Women held the highest percentage of these posts in Division III at 28.0 percent, a gain of 1.3 percent.

### **Administration (Front Offices/Athletics Departments)**

In professional team sports, the categories under administration include, but are not restricted to, professionals who work in business operations, marketing, promotions, publications and various

other positions. Our administration classification excludes secretaries, administrative assistants, staff assistants, receptionists and other support staff.

Among the men's pro leagues, the NBA and MLB had the best record for opportunities for people of color as professionals at the team level with 23 percent. The NBA had the most opportunities for women with 52 percent of these posts held by women. The WNBA topped everyone with 25 percent of these jobs held by people of color and 60 percent by women.

During the 1999-2000 NBA season, 77 percent were whites, 15 percent were African-Americans, six percent were Latinos, two percent were Asians and 52 percent were women. This was a three percent increase for African-Americans, a two percent increase for Latinos, a one percent increase for Asians and a 13 percent increase for women. This was the highest percentage of women in professional administrative posts in the history of men's pro sport.sz

In the NFL, 84 percent were whites, 15 percent were African-Americans, Latinos and Asians were both less than one percent and women were 19 percent. This was a six percent increase for African-Americans, a loss of more than one percent for Latinos and a loss of a fraction of one percent for Asians. Women, however, lost 15 percent of the positions at this level.

Major League Baseball showed progress for people of color at their team "professional and sales" level with an increase from 21 to 23 percent from 1997. Women remained at 32 percent of these positions.

At the start of the 1999-2000 season in the NHL, whites held 93 percent of the administrative positions. African-Americans held three percent, Latinos two percent, Asians two percent and women held 39 percent of these jobs. Overall, the women's share of these positions dropped three percent.

Whites held 81 percent of administration jobs in Major League Soccer, while African-Americans held seven percent, Latinos occupied nine percent, Asians had two percent and women held 32 percent of these jobs. Latinos dropped by eight percent while women gained 17 percent at this level.

Due to the small size of the dedicated staffs at the WNBA, the 2001 *Racial and Gender Report Card* has combined the administration and support staff of this league.

In the 2000 WNBA season, 21 percent of this staff were African-American, while Latinos, Asian Americans and Native Americans each were at one percent. This was an 11 percent gain for African-Americans, a one percent gain for Latinos and a one percent drop for Asian Americans from the last *RGRC*. *Women occupied 60 percent of these jobs.*

At NCAA institutions, jobs that fit in this category are academic advisor, counselor, compliance coordinator, managers for business, equipment, fundraiser/development, facilities, promotions/marketing, and tickets, the sports information director and assistant directors, and strength coaches. In the 1999-2000 academic year, in Division I, the athletic department administrations at NCAA institutions consisted of 62.6 percent white men, 24.8 percent white women, 6.2 percent African-American men, 2.8 percent African-American women, 2.3 percent

“other” men and 1.3 percent “other” women. The percentage of African-Americans was 9.0, a 0.2 percent increase and the percentage of people of color was 12.6 percent, a 0.6 percent gain. Women held 28.8 percent of these positions, a three percent decrease.

In all three divisions, white men held 64.3 percent, white women held 24.5 percent, African-American men occupied 5.2 percent, African-American women held 2.1 percent, “other” men 2.5 percent and “other” women held 1.3 percent of these posts. This was a total of 7.3 percent for African-Americans, up 0.5 percent, and 11.1 percent for people of color, a 1.1 gain. Women had 27.9 percent, a loss of 1.7 percent.

## **Medical Staff**

In the National Basketball Association, the National Football League, Major League Baseball, the National Hockey League and Major League Soccer, each team retains one doctor as a senior physician or primary doctor. A majority of teams list a number of other physicians in their media guides. However, the teams usually do not employ these doctors full-time.

In the NBA there was one Asian American and one woman at the post of team physician. Dr. Jeff Tanji was with the Sacramento Kings and Dr. Colleen Bennet was with the Utah Jazz

On NFL teams, there were two physicians of color: Dr. Carlos Tandron, a Latino with the Jacksonville Jaguars and Dr. David Chao, an Asian American with the San Diego Chargers.

In Major League Baseball, there were two African-Americans on team medical staffs: Dr. Answorth Allen, Associate Team Physician, NY Mets and Dr. Riley Williams, Associate Team Physician, NY Mets. There was one Asian American physician on the staff of the St. Louis Cardinals, Dr. Ken Yamaguchi, Assistant Team Physician for the St. Louis Cardinals, was the only Asian team physician.

There were two Asian American physicians in the NHL: Arthur Ting Jr., M.D. and Team Physician for the San Jose Sharks and Dr. Don Chow, Orthopedic Consultant with the Ottawa Senators.

The WNBA had two team-dedicated women physicians, Dr. Susan Craig-Scott of the New York Liberty and Dr. Janet Robinson with the Orlando Miracle.

There were four African-American (14 percent) head trainers in the NBA:

- Roger Hinds, Dallas Mavericks
- Kevin Johnson, Washington Wizards
- Keith Jones, Houston Rockets
- Jasen Powell, LA Clippers

Whites held 86 percent of these positions. This was a four percent gain for African-Americans from the last **RGRC**.

There were three African-American head trainers in the NFL:

- Scottie Patton, New Orleans Saints
- James Collins, San Diego Chargers
- Ronnie Barnes, NY Giants

Whites held 90 percent of the positions. This represented a three percent drop for African-Americans from the 1999 NFL season.

Whites held 97 percent of head trainer positions in Major League Baseball and there was one Latino head trainer (3 percent), Ritchie Bancells of the Baltimore Orioles, unchanged from the previous season.

There were no women or people of color at the head trainer post in the NHL. There had been one Latino in this post in the previous *RGRC*.

In the 2000 MLS season, there was one person of color (8 percent): Jamie A. Rojas, was with the Miami Fusion as a head trainer: Two women (17 percent) held this position: Amy Baer of the Columbus Crew and Holly Karol with the Tampa Bay Mutiny.

In the 2000 WNBA season, whites held 88 percent of the head trainer positions. An African-American woman, Kyla McDaniel, was with the Portland Fire and an Asian American woman, Sandee Teruya, was with of the LA Sparks as head trainers. In addition to McDaniel and Teruya, there were 14 women (88 percent) in these posts. The other women were:

- Kim Ferrill-Moseley, Charlotte Sting
- Georgia Fischer, Cleveland Rockers
- Carolyn Griffiths, Phoenix Mercury
- Holly Heitzman, Indiana Fever
- Danielle Henry, Miami Sol
- Jill Jackson, Sacramento Monarchs
- Jackie Jenkins, Washington Mystics
- Michelle T. Leget, Houston Comets
- Tamera Poole, Seattle Storm
- Laura Ramos, Detroit Shock
- Leanne Stockton, Utah Starzz
- Lisa White, New York Liberty

## **Radio and Television Broadcasters**

The NBA had the best record for opportunities for people of color to be broadcasters.

Radio and television announcers have enormous ability to influence the way the public perceives athletes. Thus, it is important that the people in the media be as diverse as the players on the courts and playing fields.

In the 1999-2000 NBA season, whites held 76 percent of these posts, African-Americans held 16 percent, Latinos held eight percent and women held two percent. This was a two percent drop for African-Americans and a three percent gain for Latinos from the last **RGRC**.

In the NFL, whites held 89 percent of these jobs, African-Americans held two percent, Latinos held eight percent and women held three percent. This was a dramatic 13 percent drop for African-Americans and a five percent gain for Latinos.

Whites held 81 percent of the broadcasting posts in Major League Baseball, African-Americans held four percent, Latinos held 15 percent, and women held two percent. This was a four percent drop for Latinos, and a one percent gain for both African-Americans and women.

Whites held all of these posts in the NHL with women holding one percent, unchanged from the previous **RGRC** for people of color and representing a slight gain for women.

## **Referees and Game Officials**

Among the men's professional leagues, the NBA had the best record for referees of color and had the only women refs in men's pro sports.

In the NBA, whites held 67 percent of the referee positions while African-Americans held 30 percent, and Latinos and women each held three percent. This was a three percent gain for African-Americans from the previous **RGRC**.

During the 2000 NFL season, 84 percent of the game officials were white and 16 percent were African-American. This was a one percent loss for African-Americans.

In Major League Baseball, whites held 91 percent of the umpire jobs while African-Americans held six percent and Latinos held three percent.

In the 2000 WNBA season, whites held 72 percent of the game official posts, African-Americans held 24 percent, Latinos and Asian Americans each held two percent and women held 43 percent. This was an eight percent drop for African-Americans, a one percent drop for Latinos and a two percent gain for Asian Americans. There was a seven percent decline for women as referees.

## **Support Staff**

MLB teams had the greatest percentage of opportunities for people of color with support staff at 28 percent. The NFL was tops for women at 61 percent.

In the 1999-2000 NBA season at the support staff level on teams, whites held 80 percent of the positions, African-Americans held 12 percent, Latinos held six percent and Asian Americans held two percent of the jobs. Women were at 63 percent of these posts. This amounted to a five percent drop for African-Americans, a three percent gain for Latinos and an 16 percent drop for women.



In the NFL, whites occupied 89 percent of these positions while African-Americans held nine percent, Latinos and Asian Americans each held less than one percent. It was two percent loss for African-American, Latinos dropped slightly more than one percent and Asian Americans lost a fraction of one percent. Women held 61 percent of these jobs, an eight percent gain from the last *RGRC*.

In MLB, people of color held 28 percent of the support staff posts on teams (up two percent from 1997) and women held 51 percent (down three percent).

At the support staff level of the NHL, whites held 79 percent, African-Americans had nine percent, Latinos held five percent and Asian Americans held six percent. Women occupied 60 percent of the jobs. This was a 14 percent increase for people of color since the previous *RGRC*.

In Major League Soccer, whites held 79 percent, African-Americans held three percent, Latinos had 18 percent, and women held 56 percent of these jobs. This was a three percent gain for African-Americans, a four percent drop for Latinos and a four percent drop for women from the last *RGRC*.

## **Stacking or Positional Segregation in Professional Sports**

The issue of stacking or positional segregation remains as controversial as any issue in pro sport. League officials continue to adamantly deny race plays any factor in positions on the field. The issue revolves around certain positions which are considered to be dependent on intelligence and others that are considered to be dependent on speed and reactive ability.

In the 2000 NFL season the quarterback, wide receiver, running back, cornerback and safety continued to have consistently disproportionate percentages. However, in the position of quarterback there seems to be a trend in a more positive direction. The percentage of African-Americans has risen to 21 percent in the last two years, an all-time high in the NFL. Meanwhile, the positions of wide receiver (90 percent), running back (86 percent), cornerback (93 percent) and safety (87 percent) continue to be held almost entirely by African-Americans. The qualifications for these positions are considered to be speed and reactive ability. Conversely the position of center, considered to be the anchor position of the offensive line, is still to a lesser degree (70 percent) dominated by whites.

On defense, the two positions most often mentioned requiring speed and reactive ability are cornerback and safety. Ninety-three percent of the cornerbacks and 87 percent of the safeties were African-American.

In Major League Baseball, the positions of pitcher, catcher and outfielder are where stacking still seems to exist for African-Americans, who held only four percent each of the pitcher and catcher positions in the 2000 season. The four percent for pitchers is barely half of what it was in 1983. These are baseball's primary thinking positions. Outfielders rely on speed and reactive ability and 40 percent of the outfielders in the 2000 MLB season were African-Americans which is more than triple the percentage of African-Americans in MLB.

## **The Players Associations**

### **Hiring Practices**

#### **National Basketball Players Association**

In the NBPA, 89 percent of the Executive Committee were African-Americans and 11 percent were white. Of the vice president positions, African-Americans held 88 percent and whites held 12 percent. Whites held 36 percent of the department head posts, African-Americans held 55 percent, Latinos held nine percent, and women held 34 percent. The support staff consisted of 80 percent African-American and 20 percent “other.” Women held all of these jobs.

#### **National Football League Players Association**

On the board of the NFLPA, African-Americans held 56 percent of these posts while whites held 42 percent. Nine of the ten vice presidents were African-American and the other was white. Whites held 59 percent of the department head posts, African-Americans held 41 percent and women held 50 percent. In the support staff of the NFLPA, whites held 43 percent of these jobs, African-Americans held 39 percent, Asian Americans/Pacific Islanders held nine percent others held nine percent and women held 70 percent.

## **Conclusion**

### **CONCLUSION**

Issues of race and gender continue to be a concern for sport in America. With leadership committed to diversity at the top levels of the pro leagues, the NCAA and the USOC, the results continue to filter down to teams, schools and the NGB's. It remains a slow process.

When grades for race and gender are combined, only the WNBA (A) and NBA (B+) are above mid-range C averages. While no one surveyed had below a C for race, the NBA and WNBA had the only A's. Only the WNBA had an A for gender and three pro leagues had D's. As in society itself, we have a long way to go to achieve equality in sport.

When looking at all the data, the NBA continued to have the best record for diversity among all the men's professional sports leagues. The NBA was best for people of color in the following categories:

- players at 79 percent
- league office vice presidents with 7
- limited partners as owners with 6
- team presidents with 2
- general managers with 21 percent
- team senior administrative posts at 17 percent
- head coaching positions with 34 percent
- assistant coaches at 36 percent
- refs at 33 percent
- radio & TV broadcasters at 24 percent

The NBA was also best for women in the men's leagues in the following categories:

- league office vice presidents at 11
- limited partners as owners with 15
- team presidents (tied with MLB at 1) ,
- team senior administrative posts at 36 percent

MLS had the best record for race in:

- league office professionals at 26 percent
- team VPs with 24 percent

When the WNBA was compared to the men's leagues, it had the best record for people of color in the following categories:

- Professional team administration at 25 percent
- league office professionals at 45 percent
- 

When the WNBA was compared to the men, it had the best record for gender in the following categories:

- Professional team administration at 60 percent
- league office professionals at 85 percent

The NHL had the only majority owners of color (Asian-American men) and one of three women. The NFL had the other two women majority owners.

By comparison, the colleges and universities went from the poorest combined record of all for race and gender in the last *RGRC* to being third with a combined C+ after the WNBA and the NBA. That resulted from significant improvement on its own while some of the gender grades for the leagues deteriorated.

There were several noteworthy trends in sport regarding race and gender

First, at the level of roster players except for the NBA and the NFL, the percentage of African-American players decreased in all professional sports as well as those playing at the Division I men's and women's collegiate level. The biggest gains continue to be for Latinos in MLB in MLS. The second largest area of expanded player participation was for international players, who appeared in record numbers in all the leagues and in the colleges.

With all the discussions of Michael Jordan becoming a minority owner of the Wizards, at the time of the publication of this report there are still no African-American or Latino majority owners in the NBA, NFL, the NHL, the WNBA, MLS, or MLB and only three women.

Another major finding was that for professional off the field positions in pro sports, the growth of opportunities for women is, at best, stagnant and, at worst, declining in several leagues.

Perhaps the best piece of individual news regarding race was that, as of this writing, there are now 20 head coaches or managers of color in the NBA, NFL and Major League Baseball. This is nearly 45 percent higher than the previous best among the big three sports in past reports. As our most visible off the field position, perhaps this will lead the way to more breakthroughs in other areas of our front offices and athletic departments. There was an all-time high for Division I men's basketball coaches of color but a decline for IA football head coaches of color. The percentage of women in head coaching positions dropped in the combined programs in Divisions I, II and III while the ranks of people of color as coaches in general gained in all three divisions.

People of color are still very well represented on the staff of both the NBPA as well as the NFLPA. Unfortunately, the data on the office of the MLBPA was yet again not available to the Center despite our attempts to secure it.

Sport in Society's goal in publishing the Report Card is to help professional, college and Olympic sport recognize that sport, which is America's most integrated workplace for players, is not much better than society in who it hires in decision-making positions. There is widely acknowledged enlightened leadership on issues of diversity in the league offices of the NBA, the NFL, MLB, NHL, MLS and at NCAA and USOC headquarters. Nonetheless, white males control the operations on most franchises, athletic departments and various USOC structures.

What the WNBA has done in its relatively short history is remarkable and, perhaps, an example to be looked at by other sports organizations and leagues. The fact that it is a women's league should not take away from the strong story of women starting with President Val Ackerman who have helped shape and run the league. The WNBA's record on racial hiring practices is as good as its record on gender and parallels the history of race in the NBA since David Stern became commissioner.

Perhaps the fact the WNBA came out with such a convincing record will show the other leagues, the NCAA, the USOC and the NGBs that racial and gender equity are, indeed, reachable goals.