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1998

RACIAL and GENDER REPORT CARD

A comprehensive analysis of the hiring practices of women and people of color in the National Basketball Association, National Football League, Major League Baseball, National Hockey League, Major League Soccer, Women's National Basketball Association, American Basketball League, and the NCAA and its member institutions.

By
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with
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SPORT IN SOCIETY™

THE CENTER FOR THE STUDY OF SPORT IN SOCIETY

NORTHEASTERN UNIVERSITY

The mission of Northeastern University's Center for the Study of Sport in Society is to increase awareness of sport and its relation to society, and to develop programs that identify problems, offer solutions and promote the benefits of sports.

1998 RACIAL AND GENDER REPORT CARD

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Professional League Grades

		NBA			NFL			MLB		
<u>Hiring Practices:</u>	Weight	Grade	%Min.	Pts.	Grade	%Min.	Pts.	Grade	%Min.	Pts.
<u>Commissioner / League Offices:</u>	15%									
Race		A-/B+	(22%)	13.0	B+	(21%)	12.9	B+	(21%)	12.9
Gender		B+	(45%)	12.9	D	(26%)	9.0	C-	(34%)	10.4
<u>Coaches: #</u>										
Head Coach / Manager	20%	B+	(17%)	17.0	C+	(10%)	15.0	B	(13%)	16.0
Assistant Coach	5%	A+	(34%)	5.0	A	(28%)	4.8	A	(26%)	4.7
<u>Front Office:</u>										
Principal-in-charge										
Race	10%	A	(24%)	9.0	B	(13%)	8.0	F	(0%)	5.0
<u>Team Vice-Presidents:</u>										
Race	5%	B	(12%)	4.0	C+	(10%)	3.8	C	(9%)	3.5
Gender	5%	F	(9%)	2.5	F	(7%)	2.5	F	(3%)	2.5
<u>Senior Administration:</u>	10%									
Race		B	(14%)	8.2	B	(12%)	8.0	N/A		*
Gender		B	(41%)	8.0	D-	(27%)	5.9	N/A		
<u>Administration:</u>	10%									
Race		B+	(17%)	8.5	B	(13%)	8.5	N/A		*
Gender		B-	(39%)	8.0	C-	(34%)	7.0	N/A		
<u>Support Staff:</u>	10%									
Race		A	(50%)	5.0	A	(30%)	4.8	N/A		*
Gender		A	(64%)	5.0	A	(75%)	5.0	N/A		
<u>Player Opportunites:</u>	20%	A+	(77%)	20.0	A+	(65%)	20.0	A	(41%)	18.0
<u>TOTALS:</u>	100%									
Race				89.5			85.8			80.1
Gender				80.8			65.4			*
<u>OVERALL GRADES:</u>		NBA			NFL			MLB		
Race		A-			B+			B		
Gender		B			D+			*		

The above grades are those given by Northeastern University's Center for the Study of Sport in Society to the National Basketball Association (NBA), the National Football League (NFL), and Major League Baseball (MLB) as part of **The 1998 Racial and Gender Report Card**. The overall grade was arrived at by adding points earned in each of the categories listed above. In addition, the hiring practices of the Players Associations for each of these professional leagues were also examined and graded (see below).

As shown on the following page, these grades are weighted based on the relative importance of each of the categories measured. All grades are based on a comparison with society in general, with the percentages presented in the text of this report. The grade key is presented on page following weighted grades.

Professional League Players Associations

<u>Players Association:</u>	NBPA	NFLPA	MLBPA
OVERALL GRADE	A	A	No Report

College Sport Grades

<u>Hiring Practices:</u>	Weight	Grade	% Min.	Pts
<u>NCAA Headquarters:</u>	10%			
Race		B+	20.5%	8.5
Gender		A-	49.0%	9.0
<u>Coaches: #</u>				
<u>Head Coach:</u>				
All Men's Teams:				
Race	5%	D+	7.8%	3.0
All Women's teams:				
Race	5%	D+	7.8%	3.0
Gender	10%	B	43.7%	8.0
Men's Basketball				
Race	5%	B+	20.1%	4.3
Women's Basketball				
Race	5%	C+	10.0%	3.5
Gender	10%	A	64.0%	9.0
<u>Assistant Coach:</u>				
All Men's Teams:				
Race	5%	B+	20.6%	4.3
All Women's teams:				
Race	5%	B+	18.2%	4.2
Gender	10%	A	59.5%	9.3
<u>Athletic Departments:</u>				
<u>Athletic Director:</u>	10%			
Race		F	4.6%	5.0
Gender		F	8.2%	5.0
<u>Assistant and Associate AD's:</u>	10%			
Race		C	9.0%	7.0
Gender		F	27.7%	5.0
<u>Senior Women's Administrators:</u>	5%			
Race		C-	6.7%	3.5
Gender		A+	97.7%	5.0
<u>Faculty Representative:</u>	5%			
Race		F	5.4%	2.5
Gender		F	15.5%	2.5
<u>Administration:</u>	10%			
Race		C	12.0%	7.0
Gender		D	31.8%	5.0
<u>Student-Athlete Opportunites:</u>	20%			
Race		A	32.0%	18.0
Gender		B-	39.0%	14.0
<u>OVERALL GRADE:</u>				
Race		C	73.8%	
Gender		C	71.8%	

= The overall grades for coaching included both categories of head and assistant coaches, with head coaches factored in at double the weight.

* = Sufficient data was not provided by Major League Baseball to determine grade.

N/A = not available in sufficient numbers. There was insufficient data for Major League Baseball. Therefore, their overall grade was based on the remaining six categories. The grade for Gender was based on the five available categories.

– Percentage of minorities in each category in parenthesis after each grade to indicate how the grade is determined.

Grade Key

A	=	24
B	=	12
C	=	9
D	=	6
F	=	5

As in previous reports, the 1998 data shows that professional sports' front office hiring practices do not nearly reflect the number of minority players competing in the game. However, to give it perspective for sports fans, Northeastern University's Center for the Study of Sport in Society issues Racial and Gender Report Card 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 Black, if 12 percent of the positions were held by Blacks the sport received a "B." It earned an "A" if it has doubled the percentage in society and a "C" if it had only nine percent.

Key for Weighted Grades

A+	=	10.0	C+	=	7.5
A	=	9.0	C	=	7.0
A-	=	8.9	C-	=	6.9
B+	=	8.5	D	=	6.0
B	=	8.0	F	=	5.0
B-	=	7.9			

Each category was given a weight according to its relative importance regarding opportunities for people of color. The grade assigned was then multiplied according to the grade key. For example, a 10 percent weight for a B+ would be given 8.5 points; a 20 percent weight would be given 17 points.

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Northeastern University's Center for the Study of Sport in Society, under the direction of Dr. Richard E. Lapchick, is dedicated to the idea that the sports community can, and should, take a lead role in bringing about positive social change.

Since its founding in 1984, Sport in Society has overseen a variety of educational and outreach programs that operate throughout the year. Each program aims to teach young people about various social issues and to inspire them to play positive roles in society through the use of sports.

Athletes in Service to America

The Corporation for National Service (AmeriCorps) has funded Sport in Society since 1994 to coordinate the Athletes in Service to America program. Athletes in Service Corps members work throughout the year to teach elementary, middle, and high school youths about cultural diversity, violence prevention, and academic achievement. Athletes in Service is based at five regional host sites: Northeastern University, the University of Central Florida, Canisius College, the University of Kentucky, and ACES in Chicago.

Mentors in Violence Prevention (MVP) Program

Established in 1993, the MVP Program trains high school and college student-athletes, athletic departments, and professional sports franchises on empowering men to become active bystanders in the face of men's violence against women. Using former athletes as role models, MVP trains young men and women about their responsibilities for gender violence intervention. MVP empowers its audience to provide leadership to younger males on issues that have traditionally been considered "women's issues," such as rape, battering, and sexual harassment. A special-designed MVP Playbook of scenario-based curriculum raises the awareness to all forms of gender violence. In 1996, MVP teamed with Liz Claiborne Inc. for a relationship violence prevention PSA using college football student-athletes.

Project TEAMWORK

Sport in Society's most acclaimed program, Project TEAMWORK, sends a trained multi-racial, mixed-gender team of former professional and collegiate athletes into schools to develop ethnic, racial, sexual preference, and gender sensitivity. The diversity training and conflict resolution program focuses on elementary and high school students across Massachusetts. Project TEAMWORK coordinates Human Rights Squads in area schools to spread the TEAMWORK message through high schools students. A 1993 Lou Harris evaluation called Project TEAMWORK "America's most successful violence prevention program."

Urban Youth Sports

Sport in Society has formed the Urban Youth Sports Program to improve the opportunities for and quality of services to inner city youths, particularly girls, in regards to sports. The program has teamed with the City of Boston to coordinate the Youth Sports Congress, which convenes to identify problems for young people in the inner city who want to play sports, and offer and implement possible solutions. Urban Youth Sports has received funding from Partners HealthCare System and Blue Cross and Blue Shield of Massachusetts. In 1997, Sport in Society surveyed 189 Boston programs serving youths ages 6-18. The survey showed that Boston youth have one-third of the opportunities to participate in sports as children in the suburbs do.

Sports CAP

This program is designed to provide women and people of color with improved access to the sporting industry from internships to high-level management positions. SportsCAP is creating a job bank that will make available the names of potential employees to the sporting industry. The objective of SportsCAP is to help sports better reflect the diversity of our country.

National STUDENT-Athlete Day

Nationally recognized on April 6, NSAD honors student-athletes in high schools and colleges for their academic achievements and citizenship. Reebok International Ltd. is the presenting sponsor of NSAD events across the country.

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Sports CAP

Sports CAP, a program created by Northeastern University's Center for the Study of Sport in Society, is designed to provide women and people of color with improved access to the sporting industry ranging from internships to high-level management, legal and medical positions.

The program consists of a coalition of national organizations, some of whose members are qualified for a wide range of employment opportunities in the business of sport by virtue of their education, experience, and areas of expertise. Many business-oriented opportunities are available in the world of sports in the legal, marketing, promotions, management, accounting and other fields. All larger college athletic departments, professional teams and their leagues employ specialists in these areas.

We know that individuals and organizations exist whose members possess the skills and experience specified in the job descriptions for professional positions, but have not had the information necessary to obtain these positions. Moreover, the sports industry has never had a systematic way to find such professionals when they commit to looking for people of color and women to fill these positions. While players' positions are earned by skill and merit, team and department administrators are often chosen as a result of their industry contacts. Thus, a high percentage of white males has always controlled the sports business. This has been traditionally shown in the Center's annual Racial and Gender Report Card.

To address this problem, SportsCAP has created a job bank that will make available the names of women and people of color with the requisite skills, education and experience to the sporting industry, especially college athletic departments, professional teams and their league offices.

To aid our ever-growing list of minority and women job candidates, Sports CAP has created an internet mail distribution list. This list enables Sports CAP to post regular notifications of positions available in the sports industry. Contacts are being made in affirmative action departments, athletic departments, professional organizations, and career services departments all over the country.

Our goal in the Sports CAP program is simple: to ensure that employment opportunities available in the sports field are made known to qualified women and people of color. The objective of Sports CAP is to help the sports industry better reflect the diversity of our country.

"I appreciate the opportunity to work with Mr. Richard Lapchick, and have offered to chair the business development committee of Sports CAP. I will do my best to develop a business opportunity framework to promote minority business opportunities with the professional sports leagues."

– Drew Pearson,
Chairman of the Board, Drew Pearson Marketing, Inc.

1998 HIGHLIGHTS

While the hiring practices in sport have gotten better for people of color and women, there is clearly room for progress in all sports. Nonetheless, according to the Federal Glass Ceiling Commission Report, pro sport is far ahead of society in these matters. Whereas affirmative action programs have been under siege in many states, both college and pro sports assert that their goal is to embrace affirmative action.

When looking at all the data, the NBA continued to have the best record for diversity of the professional sports leagues. Among the men's leagues covered for the first time this year, Major League Soccer had the best record for racial diversity and the NHL had the best record for opportunities for women. The WNBA and the now defunct ABL both had good records regarding both racial and gender diversity. While the colleges and universities improved, they continued to be behind the pros on diversity issues.

The Players

The percentage of Black players decreased in all men's professional sports as well as those playing at the Division I collegiate level. On the other hand, in MLB, the percent of Latino players reached an all-time high of 25 percent. That was also true for all minorities combined in Division I college sport which reached 32.1 percent of all student-athletes. Women student-athletes in Division I reached a new high of 39 percent.

The globalization of American sport was never more apparent than in the current reporting period. The extremely large number of international players in the NHL, MLS, and the WNBA brought an added dimension of diversity to these leagues. The number of international players was also at a high point in the NBA and Major League Baseball. The number of international student-athletes is also significant in college sport.

The Front Office

Another major finding was that for professional off the field positions in both college and pro sports, the growth of opportunities for women continued to exceed those for people of color by significant numbers. However, many of the jobs held by women indicated that there still is a gendered division of labor in sports. Despite important gains, women are overrepresented in support staff positions and are underrepresented, aside from the NBA, in senior management.

Among the league offices, the NBA had the highest percentage of people of color (22 percent) and women (45 percent) in the three major pro sports for professional positions.

There are still no Black or Latino majority owners in the NBA, NFL, the NHL, the WNBA, Major League Soccer, or Major League Baseball. There was one Asian majority owner in MLS and in the NHL. Three women were majority owners, two each in the NFL and one in MLB.

Coaching positions

The current total of 12 minority head coaches and managers in the three major men's pro sports leagues combined, was down from 14 as in the previous report and still near the low point of the decade.

The NCAA Division I institutions fared better in the sports in which minority student-athletes had the highest rate of participation. However, overall, of College Division I men's coaches (HBCUs excluded), 5.8 percent of the head coaches were Black and 2.1 percent were other minorities for a combined total of only 7.9 percent. The percentage of women coaching women's teams was 43.7 percent, up slightly from 42.9. In spite of some gains, colleges still had the worst overall record for minorities holding head coaching positions.

Team Administration

Overall in all the pro leagues, there was a decline in the number of people of color in the role of the "principal in charge of day to day operations" such as General Manager or Director of Player Personnel. In college sport the equivalent to the CEO or General Manager is the Athletics Director (AD). The percentage of Blacks in this key post in Division I decreased from an already low 3.7 to 3.2 percent between 1995-96 and 1997-98. The ratio of women holding the position of AD rose in Division I from 7.5 to 8.2 percent.

Women and people of color reached all-time highs in the senior administrative category resulting from slight increases in the percentage of people of color holding such posts in the NBA (14 percent) and the NFL (12 percent) while there was a huge jump for women in both leagues (41 and 27 percent, up from 31% and 16, respectively). MLS had the best record for minorities in the men's leagues in these senior jobs at 20 percent.

In the other professional administrative positions, the NHL had the best record for women and MLS had the best for minorities in professional team administration posts in the men's pro leagues.

People of color are still very well represented on the staff of both the National Basketball Players Association as well as the National Football League Players Association.

Introduction

Northeastern University's Center for the Study of Sport in Society has completed its tenth annual Racial Report Card regarding the racial composition of players, coaches and front office/ athletic department employees in the National Basketball Association, National Football League, Major League Baseball and in college sport. Gender comparisons are also provided where they are available and relevant. Therefore, we are renaming the report as the 1998 Racial and Gender Report Card. We are grateful for the pioneering work of the Women's Sports Foundation on monitoring gender hiring practices in college sport. This year marks the first time that the Center included comparative data for the National Hockey League (NHL), Major League Soccer (MLS) and the two women's basketball leagues, the Women's National Basketball Association (WNBA) and the now defunct American Basketball League (ABL). This report covers the 1997-98 seasons in the NBA, the NHL and the ABL; 1998 in Major League Baseball, the NFL, MLS and the WNBA and the 1997-98 academic year for colleges. All pro coaching changes were updated as of June 15, 1999.

Overview

As America itself has become more diverse, concerns about race and gender in sport are often central to discussions about the future of sport. It is projected that by next year, our nation's population will be 71.2 percent white, 12.6 percent Black, 11.1 Latino, 4.3 percent Asian and Pacific Islanders, and 0.8 percent Native American. The 1998 Racial and Gender Report Card measures how

professional and college sport stacks up against society on these issues.

When all categories were combined, the National Basketball Association came out on top for the tenth straight year with an **A-** overall. The NBA has had the highest grade in virtually every major category for all ten years of the publication of the Racial Report Card. The first overall grade for gender for the NBA was also a sport-wide best **B**.

The National Football League earned a **B+** for race for the first time. However, the NFL received a **D+** for gender as it was far behind the other pro leagues and colleges in this area. Major League Baseball received a **B** for race, matching its highest grade thus far.

The overall grade for college sport for racial hiring practices was **C**. College sport was graded for the first time this year, but only at the Division I level. College sport's overall grade for gender was a **C**.

No league has ever received A's at the critical level of team front office racial hiring practices. Among the sports covered in previous RRCs, none received an **A** in the 1998 Racial and Gender Report Card. The categories in this classification are team top management, team senior administration and team administration in general at the pro level and athletics director, and assistant and associate AD at the college level.

Regarding race in the 1997-98 season, the NBA had an **A+** for opportunities for players and for assistant coaches. It had an **A** for people of color as general managers. It had an **A-/B+** for the Commissioner's Office. However, when we viewed most

opportunities on the individual teams, the NBA's grades dropped below **A**'s for head coaches (**B+**), stayed at a **B** for vice presidents and for senior administration, and at a **B+** in the category of administration in general. Women did better in the Commissioner's Office (**B+**), at the team level in senior administration (**B**) and administration (**B-**) categories, far surpassing the status of women in the other sports. The NBA got a **B** for hiring women as professionals and decision makers in the first overall grade for gender in pro sports.

The NFL kept its **B+** regarding racial hiring practices for professional positions in the Commissioner's office and its **A+** for player opportunities. It went from a **C** to a **B** in the categories of team senior administration and for team administration in general. The NFL had a **B** for general managers (principal in charge) and got a **C+** for head coaches and for vice-president positions. The status of women, which has historically been poor in the NFL, improved in the NFL League office and at the team level in senior administration and administrative categories. However, while there was improvement, the NFL got a **D+** for hiring women as professionals and decision makers because of its previous history.

For Major League Baseball, the Center was able to issue grades only in the verifiable categories. MLB got a **B+** for people of color in the league offices. Like the other two major sports, MLB received an **A** for coaches and for player opportunities for minorities. Baseball had a **B** for Latino and Black managers combined. Baseball had an **F** for GMs and a **C** for team VPs. The full status of women as professionals in Major League

Baseball was not determinable from the data obtained by the Center for the Study of Sport in Society at Northeastern University. However, based on the information we did have, MLB was slightly ahead of the NFL in the league offices and behind in senior team positions.

College sport had an **A** for player participation opportunities for minority student-athletes. It also had the smallest percentage of people of color among head coaches, athletic directors (the college equivalent of general managers) where it received an **F**, senior administrators and administrators in general where college sport received **Cs**. The NCAA headquarters (**B+**) had a good record at the top but a weaker record for mid-level managers and other professionals. Like the pros, the record for hiring women as professionals in college athletic departments was better by percentages than for the hiring of people of color. The NCAA headquarters received an **A**; college sport a **B+** or **A** for the coaching categories and a **B-** for student-athlete opportunities for women. As with the results for race, women fared very poorly as athletics directors (**F**) and associate ADs (**F**).

The Center will not issue grades for MLS, the NHL and the WNBA for 1998 since they were included for the first time. Nonetheless, all had very good records for hiring women; MLS and the WNBA had good records for hiring minorities.

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 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 1998 data shows that professional sport's front offices hiring practices do not nearly reflect the number of minority players 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 Black, if 12 percent of the positions were held by Blacks 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. It needs to be acknowledged 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 and Selig regularly lobby for improved hiring practices for minorities and women in the front office and for minorities in the coaching and managerial ranks in the NBA, the NFL and MLB, respectively, the results at the team levels still clearly showed their limited 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.

Executive Summary

While the hiring practices in sport have gotten better for people of color and women, there is clearly room for progress in all sports. Nonetheless, according to the Federal Glass Ceiling Commission's November 1995 Report, pro sport is far ahead of society in these matters. Whereas affirmative action programs have been under siege in many states, both college and pro 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). Where notable, some new baseline data for the NHL, WNBA, MLS and the ABL will be mentioned here.

When looking at all the data, the NBA continued to have the best record for diversity of the professional sports leagues. Among the new men's leagues covered this year, Major League Soccer had the best record for racial diversity and the NHL had the best record for opportunities for women. In light of the small number of NHL players who are racial minorities, the NHL had a better than expected record on racial diversity, especially in the league office. By comparison, the colleges and universities had the poorest record of all once again.

Racial participation trends among pro players and student-athletes continue to be a striking issue considering that there is a

widely held perception that the number of Black athletes continues to soar in the major sports.

The percentage of Black players decreased in all professional sports as well as those playing at the Division I collegiate level. For Major League Baseball, the fact that 15 percent of its players were Black was a 10 year low point; in the NBA and the NFL, it was the lowest point since 1992-93 with 77 percent and 65 percent of their players being Black, respectively. In Division I men's college basketball and baseball, the percentage of Black student-athletes was at the lowest level since 1991-92 while the total percentage of Black student-athletes playing Division I sports dropped from 25.2 percent in 1991-92 to 24.2 percent in 1996-97.

On the other hand, in MLB, the percent of Latino players reached an all-time high of 25 percent. That was also true for all minorities combined in Division I college sport which reached 32.1 percent of all student-athletes. This increase was due to the fact that the percentages of Latinos, Asians and Native American student-athletes have risen.

In the inaugural WNBA season, 32 percent of the players were white, 64 percent were Black, 3 percent were Latino and 1 percent "other." In the now defunct ABL, 35 percent of the players were white and 65 percent were Black.

In our first year of coverage, there were seven Black, three Asian and six "other" minorities playing on the "active rosters" in the NHL while Major League Soccer had 62 percent of its players who were white, 16 percent Black, 21 percent Latino and one percent Asian-Amer-

ican. In the NHL, the MLS, and the WNBA there was an extremely large number of international players which brought an added dimension of diversity to these leagues. The number of international players was also at a high point in the NBA and Major League Baseball. The numbers of international student-athletes was also significant in college sport. There were international players in both women's basketball leagues.

Another major finding was that for professional off the field positions in both college and pro sports, the growth of opportunities for women continued to exceed those for people of color by significant numbers. However, many of the jobs held by women indicated that there still is a gendered division of labor in sports. Despite important gains, women are overrepresented in support staff positions and are underrepresented, aside from the NBA, in senior management.

Among the league offices, the NBA had the highest percentage of people of color (22 percent) and women (45 percent) in the three major pro sports for professional positions. At the NFL league office, 21 percent of professional posts were held by people of color and 26 percent were held by women. There was little or no change in any of these categories for these two leagues. In Major League Baseball, there was a one percent increase in Blacks and a four percent increase of the combined minorities at the "Executive and Department Heads" level in the central offices of Major League Baseball since 1997. The percentage of women represented at this level dropped nine percent from 1997.

Overall, the total of all minorities employed in baseball's central offices was 26 percent, up from 22 percent in 1997. The total percentage of minorities in the NBA league office was slightly down from 30 to 29 while in the NFL league office the total percentage of minorities was 23 percent, up slightly from 1997.

In the NHL, 19 percent of the professional staff were people of color and 41 percent were women. At the MLS league office, the professional staff was 81 percent white, 17 percent Latino, two percent Asian and 47 percent women.

The WNBA is the only major professional sports league run by a woman. In the WNBA's central offices, many staff members were shared with the NBA. All data referred to in this report is for dedicated staff of the WNBA. In the WNBA league office, 31 percent were minorities (three Blacks and one Asian). Women made up 69 percent of the total staff at the office.

In the league office of the ABL just before it folded, 78 percent of the top management positions were held by whites compared to 22 percent who were Black; 44 percent of this total were women.

The NCAA again showed well in terms of its headquarters' diversity as it prepared to move to Indianapolis. While the number of vice-presidents and chiefs of staff positions held by minorities went up slightly, the percentage actually decreased. The percentage of directors/ chief aides increased from 7.9 percent to 14.3 percent and that of minority managers increased from 11.2 to 15.3 percent. On these executive levels, the percentage of women declined at the VP/

Chief of Staff level from 27 to 25 percent. It increased at the Chief Aides/Directors level from 34.2 to 38.1 percent and at the managerial level from 29.6 to 33.9 percent. The percentage of women and minorities fell in the general "professional staff" category where the largest number of positions were available. As a result, the percentage of women and minorities overall in professional positions declined.

There are still no Black or Latino majority owners in the NBA, NFL, the NHL, the WNBA, Major League Soccer, or Major League Baseball. There was one Asian majority owner in the MLS and in the NHL. Three women were majority owners, two in the NFL and one in MLB.

The current total, as of this writing in June of 1999, of 12 minority head coaches and managers in the three major pro sports leagues combined, was down from 14 as in the previous report and still near the low point of the decade.

There were four Latino head coaches in the MLS at the start of the 1998 season, representing one-third of the MLS teams. At the start of the 1997-98 NHL season, there were no head coaches who were persons of color. Forty percent of the WNBA head coaches were Black and 88 percent were women. In the last ABL season, 22 percent were Black and 78 percent were women.

The NCAA Division I institutions fared better in the sports in which minority student-athletes had the highest rate of participation. When compared to the NBA, which had 17 percent of its coaches who were minorities, Division I men's basketball had 20.1 percent. When compared

to the NFL, which had 10 percent of its coaches who were minorities, Division IA football had 7.8 percent. Nearly 11 percent of all men's cross country and track and field coaches were minorities.

Overall, of College Division I men's coaches (HBCUs excluded), 5.8 percent of the head coaches were Black and 2.1 percent were other minorities for a combined total of 7.9 percent, up from 6.9 in 1995-96. This figure was significantly less than any of the pro leagues except the NHL. Of the Division I women's teams, 7.8 percent were coached by minorities, up from 7.6 percent in 1995-96. The percentage of women coaching women's teams was 43.7 percent, up slightly from 42.9, in 1995 but down significantly from pre-Title IX years when women coaching women's teams was 90 percent. In spite of some gains, colleges still had the worst overall record for minorities holding head coaching positions.

The NBA, the NHL and MLS all had people of color as a team President/CEO. There were no people of color in the NFL or Major League Baseball who were board chairs, presidents or CEOs. Marge Schott was listed as the President/CEO of the Cincinnati Reds. In August of 1998, Wendy Selig-Prieb assumed that role with the Milwaukee Brewers.

Overall in all the pro leagues, there was a decline in the number of people of color in the role of the "principal in charge of day to day operations" such as General Manager or Director of Player Personnel. Twenty-eight percent of NBA GMs and 13 percent of NFL GMs were Black, down four percent in the NFL. In the 1998 Major League Baseball season and the 1997-98

NHL season, there were no people of color in this role. In Major League Soccer, Daniel Villanueva of the Los Angeles Galaxy was GM and also held the position of President. He was the one person of color to hold that position in the MLS. Shortly before the start of the 1999 MLS season, Lynne Meterparel was chosen as General Manager of the San Jose Clash and is the only woman in this position in men's pro sports. Of the five GMs in the WNBA, all were women and two were Black. In the 1997-98 ABL season there were no people of color in this role. Women, however, held 56 percent of these positions in the ABL.

In college sport the equivalent to the CEO or General Manager is the Athletics Director (AD). The percentage of Blacks in this key post in Division I decreased from an already low 3.7 to 3.2 percent between 1995-96 and 1997-98. The ratio of women holding the position of AD rose in Division I from 7.5 to 8.2 percent.

Of the NBA team vice-presidents, 13 percent were Black or Latino while 10 percent were women. That was the highest mark ever for women and an increase for Blacks which equaled the previous best percentage. In the NFL, 10 percent of team VPs were Black and 7 percent were women, representing a 2 percent drop for Blacks and 5 percent decrease for women. Baseball teams had a slight increase in Black, Latino and Asian VPs for its all-time high of 9 percent while the percentage of women VPs dropped to 3 percent. Among the three major pro sports, baseball had the worst record in this category for both people of color and women.

The Glass Ceiling Commission's Report indicates that only 6.1

percent of vice-presidencies are held by people of color while 23 percent were held by women.

Thus, based on the Glass Ceiling Commission's data, all three leagues were significantly ahead of Fortune 1000 industrial and Fortune 500 service industrial companies on issues of race but were far behind them on gender.

In the NHL, 6 percent of the team VPs were people of color and 9 percent were women. Ten percent of MLS team VPs were people of color and 17 percent were women.

Women and people of color reached all-time highs in the senior administrative category resulting from slight increases in the percentage of people of color holding such posts in the NBA (14 percent) and the NFL (12 percent) while there was a huge jump for women in both leagues (41 and 27 percent, 31 percent and 16 percent, respectively). The three sports were far ahead of the top industrial companies for senior administrators.

According to the Glass Ceiling Commission, less than 3 percent of senior level management positions are held by people of color and 5 percent are held by women.

Minorities held 5 percent of the senior administrative posts in the NHL. MLS had the best record for minorities in the men's leagues in these senior jobs at 20 percent. The senior administration level of the team administrations of the WNBA was made up of 25 percent minorities. Women held 22 percent of these posts. At the start of the 1997-98 ABL season, 15 percent of the senior administrators were

minorities and 64 percent were women.

In the other professional administrative positions, the NHL had the best record for women and MLS had the best for minorities in professional team administration posts in the men's pro leagues. The percentage of people of color and women rose in both the NBA and the NFL. The gain for women in the NFL was by 16 percent to 34 percent overall.

At the administrative level in the NHL, 7 percent were minorities and 45 percent were women while during the 1998 MLS season, 22 percent of the administration was run by people of color and 31 percent by women. The administrative and support staff level of the team administrations of the WNBA was 25 percent Black and two percent Asian; 68 percent were women. Seventeen percent of the administrative posts in the ABL were occupied by people of color and 63 percent were women.

People of color are still very well represented on the staff of both the National Basketball Players Association as well as the National Football League Players Association. Unfortunately, the data on the office of the Major League Baseball Players Association was yet again not available to the Center for the Study of Sport in Society at Northeastern University.

On the playing fields, positional stacking does still seem to exist in the NFL and in Major League Baseball.

Minorities and Women Playing Professional and College Sports

There is a widely held public perception that there has been a sustained annual increase in the percentage of Black players in college and professional sport. However, the trend is of decreasing percentages of Black players in the NBA, the NFL, Major League Baseball, and in college sport and it continued in 1998.

In the 1997-98 season in the NBA, Blacks made up 77 percent of the players with whites at 23 percent and Latinos at less than 1 percent. This represented a two percent drop in Black players and a three percent rise in white players. It was the third straight year in which there was a decrease in the percentage of Blacks on the court in the NBA. The number of international players continued its dramatic rise in the NBA, reaching a peak at 35 in the shortened 1999 season. Twenty-four of those players were from European nations and 11 were from the Caribbean or African nations. The 77 percent was the lowest since 75 percent of the players in the NBA were Black in the 1991-92 season. The NBA's peak for Black players was 1994-95 when 82 percent of the players were Black.

In the 1998 Major League Baseball season, 15 percent of the players were Black with whites at 59 percent, Latinos at 25 percent and Asians at one percent. This was a two percent drop for Blacks and a one percent drop for minorities combined. The percentage of Black players was the lowest in this decade. On the other hand, 1998 had the highest percentage of Latino players in history. Both are continuing trends.

At the start of the 1998 NFL season, 65 percent of the players were Black, 33 percent were white, Latinos were less than one percent, and players categorized as "other" were one percent. The one percent drop for Blacks means that Blacks had their lowest percentage of players since 1993.

In the NHL, there were seven Black, three Asian and six "other" minorities as players on the "active rosters." When discussions of diversity take place, most people assume the subject is about whites and people of color. However, it also includes ethnicity and nationality. Thus, the 139 international players (22 percent) make the NHL a more diverse league than many observers might assume. The countries of origin of these international players included:

- Belarus
- Czech Republic
- England
- Finland
- Germany
- Kazakastan
- Laticia
- Lithuania
- Nigeria
- Norway
- Poland
- Russia
- Slovakia
- South Africa
- South Korea
- Sweden
- Switzerland
- Ukraine

Major League Soccer, in the first year this league has been included in the RGRC, had 62 percent of its players who were white, 16 percent Black, 21 percent Latino and one percent Asian-American. MLS teams are permitted five foreign players per team, totaling 60 players (22 percent) in the league. The

players are from countries such as the following:

- Argentina
- Armenia
- Bolivia
- Brazil
- Canada
- Cape Verde
- Chile
- Colombia
- Costa Rica
- Czech Republic
- Croatia
- El Salvador
- Ecuador
- Ethiopia
- England
- Greece
- Germany
- Holland
- Guatemala
- Jamaica
- Ireland
- Mexico
- Liberia
- Peru
- Nigeria
- Portugal
- Poland
- South Africa
- Scotland
- Switzerland
- Sweden
- Uruguay
- Trinidad
- Yugoslavia
- Venezuela
- Zimbabwe

1998 was the first year that the Center researched the women's leagues. In the WNBA's 1998 season, 64 percent of the players were Black, 32 percent were white while three percent were Latino and there was one player from China. In its last season of play, 65 percent were Black and 35 percent were white in the American Basketball League.

According to the NCAA's 1998 Graduation Rates Report, the percentage of minorities playing

TABLE 1:**Racial Composition of Players in Men's Leagues**

	NBA	NFL	MLB	NHL	MLS
1997-98					
White	23%	33%	59%	98%	62%
Black	77%	65%	15%	1%	16%
Latino	<1%	<1%	25%	0%	21%
Other	0%	1%	1%	1%	1%
1996-97					
White	20%	31%	58%	--	--
Black	79%	66%	17%	--	--
Latino	<1%	<1%	24%	--	--
Other	<1%	2%	1%	--	--
1995-96					
White	20%	31%	62%	--	--
Black	80%	67%	17%	--	--
Latino	0%	0%	20%	--	--
Other	<1%	<2%	1%	--	--
1994-95					
White	18%	31%	62%	--	--
Black	82%	68%	19%	--	--
Latino	0%	0%	19%	--	--
Other	0%	1%	0%	--	--
1993-94					
White	21%	35%	64%	--	--
Black	79%	65%	18%	--	--
Latino	0%	0%	18%	--	--
1992-93					
White	23%	30%	67%	--	--
Black	77%	68%	16%	--	--
Latino	0%	<1%	16%	--	--
Other	0%	1%	<1%	--	--
1991-92					
White	25%	36%	68%	--	--
Black	75%	62%	17%	--	--
Latino	0%	2%	14%	--	--
1990-91					
White	28%	39%	68%	--	--
Black	72%	61%	18%	--	--
Latino	0%	0%	14%	--	--
1989-90					
White	25%	40%	70%	--	--
Black	75%	60%	17%	--	--
Latino	0%	0%	13%	--	--

Division I college sport increased between 1991-92 and 1996-97. That was in spite of a decline of one percent in the participation of Black student-athletes. In the revenue sports (football and men's and women's basketball), the percentage of Blacks dropped from 47.5 percent to 46.5 percent. These figures exclude those who played at Historically

Black Colleges and Universities (HBCUs). This participation rate for women was 39 percent in Division I, an all-time high. This figure includes the HBCUs.

In NCAA Division I men's basketball, the percentage of minorities increased from 65.5 to 66.2 percent from 1991-92 to 1996-97. However, the per-

TABLE 2:**Racial Composition of Players in Women's Leagues**

	WNBA	ABL
1997-98		
White	32%	35%
Black	64%	65%
Latino	3%	0%
Other	1%	0%

Note: Provided by the WNBA

centage of both Blacks and whites declined. Blacks made-up 57.3 percent of the players, down from 61.8 percent in 1991-92; 33.8 percent were white, down from 34.5 percent in 1991-92. The percentage of Latinos and "others" increased: 1.5 percent were Latino, up from 0.8 percent in 1991-92, and the remaining 7.3 percent were categorized here as other minorities which include Native Americans, Asian-Americans and non-resident aliens. This 7.3 percent increased from nearly three percent in 1991-92. One factor for this large increase was the fact that non-resident aliens were not included in 1991-92.

Division I football (IA and IAA combined) had its highest percentage of minorities ever: 47.6 percent were Black (up 4.9 percent from 1991-92), 46.9 percent were white, down 6.3 percent; 1.9 percent Latino (up 0.5 percent from 1991-92) and 3.6 percent were "other" minorities, a 0.9 percent increase.

In Division I baseball, 3.0 percent were Black (down 1.3 percent from 1991-92), 89.5 percent were white, down 0.5 percent; 4.3 percent were Latino (a 0.4 percent increase from 1991-92) and 3.2 percent were "others," an increase of 1.4 percent.

The percentage of Black women playing Division I basketball decreased from 31 to 30.7 percent; Latinos increased from 1.4 to 1.8 percent, Native Americans increased from 0.4 to

TABLE 3:**College Student-Athletes (Male)
Division I**

	Basketball		Football		Baseball	
	1996-97	1991-92	1996-97	1991-92	1996-97	1991-92
White	33.8%	34.5%	46.9%	53.2%	89.5%	90.0%
Black	57.3%	61.8%	47.6%	42.7%	3.0%	4.3%
Latino	1.5%	0.8%	1.9%	1.4%	4.3%	3.9%
Other *	7.3%	2.9%	3.6%	2.7%	3.2%	1.8%

* = Includes Asian , American Indian/Alaskan American and Non-Resident Aliens.
Note: Data provided by the NCAA. Historically Black Institutions excluded

TABLE 4:**College Student-Athletes (Female)*
Division I Basketball**

	1996-97	1991-92
White	60.5%	65.0%
Black	30.7%	31.0%
Latino	1.8%	1.4%
American Indian/ Alaskan-American	0.6%	0.4%
Other	6.4%	2.2%

* = Does not include Asian, Native-Americans, and Non-Resident Aliens
Note: Data provided by the NCAA.
Historically Black Institutions excluded

TABLE 5:**College Student-Athletes (Male)
Division I (All Sports)**

	1996-97	1991-92
White	62.3%	66.2%
Black	26.2%	26.5%
Latino	3.1%	2.5%
American Indian/ Alaskan-American	0.5%	0.3%
Other *	7.9%	4.5%

* = Includes Asian and Non-Resident Aliens.
Note: Data provided by the NCAA.
Historically Black Institutions excluded

TABLE 6:**College Student-Athletes (Female)
Division I (All Sports)**

	1996-97	1991-92
White	78.2%	79.8%
Black	11.1%	12.8%
Latino	2.8%	2.2%
American Indian/ Alaskan-American	0.5%	0.3%
Other *	7.4%	4.9%

* = Includes Asian and Non-Resident Aliens.
Historically Black Institutions excluded
Note: Data provided by the NCAA.
Historically Black Institutions excluded

0.6 percent, and "others" from 2.2 to 6.4 percent. White women decreased from 65 to 60.5 percent.

Of the total percentage of males playing in Division I, whites dropped from 66.2 to 62.3 percent; Black males decreased from 26.5 to 26.2 percent; Latinos were up from 2.5 to 3.1 percent, Native Americans increased from 0.3 to 0.5 and "others" from 4.5 to 7.9 percent of the total.

The percentage of both Black and white women playing Division I college sport declined between 1991-92 and 1996-97. Black women dropped from 12.8 percent of all female student-athletes in 1991-92 to 11.1 percent in 1996-97 while the percentage of white women decreased from 79.8 to 78.2 percent. Latinos increased from 2.2 to 2.8 percent; Native Americans increased from 0.3 to 0.5 percent and "others" increased from 4.9 to 7.4 percent.

The total percentage of Black student-athletes playing Division I sports

dropped from 21.9 percent in 1991-92 to 20.4 percent in 1996-97. Latinos increased from 2.5 to 3.0 percent while Native Americans increased from 0.3 to 0.5 percent and "others" increased from 4.6 to 8.3 percent. White student-athletes declined from 67.6 to 66.1 percent. Taken as a whole, the percentage of all minority student-athletes increased from 29.3 to 32.1 percent.

This means that in all the major men's professional sports and in the college ranks overall, the percentage of Black players declined across the board. While the percentage of whites increased in the NBA, the NFL and MLB, it declined in Division I college sport where the overall percentage of minorities actually increased.

The Commissioner's, League Offices and the NCAA Headquarters**Men's Leagues**

When comparing the three major sports, the NBA league offices once again had the best record for hiring people of color and women in professional positions. In the NBA league offices in the professional staff category, 78 percent are white, 16 percent are Black (down 1 percent), 4 percent are Latino (up 1 percent) and 2 percent are Asian (down from 3

TABLE 7:**National Basketball Association**
Professional Employees - League Office

	1998		1997		1996		1995	
White	78%	415	77%	377	79%	306	77%	251
Black	16%	86	17%	83	16%	61	19%	62
Latino	4%	19	3%	14	<2%	7	<2%	6
Asian	2%	13	3%	12	3%	10	<2%	5
Other	0%	0	0%	0	<1%	3	<1%	1
Women	45%	239	44%	214	49%	188	46%	151
Total =		533		486		387		325

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

percent), making the overall percentage of people of color 22 percent in 1998-99. This was less than the nearly 23 percent in 1997-98. Women increased to 45 percent (up by 1 percent) of the professional staff total.

The NBA League office had eight Black vice presidents, by far the highest in any league office:

- Steve Mills, Senior VP/ Basketball Development
- John Rose, Senior VP/Players Relations and Administration
- Horace Balmer, Senior VP/ Security
- Steve Richard, VP/ Finance
- Marcia Sells, VP/ Organization Development
- Tom Sanders, VP/ Player Programs
- Mike Bantom, VP/ Attractions
- Leah Wilcox, VP/ Player and

Talent Relations

The nine women serving as NBA VPs was also the highest in any league office. Besides Sells and Wilcox, other women who were NBA vice presidents were:

- Paula Hanson, Senior VP/ Team Operations
- Heidi Ueberroth, Senior VP/TV
- Katherine Barrett, VP / Intellectual Properties
- Carolyn Blitz Sonn, VP / Project Planning
- Donna Goldsmith, VP / Licensing
- Noreen Reilly, VP / Administration
- Mary Reiling Spencer, VP / and Managing Director, Asia Regional Offices

The support staff at the NBA league offices was 50 percent white, 34 percent Black, 13 percent Latino and 3 percent

Asian-American. The 34 percent who were Black is the highest figure ever in the league office, while the percentage of Latinos is down by two percent from 1997. Asians remained at three percent. The support staff consists of 64 percent women, down slightly from 65 percent in 1997.

As an initiative of Commissioner David Stern, the NBA became the first professional league office to undertake an extensive diversity management training program. A staff survey on diversity issues of all 730 league employees helped launch a series of 35 full day work shops for every NBA employee. An on-going diversity action plan was completed for the league office. Individual NBA teams are slated to do similar programs in 1999-2000.

The NFL league office had 21 percent of its managerial staff who were people of color, representing a 1 percent increase from 1997. The NFL staff was 79 percent white, 15 percent Black, 2 percent Latino and 4 percent Asian-American. Twenty-six percent of the management staff were women. Harold Henderson, who is also Black, heads up the

TABLE 8:**National Basketball Association**
Support Staff - League Office

	1998-		1997		1996		1995	
White	50%	99	50%	94	60%	126	63%	132
Black	34%	66	31%	59	30%	63	26%	54
Latino	13%	26	15%	29	9%	18	9%	18
Asian	3%	5	3%	6	<2%	3	2%	4
Women	64%	127	65%	123	60%	127	63%	132
Total =		196		188		210		208

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

powerful Management Council. Dr. Lem Burnham, who is Black, is Vice-President for Player and Employee Relations.

Women at the VP level in the league office include:

- Mary Olivetti, VP /Information Technology
- Tola Murphy-Baran, VP / Marketing & Sales (NFL Interactive)
- Anne Murray, VP / International TV Distribution (NFL Interactive)

Sara Levinson, who is the President of NFL Properties, is the highest ranking woman in the NFL offices.

At the league office the support staff was 70 percent white, 19 percent Black, 9 percent Latino and 2 percent Asian, reducing the total percentage of people of color by two percent. Women made up 75 percent of the support staff.

MLB issued the Report of the MLB Equal Opportunity Committee of 1998. It was the first report in several years. MLB provided the Center with additional information. According to that information, the percentage of minorities in the category "Executives and Department Heads" dropped to 21 percent, down from 24 percent in 1993-94. Of the total in this category, 15 percent were Black and 4 percent were Latino. Women held 25 percent of the positions at this level. Len Coleman, who is an African-American, is the President of the National League of Major League Baseball. Ricky Clemons was recently promoted to VP of Public Relations and Market Development.

There were four other Blacks at the Vice President/Executive level. They were:

- Kathy Francis, VP/ Marketing
- Shawn Lawson-Cummings, VP/ International Licensing
- Wendy Lewis, Executive

Director / Human Resources and Office Administration

- Jimmie Lee Solomon, Executive Director/ Minor League Operations

Other women at this level were:

- Nancy Crofts, Executive Director/ Player Records (National League)
- Kety Feeney, Senior VP/ Secretary (National League)
- Phyllis Merbige, Senior Vice President (American League)
- Marla Miller, VP/ Events
- Leslie Sullivan, VP/Broadcasting and New Media

In the next MLB category "Professionals, Technicians and Supervisors," the percentage of minorities was 19 percent while women held 40 percent of these positions. In the final MLB category, "Coordinators, Administrators, Maintenance, Secretarial and Clerical," minorities accounted for 33 percent and women accounted for 74 percent of the posts.

The total of all minorities employed in baseball's central offices was 26 percent, significantly down from 28 percent in 1995. The total percentage of minorities in the NBA league office was slightly down from 30 to 29 percent while in the NFL league office the total percentage of minorities was 23 percent, up slightly from 1997.

The findings in the NHL League office may surprise many observers since there are so few racial minorities playing in the NHL. Nineteen percent of the pro-

TABLE 9:

**National Football League
Office Management**

	1998		1997		1996		1995	
White	79%	131	80%	119	82%	93	79%	62
Black	15%	25	15%	22	14%	16	15%	12
Latino	2%	3	2%	3	<1%	1	<2%	1
Asian	4%	6	3%	4	2%	2	3%	2
Other	0%	0	0%	0	<1%	1	<2%	1
Women	26%	43	26%	39	22%	25	21%	16
Total =		165		148		113		78

Note: Provided by the NFL league office.

TABLE 10:

**National Football League
Office Support Staff**

	1998		1997		1996		1995	
White	70%	40	68%	34	81%	56	85%	68
Black	19%	11	22%	11	12%	8	8%	6
Latino	9%	5	8%	4	4%	3	5%	4
Asian	2%	1	2%	1	3%	2	3%	2
Women	75%	43	84%	42	64%	44	58%	46
Total =		57		50		69		80

Note: Provided by the NFL league office.

TABLE 11:**Major League Baseball**Central Offices:
Total Employees

	1998	1997	1995	1993-94	1989
White	74%	78%	72%	78%	76%
Black	14%	13%	18%	16%	18%
Asian-Amer.	3%	1%	1%	0%	0%
Hispanic	9%	8%	9%	6%	6%
Native Amer.	<1%	--	--	--	--
Women	47%	53%	54%	56%	51%
Total # =	271	215	141	188	93
Total Minor.=	26%	22%	28%	22%	24%

Central Offices:
Executive & Department Heads

	1998	1997	1995	1993-94	1990
White	79%	83%	79%	76%	100%
Black	15%	14%	19%	19%	0%
Asian-Amer.	2%	0%	0%	0%	0%
Hispanic	4%	3%	2%	4%	0%
Women	25%	34%	21%	10%	11%
Total # =	85	--	--	--	--
Total Minor.=	21%	17%	21%	24%	0%

* Chart Provided by MLB.

professional positions in the central offices of the NHL and NHL Enterprises LP were held by minorities: 8 percent were Black, 5 percent were Latino and 6 percent were Asian. Women occupied 41 percent of posts at this level.

Bryant McBride, who is Black, was VP for New Business Development. There were also three women VPs in the league offices:

- Bernadette Mansur, VP Communications
- Dina Alberti, VP Marketing
- Mary Sotis, VP Legal / Associate General Counsel

Forty percent of the support staff posts were held by minorities (16 percent were Black, 18 percent were Latino, and 6 percent were Asian) while 74 percent were women.

At the MLS league office during the 1998 season, at the

professional staff level, 81 percent were white, 17 percent were Latino, and 2 percent were Asian. Women made up 47 percent of the professional staff. Doug Logan, the President/Commissioner and John P. Giraldo the CFO, are both Latino. Logan, whose mother is Cuban, is arguably the highest ranking Latino in professional sport. There are two women at the vice presidential level: Kathryn L. Carter (VP /Corporate Marketing and JoAnn Laurentino (VP/ Legal). There were no Blacks at this level.

There is a small support staff in the MLS league office which was 29 percent white, 57

percent Black, and 14 percent Latino while 83 percent were women.

MLS had every league employee, team employee, and all players go through diversity management training in 1999. It was the first professional league to include players in such training.

Women's Leagues

The WNBA is operated as a separate and independent league from the NBA. It is the only professional league being reviewed here which is run by a woman. Val Ackerman is the WNBA 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 acquisition, management 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

TABLE 12:**League Office (1998)**
Professional Staff

	NHL		MLS	
White	81%	128	81%	43
Black	8%	13	0%	0
Latino	5%	8	17%	9
Asian	6%	10	2%	1
Women	41%	65	47%	25

Support Staff

	NHL		MLS	
White	60%	53	29%	2
Black	16%	14	57%	4
Latino	18%	16	14%	1
Asian	6%	6	0%	0
Women	74%	66	83%	4

Note: The NHL league date includes the leagues office and NHL Enterprises LP. Provided by the NHL league office.
Note: Provided by the MLS league office.

TABLE 13:**Women's National Basketball Association League Offices (1998)****Professional Staff**

White	69%	9
Black	23%	3
Latino	0%	0
Asian	8%	1
Native-Amer.	0%	0
Women	69%	9

Support Staff

White	100%	3
Black	0%	0
Latino	0%	0
Asian	0%	0
Native-Amer.	0%	0
Women	100%	3

Note: Provided by the WNBA

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 and public relations representatives, and like the League office, "shares" most of its other non-player personnel with the NBA operator. Five teams have designated general managers.

Of the dedicated 13 WNBA staff at the professional level, nine (69 percent) were white, three (23 percent) were Black and there was one Asian. The WNBA's support posts were staffed by

three white women.

The shared staff at the professional level was 60 percent white and 40 percent Black. The combined staff total was 67 percent white, 28 percent Black and 5 percent Asian.

Several women function at high levels in this office. In addition to President Ackerman, they were:

- Reneé Brown, (a Black woman), Director of Player Personnel
- Connie Hurlbut, Director of Basketball Operations
- Randy Hersh, Director of Team Operations
- Teri Schindler, Director of Broadcasting
- Elisha Parker, Assistant Director of Security

Women made up 69 percent of the dedicated staff and 80 percent of the shared staff. Seventy-two percent of the combined staff were women at the professional level. All of the support staff at the WNBA league office were white women.

In the small league office of the ABL during the 1998-99 season, seven of the nine top management positions were

TABLE 14:**American Basketball League League Offices (1998)****Professional Staff**

White	78%	7
Black	22%	2
Latino	0%	0
Women	44%	4

Administration

White	87%	7
Black	13%	1
Latino	0%	0
Women	33%	3

Note: Provided by the ABL league office.

held by whites while two were retained by Blacks. Four of the nine were women. Anne Cribbs, a white woman, held the position of Vice President of Corporate and Community Development and was one of the three co-founders. Two of the league's six vice presidents were Black:

- Rich Nichols, VP Corporate Affairs / General Counsel
- Tracey Williams, VP for Player Personnel / Basketball Operations.

Pam Batalis (VP/ Marketing) was the other woman VP. In the administration and support of the ABL league office, seven of the eight were white, one was Black and three were women.

NCAA Headquarters

The staff at the NCAA headquarters in Kansas City is in an enormous period of transition because many people decided not to move to Indianapolis when it becomes the new NCAA headquarters in 1999.

Dan Boggan, the Senior Vice President for the National Collegiate Athletic Association, is the highest-ranking Black person in the organization. At the time Boggan joined the NCAA in 1994, he became the first Black member of the then eight person executive of the NCAA in its history. In 1999, there were three vice presidents or chiefs of staff who were Black out of 16 people holding this level post. In addition to Boggan, there was:

- Danita Edwards, VP/Public Affairs
- Ron Stratten, VP/Educational Services

There were four women VPs or chiefs of staff. The two other women who were VPs were:

- Elsa Cole, VP/ General Counsel
- Tricia Bork, VP/Championships

Nancy Mitchell was Chief of Staff for Division II. While the number of women in this category stayed the same, the percentage went down because the number of positions at this level increased from 15 to 16.

In the position of chief aide/director, three of the 42 posts were held by Blacks, one was held by a Latina and two were Asian-American. The following are the directors who were Black:

- Bernard Muir, Director of Division I Men's Championships / Operations
- Stan Johnson, Director of Professional Development
- Carolyn Claude, Director of Membership Services

Lydia Sanchez, a Latina, was Director of Executive Services. The two Asians who were directors were:

- John Johnson, Director of Special Events
- Jocelyn Reinebold, Director of Special Events

The six out of 42 who were people of color was 14.3 percent, up significantly from the 7.9 percent in 1997. Women chief aides/ directors increased to 38.1 percent in 1998.

Among the managers, Blacks held six of 59 positions, Latinos held one and "others" held two. The 15.3 percent for minorities was up significantly from 11.2 percent in 1997. Women managers rose from 29.6 to 33.9 percent in 1998.

Overall, women and minorities in

professional positions at the NCAA dropped since 1997. The NCAA has 122 people in the ranks of professional administrative staff: 79.5 percent were white in 1998, up from 74.8 percent in 1997; 18.9 percent were Black, down from 21.3 in 1997. Latinos dropped from 2.9 to 1.6 percent and "others" went down from one to zero percent. Women at this level decreased from 54.4 to 49.2 percent.

The support staff was 88.5 percent white, 10.3 percent Black (up from 6.7 in 1997) and 1.1 percent "other." Women held 97.7 percent of the support staff positions.

Prior to the leadership of Cedric Dempsey as NCAA Executive Director, the NCAA headquarters staff diversity was far behind pro sport. Due to his leadership, it is now doing almost as well as the professional league offices.

Ownership

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

There were no Black or Latino majority owners in Major League Baseball, the NBA, or the NFL in the period covered in this report. That is part-

TABLE 15:

NCAA Top Administration Vice President/Chief of Staff

	1998		1997	
White	81.2%	13	80%	13
Black	18.8%	3	20%	2
Latino	0%	0	0%	0
Other	0%	0	0%	0
Woman	25.0%	4	27%	4
Total =		16		15

Chief Aides/Directors

	1998		1997	
White	85.7%	36	92.1%	35
Black	7.1%	3	5.3%	2
Latino	2.4%	1	2.6%	1
Other	4.8%	2	0%	0
Woman	38.1%	16	34.2%	13
Total =		42		38

Managers

	1998		1997	
White	84.7%	50	88.9%	48
Black	10.2%	6	9.3%	5
Latino	1.7%	1	1.9%	1
Other	3.4%	2	0%	0
Woman	33.9%	20	29.6%	16
Total =		59		54

Data provided by the NCAA.

TABLE 16:

NCAA Administration Professional Staff

	1998		1997	
White	79.5%	97	74.8%	77
Black	18.9%	23	21.3%	22
Latino	1.6%	2	2.9%	3
Other	0%	0	1.0%	1
Woman	49.2%	60	54.4%	56
Total =		122		103

Technical/Sales Staff

	1998		1997	
White	93.8%	30	86.4%	19
Black	6.3%	2	14%	2
Latino	0%	0	4.5%	1
Other	0%	0	0%	0
Woman	71.9%	23	63.6%	14
Total =		32		22

Data provided by the NCAA.

TABLE 17:**NCAA
Support Staff**

	1998	1997
White	88.5%	90.4%
Black	10.3%	6.7%
Latino	0%	0%
Other	1.1%	3%
Women	97.7%	94.0%

* = Historically Black Institutions excluded
Data provided by the NCAA.

ially why there was so much interest when Michael Jordan, encouraged by Commissioner Stern, seemed close to becoming an owner with the Charlotte Hornets. Both Major League Baseball and the NHL had one Asian majority owner. Hiroshi Yamauchi is the Mariners' majority owner while in the NHL Takashi Okubo is the Tampa Bay Lightning's majority owner. Both are residents of Japan. The MLS, WNBA and the ABL are single-entity ownership leagues where this issue is less relevant.

Marge Schott, the owner of the Cincinnati Reds, is the sole woman majority owner in Major League Baseball. Under an agreement with Major League Baseball, she is expected to sell her majority interest in the team. Georgia Frontiere, the owner of the St. Louis Rams, and Denise DeBartolo-York of the San Francisco 49ers, are listed as the women majority owners in the National Football League.

Our most current data identified several limited partners in Major League Baseball, the NBA and the NFL who were Black, Latino or Asian.

As of the beginning of the 1997-98 season, the four Black part-owners in the NBA were:

- Isiah Thomas (Toronto Raptors)
- Earvin Johnson (L.A. Lakers)

- Edward and Bettiann Gardner (Chicago Bulls)

There were also four Black part-owners in MLB:

- Henry Aaron (Atlanta Braves)
- Rubye M. Lucas (Atlanta Braves)
- Louis W. Smith (Kansas City Royals)
- P.J. Benton (Tampa Bay Devil Rays)

In the NFL, there were two Black part-owners:

- Deron L. Cherry (Jacksonville Jaguars)
- William Simms (Carolina Panthers)

During the 1997-98 season, Isiah Thomas left his position with the Raptors and sold his share of the team.

Latino part-owners include:

- Julio Iglesias (Miami Heat)
- Amancio Suarez (Miami Heat)
- Marie-Elena Hinojosa (Boston Celtics)

Minoru Arakawa, who is an Asian American, is a limited partner in the Seattle Mariners franchise.

Women part-owners in the NBA include:

- Noreen Cannamela (Boston Celtics)
- Bettiann Gardner (Chicago Bulls)
- 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 NFL, women part-owners were:

- Rosalind S. Richardson (Carolina Panthers)
- Ashley Allen (Carolina Panthers)
- Carroll Smith Walraven (Atlanta Falcons)
- Dorothy Smith Knox (Atlanta Falcons)

TABLE 18:**Majority Owners/Primary Owner (1997-98)**

	NBA	NFL	MLB	NHL
White	100%	100%	97%	96%
Black	0%	0%	0%	0%
Latino	0%	0%	0%	0%
Asian	0%	0%	3% *	4% +
Women	0%	7% **	3% #	0%

* = Hiroshi Yamauchi, a resident of Japan, is the majority owner of the Seattle Mariners.

** = Georgia Frontiere and Denise DeBartolo-York are the two women owners in the NFL.

= Marge Schott is listed as owner of the Cincinnati Reds.

+ = Takeshi Okubo, a resident of Japan, is the majority owner of the Tampa Bay Lightning.

- Karen Smith Owen (Atlanta Falcons)
- Donna Dewitt Lambert (St. Louis Rams)

In Major League Baseball, women part-owners include:

- Jessica Mallory (N.Y. Yankees)
- Jennifer S. Swindal (N.Y. Yankees)
- Charlotte Whitkind (N.Y. Yankees)
- Joan Steinbrenner (N.Y. Yankees)
- P.J. Benton (Tampa Bay Devil Rays)
- Pam Shriver (Baltimore Orioles)
- Claire S. Betz (Philadelphia Phillies)
- Eloise Pohlard (Minnesota Twins)
- Linda Alvarado (Colorado Rockies)

Coaching Positions

Head Coaching and Baseball Managing Positions

Other than players, head coaches and Major League managers hold the most visible positions in pro sports. This has always seemed like a good place for former Black and Latino players to get jobs. Some believe former athletes know sport better than those who didn't play at the professional level. It is natural, although not always true, to believe that a former player could readily communicate and teach their acquired knowledge and skills accumulated over the course of many years of playing to younger players. Getting such a position in this way, however, is far more likely to become a reality if you are white.

As with players, the percentage of Black and Latino head coaches in the NBA, MLB, and the NFL combined has

decreased. The total number of Black managers and head coaches in the period covered was 12, down from the high of 16 in 1992-93. As noted in the overview, that number is still 12 as of the July 1999 publication of this report.

At the beginning of the 1998 season, Major League Baseball had the following managers who were Black:

- Dusty Baker (San Francisco Giants)
- Jerry Manuel (Chicago White Sox)
- Don Baylor (Colorado Rockies)

Don Baylor was let go at the end of the 1998 season year. Felipe Alou of the Montreal Expos was MLB's only Latino manager.

The 1997-98 NBA season began with five head coaches who were Black:

- Darrell Walker (Toronto Raptors)
- Bernie Bickerstaff (Washington Wizards)
- Jim Clemons (Dallas Mavericks)
- Lenny Wilkens (Atlanta Hawks)
- Eddie Jordan (Sacramento Kings)

Jim Clemons was fired early in the 1997-98 season; Eddie Jordan was let go in August of 1998 and Alvin Gentry was appointed as coach in Detroit in February 1998, leaving four Black NBA coaches at the end of the season. In the 1999 season, Bernie Bickerstaff was let go by Washington mid-way through the season and Paul Silas became the coach of Charlotte when Dave Cowens resigned. The percent is significantly lower than the NBA's high of 26 percent in 1992-93.

As the 1999 season ended, the list of NBA Black head coaches was:

- Butch Carter (Toronto Raptors)
- Alvin Gentry (Detroit Pistons)
- Lenny Wilkens (Atlanta Hawks)
- Paul Silas (Charlotte Hornets)

Glenn "Doc" Rivers was hired by Orlando and Gar Heard was hired by Washington in June of 1999, leaving six Black NBA head coaches as of this writing.

The 1998 NFL season started with the same three Black head coaches who finished the 1997 season:

- Dennis Green (Minnesota Vikings)
- Tony Dungy (Tampa Buccaneers)
- Ray Rhodes (Philadelphia Eagles).

At the end of the 1998 season, Rhodes was fired by the Eagles and hired by the Green Bay Packers.

In Major League Soccer during the 1998 season, Latinos held 33 percent of the head coaching jobs while whites held 67 percent. There were no Black head coaches in Major League Soccer. The Latino coaches were:

- Alfonso Mondelo (NY/NJ Metrostars)
- Carlos Cordoba (Miami Fusion)
- Octavio Zambrano (LA Galaxy)
- Bruce Arena (DC United)

At the start of the 1997-98 NHL season, there were no minority head coaches.

During the 1998 WNBA season, 40 percent of the head coaches were Black and 60 percent were white. The four Black head

TABLE 19:

Head Coaches and Managers

	NBA		NFL		MLB		NHL		MLS	
1997-98										
White	83%	24	90%	27	87%	26	100%	26	67%	8
Black	17%	5 *	10%	3	10%	3	0%	0	0%	0
Asian	0%	0	0%	0	0%	0	0%	0	0%	0
Latino	0%	0	0%	0	3%	1	0%	0	33%	4
1996-97										
White	76%	22	90%	27	86%	24	--	--	--	--
Black	24%	7	10%	3	11%	3	--	--	--	--
Latino	0%	0	0%	0	3%	1	--	--	--	--
1995-96										
White	81%	23	90%	27	86%	24	--	--	--	--
Black	19%	6	10%	3	11%	3	--	--	--	--
Latino	0%	0	3%	1	3%	1	--	--	--	--
1994-95										
White	81%	22	93%	28	86%	24	--	--	--	--
Black	19%	5	7%	2	11%	3	--	--	--	--
Latino	0%	0	0%	0	3%	1	--	--	--	--
1993-94										
White	81%	22	89%	25	82%	23	--	--	--	--
Black	19%	5	7%	2	14%	4	--	--	--	--
Latino	0%	0	<4%	1	3%	1	--	--	--	--
1992-93										
White	74%	20	89%	25	79%	22	--	--	--	--
Black	26%	7	7%	2	14%	4	--	--	--	--
Latino	0%	0	<4%	1	7%	2	--	--	--	--
1991-92										
White	93%	25	93%	26	89%	23	--	--	--	--
Black	7%	2	7%	2	7%	2	--	--	--	--
Latino	0%	0	0%	0	<4%	1	--	--	--	--
1990-91										
White	78%	21	96%	27	89%	23	--	--	--	--
Black	22%	6	4%	1	7%	2	--	--	--	--
Latino	0%	0	0%	0	<4%	1	--	--	--	--
1989-90										
White	78%	21	96%	27	93%	24	--	--	--	--
Black	22%	6	4%	1	<4%	1	--	--	--	--
Latino	0%	0	0%	0	<4%	1	--	--	--	--

* = At the start of the 1997-98 NBA Season

coaches were:

- Julie Rousseau (LA Sparks)
- Cheryl Miller (Phoenix Mercury)
- Denise Taylor (Utah Starzz)
- Jim Lewis (Washington Mystics)

As of May 15, 1999 there were three Black head coaches in the WNBA:

- Carolyn Peck (Orlando

Miracle)

- Cheryl Miller (Phoenix Mercury)
- Orlando Woolrich (LA Sparks)

At this time there were, including Peck and Miller, six women as head coaches in the WNBA. The other four were:

- Marynell Meadors, Head Coach/General Manager (Charlotte Sting)

- Nancy Lieberman-Kline, Head Coach/General Manager (Detroit Shock)
- Linda Hill-MacDonald (Cleveland Rockers)
- Nancy Darsch (Washington Mystics)

In the ABL during the 1997-98 season, 22 percent of the head coaches were Black and 78 percent were white. The two

TABLE 20:

**Head Coaches (1998)
Women's National
Basketball Association**

White	60%	6
Black	40%	4
Latino	0%	0
Asian	0%	0
Women	70%	7

Note: Provided by the WNBA

American Basketball League

White	78%	7
Black	22%	2
Latino	0%	0
Asian	0%	0
Women	78%	7

Black head coaches were:

- Teresa Edwards (Atlanta Glory)
- K.C. Jones (New England Blizzard)

To try to make the most valuable comparisons between professional and college sport, The 1998 Racial and Gender Report Card looks at Division IA football and Division I men's basketball and baseball. The 1998 RGRC will use this basis of comparison throughout.

The colleges fared better in the sports in which minority student-athletes had the highest participation rates. The NBA had 17 percent of its head coaches who were minorities. Division I men's basketball had 20.1 percent. The NFL had 10 percent of its coaches who were minorities whereas Division IA football had 7.8 percent. Almost 11 percent of all men's cross country and track and field coaches were minorities. However, overall, of College Division I men's coaches (HBCUs excluded), 5.8 percent of the head coaches were Black and 2.1 percent were other minorities for a combined total of 7.8 percent, up from 6.9 in 1995-96. Of the Division I women's teams,

7.8 percent were coached by minorities, up from 7.6 percent in 1995-96.

In 1997-98 in NCAA Division I men's basketball, 19.4 percent of the head coaches were Black (up 2 percent from 1996), 79.9 percent were white while 0.7 percent were "other minorities." In Division IA football, 7.8 percent were Black and the remaining 92.2 percent were white. That was a 2.2 percent increase for Black head coaches since 1996. Within the combined Division I (IA and IAA) football ranks, Blacks did much worse with only 5.0 percent of the head coaching positions. In Division I baseball, Blacks made up only 0.4 percent of the head coaches (but up from 0 in 1996) while whites were 96.7 percent and "other minorities" were 2.9 percent.

As of the beginning of the 1998 NCAA football season, the

following were the only Black head football coaches in NCAA Division IA:

- Tony Samuel (New Mexico)
- Jim Caldwell (Wake Forest)
- Tyronne Willingham (Stanford)
- Robert Simmons (Oklahoma State)
- John Blake (Oklahoma)

Blake was fired at the end of the season. Jerry Baldwin was hired by the University of Western Louisiana. Floyd Keith (Rhode Island) and Alex Woods (James Madison) were the only Black coaches in Division I AA.

The list of past Black Division IA Head Football coaches is also very short:

- Willie Jeffries (Wichita State)
- Dennis Green (Northwestern)
- Cleveland Bryant (Ohio)
- Wayne Nunnely (Nevada-Las Vegas)

TABLE 21:

**College Head Coaches
Men's Teams
Division I**

1997-98	Basketball	Football (IA)	Baseball
White	79.9%	92.2%	96.7%
Black	19.4%	7.8%	0.4%
Other	0.7%	0%	2.9%

Division I, II, III*

1997-98	Basketball	Football	Baseball
White	87.2%	97.0%	96.7%
Black	12.2%	2.6%	0.7%
Other	0.6%	0.4%	2.6%

Division I

1995-96	Basketball	Football (IA)	Baseball
White	81.5%	94.4%	97.6%
Black	17.4%	5.6%	0%
Other	1%	0%	2.4%

Division I, II, III*

1995-96	Basketball	Football	Baseball
White	87.3%	96.5%	97.6%
Black	11.3%	2.7%	0.8%
Other	1.5%	0.7%	1.6%

* = Historically Black Institutions excluded
Data provided by the NCAA.

TABLE 22:

**College Head Coaches
Men's Teams**

	Division I	Division II	Division III
1997-98			
White Men	90.1%	91.4%	90.5%
White Women	2.0%	2.7%	4.4%
Black Men	5.8%	3.4%	3.0%
Black Women	0%	0.1%	0.1%
Other Men	2.1%	2.4%	1.9%
Other Women	0%	0%	0.1%
Total Women	2.0%	2.8%	4.6%
1995-96			
White Men	90.1%	89.5%	90.3%
White Women	2.1%	2.6%	4.4%
Black Men	4.9%	5.1%	3.1%
Black Women	0%	0.1%	0%
Other Men	1.9%	2.6%	2.0%
Other Women	0%	0.1%	0.1%
Total Women	2.1%	2.8%	4.6%

* = Historically Black Institutions excluded
Note: Data provided by the NCAA.

Like Division II, the percentage of Division III men's head coaching jobs held by whites went up slightly between 1995-96 and 1997-98. In Division III men's programs, whites controlled 94.9 percent (vs. 94.7 percent in 1995-96) of the head coaching jobs (4.4 percent were held by white women); Blacks held 3.1 percent (Black women have .1 percent of those); and 1.9 percent of the Division III head coaching posts were held by "other minorities."

The percentage of whites as head coaches in all women's programs went up in Divisions II and III and down slightly in Division I. The percentage of women coaching women's teams went up in Division I and down in Div. II and Div. III.

- Francis Peay (Northwestern)
- Willie Brown (Long Beach State)
- Ron Dickerson (Temple)
- Ron Cooper (Louisville)
- Matt Simon (North Texas)

While the following data does not compare directly to professional sport, the Center for the Study of Sport in Society believes it can stand alone as a look at all of college sport. The 1998 RGRC will also do this throughout the report.

When all NCAA divisions are included, 12.2 percent of the men's head basketball jobs were held by Blacks as were a meager 2.6 percent of the football jobs and 0.7 percent of the baseball positions. Compared to 1995-96, the percentage of whites decreased slightly in basketball and baseball and increased in football; that of Blacks decreased slightly in football and baseball and increased by almost 1 percent in basketball; that of "others" decreased in football and basketball and increased by 1 percent in baseball.

In the NCAA men's programs, the percent of head coaching positions held by Blacks remained the same from 1995-96 to 1997-98. In Division I, whites held 92.1 percent of the head coaching jobs (2 percent are held by white women) while 5.8 percent are held by Blacks (up from 4.9 percent in 1995-96) and 2.1 percent by "other minorities," also up from 1.9 percent in 1995-96. Thus, in spite of some gains in the sports in which Blacks compete in most often, colleges still had the worst overall record for minorities holding head coaching positions.

The percentage of Division II men's head coaching jobs held by whites went up slightly between 1995-96 and 1997-98. In Division II, whites controlled 94.1 percent (vs. 92.1 percent in 1995-96) of the head coaching slots (2.7 percent were held by white women); Blacks held 3.5 percent (Black women have .1 percent of those); and 2.4 percent of the Division II head coaching posts were held by "other minorities."

Among the NCAA Division I women's programs, whites held 92.2 percent of the head coaching jobs (white men held 51.2 percent and white women 41 percent of the posts); women of color occupied 2.7 percent and men of color held 5.1 percent of these head coaching opportunities. Women held 43.7 percent of all the women's coaching opportunities in Division I, up from 42.9 percent in 1995-96.

In Division II women's programs, whites controlled 93.7 percent of the head coaching slots (white men held 57.3 percent and white women 36.4 percent); women of color occupied 1.7 percent and men of color held nearly 4.7 percent of these head coaching opportunities. Women held 38 percent of all the women's coaching opportunities in Division II, down from 38.2 percent in 1995-96.

Whites occupied nearly 94 percent of the opportunities on women's teams in Division III (white men had 48.5 percent

TABLE 23:**College Head Coaches
Women's Teams**

1997-98	Division I	Division II	Division III
White Men	51.2%	57.3%	48.5%
White Women	41.0%	36.4%	45.4%
Black Men	3.4%	2.3%	2.1%
Black Women	2.0%	0.8%	1.3%
Other Men	1.7%	2.4%	1.8%
Other Women	0.7%	0.9%	0.8%
Total Women	43.6%	38.0%	47.5%
1995-96	Division I	Division II	Division III
White Men	52.1%	56.2%	47.6%
White Women	40.3%	35.7%	46.2%
Black Men	3.2%	2.9%	2.3%
Black Women	2.1%	1.6%	1.0%
Other Men	1.8%	2.8%	2.0%
Other Women	0.5%	0.9%	0.9%
Total Women	42.9%	38.2%	48.1%

* = Historically Black Institutions excluded

Note: Data provided by the NCAA.

and white women 45.4 percent of the posts) women of color held 2.9 percent and men of color held 3.9 percent of these head coaching opportunities. Women held 47.5 percent of all the women's head coaching opportunities in Division III, a drop from the 48.1 percent they held in 1995-96.

Assistant Coaches

It is widely believed that the ranks of assistant coaches in the NBA and NFL and coaches in baseball and college sports are the best training grounds for head coaching and managerial jobs in both the pros and in college sport. For example, as the 1999 season ended, three of the four Black head coaches in the NBA had served as assistants.

At the start of the 1997-98 NBA season, 34 percent of the assistant coaches were Black and 66 percent were white. That was the same as in the previous season.

In the 1998 season in the NFL, 26 percent of the assistants were Black, 73 percent were white, one percent was Latino, and

there was one Asian-American assistant coach. The approximate total of 28 percent was a new high for minority assistants in the NFL.

In the 1998 season in Major League Baseball, Black coaches made up 17 percent of the total while whites held 75 percent, Latinos held 8 percent and there was one Asian-American coach. The percentage of Blacks was up from 14 percent while that of Latinos was down by 3 percent. Coaches in the minor leagues are hired by the 30 Major League Baseball Clubs and are included in MLB's hiring statistics. Overall, minorities make up 36% of the total coaches in baseball's major and minor leagues.

During the 1998 season in Major League Soccer, Blacks held 13 percent, Latinos 29 percent and whites held 58 percent of all assistant coaching positions.

In the NHL during the 1997-98 season, there was one Black assistant coach out of a total of 84.

In WNBA during the 1998 season,

31 percent of the assistants were Black, 63 percent were white and there was one Asian-American assistant. Women occupied 50 percent of the WNBA assistant coaching posts. At the start of the 1997-98 season in the ABL, 85 percent of assistant coaches were white and 15 percent were Black. 92 percent were women.

There was a significant improvement for Black assistants in Division I men's programs. To continue to make the most valuable comparisons for coaching assistants, The 1998 Racial and Gender Report Card looks at Division I and IA football and Division I men's basketball and baseball for such positions. In Division I basketball, Blacks had 34.2 percent of the assistant coaching positions, up 3 percent from 1995-96. In Division IA football, Blacks held 23.6 percent of the assistant coaching positions, an increase from 21.5 percent in 1995. In all Division I, Blacks held 20.6 percent of these positions, up from 18.0 percent. The picture in Division I baseball is much bleaker with Blacks only holding 0.9 percent of the assistant coaching positions, a decrease from 1.3 percent in 1995-96. The percentage of "other minority" baseball assistant coaches also dropped from 5.5 to 4.3 percent.

However, there were significantly fewer Black assistants when all three divisions were combined. The notable exceptions were gains for Blacks in basketball and football.

In basketball, Blacks held 26.4 percent of the assistant coaching positions, up from 23.9; in football, Blacks occupied 16.2 percent, an increase from 15 percent in 1995-96. In baseball, the share of these posts held by Blacks fell from 2.2 to 1.5 percent

TABLE 24:

Assistant Coaches and MLB Coaches

	NBA		NFL		MLB		NHL		MLS	
1997-98										
White	66%	76	73%	311	75%	151	99%	84	58%	14
Black	34%	39	26%	113	17%	34	1%	1	13%	3
Latino	0%	0	1%	3	8%	16	0%	0	29%	7
Asian	0%	0	<1%	1	<1%	1	0%	0	0%	0
Other	0%	0	0%	0	0%	0	0%	0	0%	0
1996-97										
White	66%	61	74%	307	75%	120	--	--	--	--
Black	34%	32	25%	102	14%	23	--	--	--	--
Latino	0%	0	<1%	3	11%	18	--	--	--	--
Asian	0%	0	<1%	1	0%	0	--	--	--	--
Other	0%	0	0%	0	0%	0	--	--	--	--
1995-96										
White	59%	51	76%	289	74%	119	--	--	--	--
Black	41%	35	23%	88	18%	29	--	--	--	--
Latino	0%	0	0%	0	7%	12	--	--	--	--
Asian	0%	0	0%	0	<1%	1	--	--	--	--
Other	0%	0	<1%	4	0%	0	--	--	--	--
1994-95										
White	60%	45	77%	249	72%	114	--	--	--	--
Black	40%	30	23%	73	18%	29	--	--	--	--
Latino	0%	0	<1%	1	9%	14	--	--	--	--
Asian-	0%	0	<1%	1	0%	0	--	--	--	--
Other	0%	0	0%	0	<1%	1	--	--	--	--
1993-94										
White	68%	48	76%	217	78%	126	--	--	--	--
Black	32%	30	23%	73	14%	22	--	--	--	--
Latino	0%	0	<1%	1	8%	13	--	--	--	--
Other	0%	0	0%	0	<1%	1	--	--	--	--
1992-93										
White	73%	49	80%	264	80%	133	--	--	--	--
Black	27%	18	20%	65	13%	22	--	--	--	--
Latino	0%	0	0%	0	6%	10	--	--	--	--
Other	0%	0	0%	0	1%	2	--	--	--	--
1991-92										
White	67%	51	84%	289	--	--	--	--	--	--
Black	33%	25	16%	54	--	--	--	--	--	--
1990-91										
White	79%	46	81%	208	--	--	--	--	--	--
Black	21%	12	19%	50	--	--	--	--	--	--
1989-90										
White	78%	51	80%	197	--	--	--	--	--	--
Black	22%	14	20%	50	--	--	--	--	--	--

Note: The overall grades for coaching included both categories of head and assistant coaches, with head coaches factored in at double the weight.

while "other minorities" gained from 3.7 to 4.5 percent.

In all Division I women's sports, Blacks held 13.6 percent of the assistant coaching jobs, up from

12.5 percent while "other minorities" occupied 4.6 percent, down from 4.8. Women held 59.5 percent of the Division I assistant coaching jobs in 1997-98, representing a substantial

increase of 3.5 percent since 1995-96.

Blacks coaching in Division II and III women's programs dropped from 13.6 in Division I to 6.8

TABLE 25:

**Assistant Coaches
Women's National
Basketball Association**

1998		
White	63%	10
Black	31%	5
Latino	0%	0
Asian	6%	1
Women	50%	8

Note: Provided by the WNBA

American Basketball League

1997-98		
White	85%	11
Black	15%	2
Latino	0%	0
Asian	0%	0
Women	92%	12

percent in Division II and 6.2 percent in Division III. "Other minorities" did better in Division II (6.6 vs. 4.6 percent in Division I) and worse in Division III where their share of the positions was 2.3 percent. The share of women holding assistant coaching positions in Division I was 59.5 percent, 53.2 percent in Division II and 57.6 percent in Division III.

Top Management

For the purposes of the 1998 Racial and Gender Report Card, top management positions on professional sports teams include chairman of the board, president, chief executive officer, vice president and general manager.

The so-called "glass ceiling" has not disappeared for women and people of color at this level in the NFL, the NBA and in MLB. Baseball still had the worst record.

Chief Executive Officers

There were no people of color in the NFL, Major League Baseball, or the NHL who were board chairs, presidents or CEOs. Marge Schott was baseball's only woman in such a post until

TABLE 26:

**College Assistant Coaches
Men's Teams**

Division I

1997-98	Basketball	Football	Baseball
White	64.8%	76.8%	94.8%
Black	34.2%	20.6%	0.9%
Other	1.0%	2.6%	4.3%

Division I, II, III

1997-98	Basketball	Football	Baseball
White	72.1%	81.9%	94.0%
Black	26.4%	16.2%	1.5%
Other	1.5%	1.9%	4.5%

Division I

1995-96	Basketball	Football	Baseball
White	68.0%	79.8%	93.2%
Black	31.2%	18.0%	1.3%
Other	0.8%	2.2%	5.5%

Division I, II, III

1995-96	Basketball	Football	Baseball
White	74.3%	83.3%	94.2%
Black	23.9%	15.0%	2.2%
Other	1.9%	1.7%	3.7%

Note: Historically Black Institutions excluded
Data provided by the NCAA.

TABLE 27:

**College Assistant Coaches
Women's Teams**

1997-98	Division I	Division II	Division III
White Men	32.7%	38.9%	37.1%
White Women	49.1%	47.7%	54.4%
Black Men	5.0%	3.3%	3.7%
Black Women	8.6%	3.5%	2.5%
Other Men	2.8%	4.6%	1.6%
Other Women *	1.8%	2.0%	0.7%
Total Women	59.5%	53.2%	57.6%

1995-96	Division I	Division II	Division III
White Men	35.7%	38.7%	38.7%
White Women	46.9%	48.6%	52.1%
Black Men	4.8%	3.8%	3.5%
Black Women	7.7%	3.9%	2.7%
Other Men	3.0%	3.1%	2.0%
Other Women	1.8%	2.0%	1.0%
Total Women	56.4%	54.5%	55.8%

* = NCAA data was recalculated for "others."
Note: Historically Black Institutions excluded
Data provided by the NCAA.

Wendy Selig-Prieb became the President / CEO of the Milwaukee Brewers on August 4, 1998.

In the NBA there were three Blacks who were CEOs:

- Stu Jackson (Vancouver Grizzlies)

TABLE 28:

Chairman of the Board / President (1998)

	NBA*	NFL*	MLB	NHL*	MLS
White	90%	100%	100%	96%	93%
Black	10%	0%	0%	0%	0%
Latino	0%	0%	0%	0%	7%
Asian-Amer.	0%	0%	0%	4%	0%
Women	7%	0%	3%	0%	0%

* = NBA, NFL, and NHL statistics are for the 1997-98 season.

- Terdema Ussery (Dallas Mavericks)
- Wayne Embry (Cleveland Cavaliers)

There were two women CEOs:

- Susan O'Malley (Washington Bullets)
- Ellen Robinson (Denver Nuggets)

All five also held these positions in 1996-97.

There were no minority CEO's in the NFL in 1997 or in Major League Baseball. Marge Schott

was listed as the President/CEO of the Cincinnati Reds.

In the 1998 Major League Soccer season, Daniel Villanueva of the Los Angeles Galaxy was the only Latino in the position of President/CEO.

In the NHL at the start of the 1997-98 season, Saburo Oto, an Asian-American man, was the CEO of the Tampa Bay Lightning.

Principal in Charge of Day-to-Day Team Operations

For the purposes of the 1998 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. The number of people of color holding such positions declined in the major pro sports and in colleges where the equivalent position was athletic director.

At the start of the 1997-98 NBA season, there were eight Blacks in this position in the NBA. They were:

- Elgin Baylor (LA Clippers)
- Mel Daniels (Indiana Pacers)
- Billy King (Philadelphia 76ers)
- Wes Unseld (Washington Wizards)
- Stu Jackson (Vancouver Grizzlies)
- Robert Barr (Houston Rockets)
- Isiah Thomas (Toronto Raptors)
- Wayne Embry (Cleveland Cavaliers)

TABLE 29:

**Principal in charge of day-to-day team operations
(General Managers, Director of Player Personnel)**

	NBA		NFL		MLB		NHL		MLS	
<u>1997-98</u>										
White	72%	21	87%	26	100%	30	100%	26	92%	11
Black	28%	8	13%	4	0%	0	0%	0	0%	0
Latino	0%	0	0%	0	0%	0	0%	0	8%	1
Asian	0%	0	0%	0	0%	0	0%	0	0%	0
Women	0%	0	0%	0	0%	0	0%	0	0%	0
<u>1996-97</u>										
White	72%	21	83%	25	97%	29	--	--	--	--
Black	28%	8	17%	5	3%	1	--	--	--	--
Latino	0%	0	0%	0	0%	0	--	--	--	--
<u>1995-96</u>										
White	72%	21	87%	26	96%	27	--	--	--	--
Black	28%	8	13%	4	3%	1	--	--	--	--
Latino	0%	0	0%	0	0%	0	--	--	--	--
<u>1994-95</u>										
White	69%	20	86%	25	96%	27	--	--	--	--
Black	31%	9	14%	4	4%	1	--	--	--	--
Latino	0%	0	0%	0	0%	0	--	--	--	--
<u>1993-94</u>										
White	69%	20	86%	25	96%	27	--	--	--	--
Black	31%	9	10%	3	4%	1	--	--	--	--
Latino	0%	0	4%	1	0%	0	--	--	--	--

This amounted to 28 percent of the total positions, which reflects no change from the 1996-97 season. Thomas left Toronto during the 1997-98 season.

In the 1998 NFL season, there were four Blacks fitting the job description of "principal in charge of day-to-day team operations:"

- Bobby Grier (New England Patriots)
- Larry Lee (Detroit Lions)
- Ozzie Newsome (Baltimore Ravens)
- Michael Huygue (Jacksonville Jaguars)

This represented 13 percent of these positions, down from 17 percent in 1997.

In Major League Baseball, the NHL and the ABL, there were no minorities who were general managers.

At the start of the 1998 season in Major League Soccer, Daniel Villanueva filled this role as well as being the CEO of the Los Angeles Galaxy. The San Jose Clash appointed Lynne Meterparel as General Manager in 1999.

In the 1998 WNBA season, there were five WNBA designated General Managers. All five were women and one, Cheryl Miller, Head Coach/General Manager (Phoenix Mercury) was a Black woman. The other four women were:

- Carole Blazejowski, VP/ General Manager (New York Liberty)
- Nancy Lieberman-Cline, Head Coach/General Manager (Detroit Shock)
- Marynell Meadors, Head Coach/General Manager (Charlotte Sting)
- Rhonda Windham (LA Sparks)

As of May 15, 1999, there was a total of six women and two Blacks at this post with the addition of Carolyn Peck, Head Coach/General Manager (Orlando Miracle).

In the ABL at the start of the 1997-98 season, there were five women who filled this role. These women were:

- Christine Forter (San Jose Lasers)
- Lark Birdsong (Colorado Xplosion)
- Linda Weston (Columbus Quest)
- Cathy Andruzzi (Philadelphia Rage)
- Pam Batalis (New England Blizzard)

In 1998 during the last season of the ABL, Batalis went to the league office where she held the post of Vice President of Sales.

At the college level, the top management post would be the athletics director (AD).

Women made solid gains as AD's in Divisions I and II while Blacks lost ground in those

TABLE 30:		
American Basketball League		
Principal in charge of day-to-day team operations		
(General Managers, Director of Player Personnel)		
1997-98		
White	100%	9
Black	0%	0
Latino	0%	0
Asian	0%	0
Women	56%	5

divisions and gained in Division III. At the Division I level in 1997-98 in the position of athletics director, 87.6 percent of the posts were filled by white men, 7.8 percent by white women, 2.8 percent by Black men, 0.4 percent by Black women, and 1.4 percent by "other" minority men. This represented a slight decrease in all categories except for white and Black women and "other" men from the 1995-96 NCAA Report. A total of 8.2 percent were held by women, up from 7.5 percent in 1995-96.

In the NCAA during the 1998-99 academic year, there were 11 minority Athletics Directors in Division I schools excluding the Historically Black Colleges and

TABLE 31:			
College Athletics Directors			
1997-98	Division I	Division II	Division III
White Men	87.6%	80.5%	72.4%
White Women	7.8%	15.3%	24.5%
Black Men	2.8%	2.5%	2.1%
Black Women	0.4%	0%	0.3%
Other Men	1.4%	1.3%	0.8%
Other Women	0%	0.4%	0%
Total Women	8.2%	15.7%	24.8%
1995-96	Division I	Division II	Division III
White Men	88.1%	84.6%	72.1%
White Women	6.7%	11.7%	24.7%
Black Men	3.3%	2.5%	1.8%
Black Women	0.4%	0%	0.3%
Other Men	1.1%	0.8%	0.5%
Other Women	0.4%	0.4%	0.5%
Total Women	7.5%	12.1%	25.5%

* = Historically Black Institutions excluded
Data provided by the NCAA.

Universities. There were eight Blacks:

- Lee McElroy (American University)
- Charles Jones Jr. (Central Connecticut State University)
- Orby Moss, Jr. (Georgia State University)
- Eugene Smith (Iowa State University)
- Merritt Norvell, Jr. (Michigan State University)
- Tom Goss (University of Michigan)
- Mike Garrett (University of Southern California)

Merritt Norvell resigned at the end of the 1998-99 year and was replaced by Clarence Underwood, who is also Black, on an interim basis. The NCAA tables, which cover 1997-98, included Vivian Fuller at Northeastern Illinois University as the only Black woman who was an AD at a Division I institution. Ms. Fuller left to take the same position at Tennessee State University. She left TSU in 1999.

There were also two Latinos:

- Dan Guerrero (University of California, Irvine)
- Rudy Davalos (University of New Mexico, Albuquerque)

Hugh Yoshida (University of Hawaii, Manoa) was the only Asian-American AD.

Athletic director posts in Division II were held by 80.5 percent white men, 15.3 percent white women, 2.5 percent Black men, 1.3 percent "other" minority men and 0.4 percent "other minority" women. A total of 15.7 percent were held by women, up from 12.1 percent in 1995-96.

In Division III among all athletics directors, 72.4 percent were white men, 24.5 percent were white women, 2.1 percent were

Black men 0.3 percent were Black women, and 0.8 percent were 'other' minority men. A total of 24.8 percent were held by women, down from 25.5 percent in 1995-96. The drop can be explained mainly by women leaving Division III to accept similar posts in Divisions I and II.

Overall in all three divisions, whites made up 96.1 percent, Blacks 2.6 percent and "other" minorities 1.2 percent. Overall, women held 17.1 percent of all AD jobs, up from 16.4 percent in 1995-96. These figures exclude the Historically Black Colleges and Universities.

In the 1997 RRC (page 15), we reported that men and women of color held 11.4 percent of the Division I Athletics Directors positions. This figure mistakenly included the HBCUs and thus inflated the totals.

- Instead of 11.4 percent, the total should have been 5.2 percent when the HBCUs were excluded.
- The totals should have been 3.7 percent in Division II.
- In Division III, 3.1 percent of the posts were held by people of color.

Overall in all three divisions, there was hardly a change from the 1995-96 Report. The figures remain alarmingly low for people of color in these critical positions.

Team Vice Presidents

Overall, there were 21 Black and Latino team vice presidents in the NBA 1997-98 season. This was five more than the previous high mark for numbers and, at 13 percent, the highest percentage since the first printing of the Racial Report

Card. There were 19 Black vice presidents during the 1997-98 season, an increase of four from the previous year. They were:

- Elgin Baylor, VP, Basketball Operations (Los Angeles Clippers)
- Al Attles, VP and Assistant General Manager (Golden State Warriors)
- Billy Knight, Vice President Basketball Operations (Indiana Pacers)
- Michael McCollough, VP Marketing and Broadcasting (Miami Heat)
- Julius Erving, Executive VP (Orlando Magic)
- Billy McKinney, VP / Basketball Operations (Seattle SuperSonics)
- Wes Unseld, Executive VP and General Manager (Washington Bullets)
- Ronald O. Sally, Senior VP and General Counsel (Denver Nuggets)
- Isiah Thomas, Executive VP of Basketball (Toronto Raptors)
- Wally Scales, VP/Special Events (Portland Trail Blazers)
- Wali Jones, VP Community Relations (Miami Heat)
- Earvin Johnson, VP (Los Angeles Lakers)
- M.L. Carr, Executive VP Corporate Development (Boston Celtics)
- Robert Barr, Senior Executive VP of Basketball Affairs (Houston Rockets)
- Ed Tapscott, VP, Administration and Scouting (New York Knicks)
- Willis Reed, Senior VP / Basketball Operations (New Jersey Nets)
- Billy King, VP, Administration (Philadelphia 76ers)
- Mark Scoggins, Executive VP, Marketing (Los Angeles Lakers)

- Judy Holland, VP of Community Relations (Washington Bullets).

There were two Latinos who were VPs in the NBA at the start of the 1997-98 season, up from one in the previous season:

- José Paneda, VP Corporate Affairs (Miami Heat)
- Leo Gomez, VP Community/Government Relations (San Antonio Spurs).

There were 16 women (10 percent, up from 8) who were team vice presidents in the NBA. In addition to Holland, they were:

- Cari Coats, Executive VP (Orlando Magic)
- Renea Bared, VP Advertising/Promotions (Charlotte Hornets)
- Suzanne Conley, VP Community Relations (Charlotte Hornets)
- Kathleen MacDonald, VP Community Relations, (Denver Nuggets)
- Amy Sheer, VP Broadcasting (New Jersey Nets)
- Pam Harris, VP Marketing (New York Knicks)
- Erin Hubert, VP Sponsor Sales and Client Services (Portland Trail Blazers)
- Sharon Higdon, VP Marketing and Communications (Portland Trail Blazers)
- Sarah Simpson, VP Sales/Broadcasting (Sacramento Kings)
- Laura Kussick, Senior VP Sales/Marketing (Seattle Supersonics)
- Patti Timms, Executive VP Business (Vancouver Grizzlies)
- Leila Bell-Irving, VP Business Development (Vancouver Grizzlies)
- Susanne Haine, VP People Development (Vancouver Grizzlies)

- Marilyn Bowler, VP Public Affairs (Charlotte Hornets)
- Lara White, VP Public Relations/Marketing (Philadelphia 76ers)

There were 11 Blacks who were team vice presidents (or 10 percent, down from 12 percent in 1997) in the NFL in the 1998 season:

- Bob Wallace Sr., VP / Administration/General Counsel (St. Louis Rams)
- Kevin Warren, VP /Player Programs - Legal Counsel (St. Louis Rams)
- Frank Gilliam, Vice President/Player Personnel (Minnesota Vikings)
- Bobby Grier, VP /Player Personnel (New England Patriots)
- Don Lowery, VP/Public and Community Relations (New England Patriots)
- Nathaniel T. Brown, VP, Chief Financial Officer (Seattle Seahawks)
- Larry Lee, VP /Football Administration (Detroit Lions)
- Richard Leigh, VP and Associate General Counsel (Seattle Seahawks)
- Ozzie Newsome, VP / Player Personnel (Baltimore Ravens)
- Michael Huygue, Senior VP / Football Operations (Jacksonville Jaguars)
- Adrian Barr, VP, Finance (St. Louis Rams), an African-American woman

There were eight women who were vice presidents in the NFL in the 1998 season, representing a drop from the high of 12 percent in 1997 to seven percent in 1998. In addition to Barr, they were:

- Veronica Costello, VP, Luxury Services & Guest Relations (Tampa Buccaneers)

- Charlotte Anderson, VP/ Director of Marketing & Special Events (Dallas Cowboys)
- Linda Bogdan, Corporate Vice President (Buffalo Bills)
- Mimi Box, Senior VP / Chief Financial Officer (Philadelphia Eagles)
- Jill N. Strafaci, VP, Finance (Miami Dolphins)
- Lisa DeBartolo, VP / Director - 49ers Foundation (San Francisco 49ers),
- Jackie Curley, VP, Finance (Tennessee Oilers)

Although vice president is not in their titles, Katherine Blackburn (General Counsel/Corporate Secretary for the Cincinnati Bengals) and Amy Trask (Chief Executive for the Oakland Raiders) are both at an equivalent high level in their respective organizations.

The 11 minority vice presidents on Major League Baseball teams exceeded its previous high of 10 in 1996 while the eight percent total remained the same. In Major League Baseball, at the start of the 1998 season, there were seven (5 percent) Black vice presidents:

- Henry Aaron, Senior VP (Atlanta Braves)
- Ken Williams, VP, Player Personnel (Chicago White Sox),
- Jonathan D. Mariner, VP, Finance/Administration (Florida Marlins)
- Tommy Hawkins, VP, Communications (L.A. Dodgers)
- Kirby Puckett, Executive VP, Baseball (Minnesota Twins)
- Norman B. Lyons, VP, Community Development (Texas Rangers)
- Elaine Weddington Steward, VP, Assistant GM/General Counsel (Boston Red Sox)

There were two (1.5 percent) Latino vice presidents:

- Ralph Avila, VP, Las Campo (L.A Dodgers)
- Jorge Costa, VP, Stadium Operations/Security, (San Francisco Giants).

There were also two (1.5 percent) Asian-American vice presidents:

- John F. Yee, Senior VP & CFO (San Francisco Giants)
- Paul Isaki, VP, Business Development (Seattle Mariners).

Although not given the title of vice president, two Blacks had roles in their respective organizations that were similar to a vice president's position:

Reggie Jackson, Special Advisory Group (NY Yankees) and Willie Mays, Special Assistant to the President (San Francisco Giants).

Three percent of Major League Baseball team vice presidents were women, down from 5 percent in 1996. There were six women serving as VPs on teams in Major League Baseball, a numerical increase of one since 1996. Along with Elaine Weddington Steward, there were:

- Janet Marie Smith, VP Development (Atlanta Braves)
- Diane Aquifer, VP Ticket & Special Sales (Arizona Diamondbacks)
- Pam Gardiner, VP Marketing

(Houston Astros)

- Wendy Selig-Prieb, VP & General Counsel (Milwaukee Brewers)
- Kimberly A. Smith, VP Human Resources (Texas Rangers)

In the NHL, there were three Black vice presidents:

- Ronald O. Sally , Senior VP and General Counsel (Colorado Avalanche)
- Ted Fikre, VP, General Counsel (Los Angeles Kings)
- Judy Holland, VP of Community Relations (Washington Capitals)

Holland and Sally also worked for the respective NBA teams in these cities. They were shared staff on teams with the same

TABLE 32:

Team Vice Presidents

	NBA		NFL		MLB		NHL		MLS	
1997-98										
White	87%	138	90%	97	92%	123	94%	99	89%	16
Black	12%	19	10%	11	5%	7	3%	3	5%	1
Latino	1%	2	0%	0	<2%	2	0%	0	5%	1
Asian	0%	0	0%	0	<2%	2	3%	3	0%	0
Women	10%	16	7%	8	3%	6	11%	11	17%	3
1996-97										
White	90%	140	88%	76	93%	101	--	--	--	--
Black	10%	15	12%	10	4%	4	--	--	--	--
Latino	<1%	1	0%	0	<2%	2	--	--	--	--
Asian	0%	0	0%	0	<2%	2	--	--	--	--
Women	8%	13	12%	10	5%	5	--	--	--	--
1995-96										
White	92%	132	95%	70	92%	117	--	--	--	--
Black	8%	12	5%	4	4%	5	--	--	--	--
Latino	0%	0	0%	0	2%	3	--	--	--	--
Asian	0%	0	0%	0	<2%	2	--	--	--	--
Women	7%	10	6%	5	<2%	2	--	--	--	--
1994-95										
White	87%	109	96%	64	93%	115	--	--	--	--
Black	12%	15	4%	3	5%	6	--	--	--	--
Latino	0%	0	0%	0	<1%	1	--	--	--	--
Asian	<1%	1	0%	0	<2%	2	--	--	--	--
Women	6%	8	4%	3	<2%	2	--	--	--	--
1993-94										
White	87%	97	93%	56	94%	111	--	--	--	--
Black	12%	14	7%	4	<3%	3	--	--	--	--
Latino	0%	0	0%	0	<2%	2	--	--	--	--
Asian	<1%	1	0%	0	<2%	2	--	--	--	--
Women	3%	4	6%	4	<1%	1	--	--	--	--

ownership. For the purposes of The 1998 RGRC, the Center is counting them as members of both organizations.

There were also three Asian-Americans in vice president positions:

- Chris Phillips, Executive VP and Alternate Governor (Tampa Bay Lighting)
- Frank Sato, Senior VP /CFO (Tampa Bay Lighting)
- Carlos Mascarenhas, VP Finance/ Hockey Operations (Vancouver Canucks)

Including Holland, there were 11 women, representing 11 percent of the total, in NHL vice president positions:

- Christye Peterson, VP, Marketing (Buffalo Sabres)
- Kathleen MacDonald, VP, Community Relations (Colorado Avalanche)
- Therese Baird, Assistant VP, Finance (Dallas Stars)
- Trish Kerr, VP, Corporate Communications (Edmonton Oilers)
- Terry Farmer, VP, Ticket Operations (New Jersey Devils)
- Brenda Tinnen, VP, Sales and Service (Phoenix Coyotes)
- Elaine Sullivan-Digre, VP, Marketing (San Jose Sharks)
- Jo Ann Miles, VP, Marketing (St. Louis Blues)
- Susanne Haine, VP, People Development (Vancouver Canucks)
- Leilea Bell-Irving, VP, Business Development (Vancouver Canucks)

Kathleen MacDonald, who was on both the Nuggets and the Avalanche staff, left the teams shortly after the start of the 1997-98 season.

TABLE 33:

Senior Administrators				
	NBA	NFL	NHL	MLS
1998				
White	86%	88%	95%	80%
Black	11%	9%	3%	5%
Latino	<2%	2%	1%	14%
Asian	<2%	1%	1%	1%
Women	41%	27%	33%	22%
1997				
White	87%	91%	--	--
Black	11%	9%	--	--
Other	2%	0%	--	--
Women	31%	16%	--	--
1996				
White	88%	89%	--	--
Black	11%	9%	--	--
Other	1%	<2%	--	--
Women	23%	9%	--	--

Note: Similar data was not provided by MLB

At the start of the 1998 season in Major League Soccer, there was one Black vice president: Carl Sinclair - VP of the Los Angeles Galaxy and a Latina, Leilani Serrechia, who was Senior VP Operations/Administration for the San Jose Clash.

There were three women serving as VPs in MLS. They included Serrechia,

- Wendy Matthes, VP Promotions/Sponsorship (Los Angeles Galaxy)
- Betty D'Anjolell, Executive VP (DC United)

Senior Administrators

The category of senior administrators consists of personnel who hold the title of director, coordinator or manager. Women and minorities reached all-time highs in this category in both the NBA and the NFL.

On NBA teams, 86 percent of the senior administrators on teams were white, 11 percent were Black, 1.5 percent were Latino and 1.5 percent were Asian. The combined 14 percent minorities was the highest percentage achieved by the NBA, up from

13 percent in 1997. Of these senior administrators in the NBA, 41 percent were female. The 10 percent increase since 1996-97 was also an all-time high for women in senior administrative positions in the NBA or any pro sports league.

In the NFL, 9 percent of the senior administration were Black, no change from 1997. Latinos in the NFL senior administration were at two percent of the total and Asians were one percent while whites held 88 percent of the positions. The 12 percent total was an NFL high for people of color in this category. Of the NFL senior administrators, 27 percent were women, up 11 percent since 1997 and another all-time high for the NFL.

In the NHL at the start of the 1997-98 season, three percent of the senior administrators were Black, one percent were Latino and one percent were Asian. Women made up 33 percent of the senior administration in the NHL, among the highest of the male pro leagues.

At the start of the 1998 Major League Soccer season in the

senior administrator posts, 80 percent were white, five percent were Black, Latinos were at 14 percent and Asians at one percent of the total. Thus, 20 percent of these MLS senior posts were held by people of color while 22 percent were held by women.

Because of the redundancies in the team management with the NBA, the only required dedicated senior administration team position for the WNBA was for communications staff which was made up of nine whites, two Blacks and one Native American.

In the ABL during the 1997-98 season, in the area of senior administration, 85 percent of the positions were occupied by whites, 10 percent by Blacks and 5 percent by Latinos. Women made up 64 percent of the total number.

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 the start of the 1997-98 NBA season, Luis Perez with the New York Knicks was the only minority CFO and Julie Wagner of the Detroit Pistons was the only woman who held such a position. The numbers were down for minorities and women.

At the beginning of the 1998 NFL season, there were two Blacks who were CFOs:

- Nathaniel T. Brown (Seattle Seahawks)
- Adrian E. Barr (St. Louis Rams)

There was a Latino as CFO in the NFL. Luis Perez, who was the CFO for the New York Knicks, had left that organization and was

with the Baltimore Ravens at the start of the 1998 NFL season.

In addition to Barr, there were four other women CFOs:

- Jackie Curley (Tennessee Oilers)
- Jill R. Strafacci (Miami Dolphins)
- Jeanne Bonk (San Diego Chargers)
- Mimi Box (Philadelphia Eagles).

This was a four percent increase for Blacks and a seven percent increase for women from the 1997 NFL season.

At the start of the 1998 MLB season there were two Black CFOs:

- Anthony Ward, CFO (Cincinnati Reds)
- Jonathan Mariner, Senior Vice President, Finance and Administration (Florida Marlins)

There were two Asian Americans:

- John Yee, Senior Vice President and CFO (San Francisco Giants)
- Paul Wong, Controller (Oakland Athletics).

There were also two women at this post:

- Susan Quigley, Vice President, Finance and Administration (Toronto Blue Jays)
- Jodi Norman, Controller (Chicago Cubs)

At the start of the 1997-98 season in the NHL there was one Black CFO, Ian Clarke, Controller (Toronto Maple Leafs), and two Asian-American CFOs:

- Frank Sato, Senior Vice President (Tampa Bay Lightning)

- Carlos Mascarenhas, VP Finance/Hockey Operations (Vancouver Canucks)

Carl Sinclair, VP/Controller of the Los Angeles Galaxy, was the one Black who was a CFO in Major League Soccer.

There were also three women in this role:

- Nan LaDow, Director of Finance (Columbus Crew)
- Evelyn Bray, Director of Finance (Kansas City Wizards)
- Katherine Brown, Director of Finance (Tampa Bay Mutiny)

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.

Arthur Triche (Atlanta Hawks) and Travis Stanley (Sacramento Kings) were the only Black public relations directors in the NBA. They represented seven percent of the total, the same as in the previous season.

There were four women PR Directors (14 percent) in the 1997-98 NBA season:

- Marilyn Bowler, VP for Public Affairs (Charlotte Hornets)
- Jodi Silverman, Director of Public Relations (Philadelphia 76ers)
- Cheri Hanson, Director of Media Relations (Seattle Supersonics)

This was down three percent from 1996-97.

There were four (13 percent) NFL PR Directors who were Black. They were:

- Rod St. Clair (Tennessee Oilers)
- Mike Taylor (Oakland Raiders)
- Rodney Knox (San Francisco 49ers)

- Reggie Roberts (Tampa Bay Buccaneers)

This was a seven percent decrease from 1997. Stacey James, Director of Media Relations for the New England Patriots, was the only woman who held this post in the NFL.

At the start of the 1998 season, Major League Baseball had one Black PR director. He was Eric Carrington, PR Manager for the Oakland Athletics. There was also one woman PR director, Sharon Pannozzo, Director of PR for the Chicago Cubs.

There were no minority public relations directors in the NHL. There were four (15 percent) women who held that position:

- Heidi Holland (Boston Bruins)
- Ginger Killian (New York Islanders)
- Cindy Himes (Pittsburgh Penguins)
- Nancy Yasharoff (Washington Capitals)

Christopher Taylor, Director of PR for the Kansas City Wizards, was the only Black PR director in MLS. Latino PR directors were:

- Gabriel Gabor, Director of PR (Miami Fusion)
- Luis Gonzalez, Director of PR (Los Angeles Galaxy)

Director of Community Relations

The position of director of community relations is where you most frequently will find a person of color or a woman. It is widely believed that this is the case because most teams play in cities with large Black and Latino populations.

In the NBA during the 1997-98 season, there were 13 Blacks (45 percent) in the role of Director of Community Relations, a three point drop from the previous year.

TABLE 34:						
Key Professional Positions						
PRD=Public Relations Director / DCR=Director of Community Relations						
CFO=Chief Financial Officer						
	NBA			NFL		
	PRD	DCR	CFO	PRD	DCR	CFO
<u>1997-98</u>						
White	93%	55%	97%	87%	77%	90%
Black	7%	45%	0%	13%	23%	7%
Latino	0%	0%	3%	0%	0%	3%
Asian	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%
Women	14%	38%	3%	3%	30%	17%
<u>1996-97</u>						
White	93%	52%	93%	80%	57%	97%
Black	7%	48%	<4%	20%	32%	3%
Other	0%	0%	<4%	0%	11%	0%
Women	17%	31%	7%	3%	32%	10%
<u>1995-96</u>						
White	93%	58%	96%	80%	69%	100%
Black	7%	42%	0%	16%	25%	0%
Other	0%	0%	4%	4%	6%	0%
Women	19%	10%	14%	5%	32%	14%
<u>1994-95</u>						
White	93%	46%	96%	80%	68%	100%
Black	7%	54%	0%	16%	19%	0%
Latino	0%	0%	4%	4%	13%	0%
Women	19%	38%	15%	0%	31%	20%
<u>1993-94</u>						
White	92%	50%	96%	89%	69%	96%
Black	8%	46%	0%	11%	25%	4%
Latino	0%	4%	0%	0%	6%	0%
Asian	0%	0%	4%	0%	0%	0%
<u>1992-93</u>						
White	92%	41%	95%	96%	69%	96%
Black	8%	59%	0%	4%	25%	4%
Latino	0%	0%	0%	0%	6%	0%
Asian	0%	0%	5%	0%	0%	0%

They were:

- Wali Jones, VP CR (Miami Heat)
- Wayne Levy, Director CR (Boston Celtics)
- Dan Taylor, Director CR (Atlanta Hawks)
- Bob Love, Director CR (Chicago Bulls)
- Derek Williams, Director Camps/CR (Denver Nuggets)
- Tony Shields, CR Manager (Milwaukee Bucks)
- Terrell Battle, CR Manager (Minnesota Timberwolves)

- Cal Ramsey, Director CR (New York Knicks)
- Tracy Walker, Director CR (Detroit Pistons)
- Sarah Joseph, Director CR (Houston Rockets)
- Katheryn Jordan, Director CR (Indiana Pacers)
- Valerie Collins, Director CR (Orlando Magic)
- Judy Holland, VP CR (Washington Wizards)

There were 11 women (38 percent) in this role with NBA teams. Along with the five Black women listed above, there were

TABLE 35:

Key Professional Positions
PRD=Public Relations Director
DCR=Director of Community Relations / CFO=Chief Financial Officer

	MLB			NHL			MLS		
	PRD	DCR	CFO	PRD	DCR	CFO	PRD	DCR	CFO
White	97%	70%	86%	100%	97%	88%	75%	75%	92%
Black	3%	30%	7%	0%	3%	4%	8%	8%	8%
Latino	0%	0%	0%	0%	0%	0%	17%	17%	0%
Asian	0%	0%	7%	0%	0%	8%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%
Women	3%	50%	7%	15%	54%	0%	0%	17%	25%

six other women. They were:

- Lynn Charles, Director of CR (Cleveland Cavaliers)
- Suzanne Harrison, CR Coordinator (Dallas Mavericks)
- Julie Bosley, Director of CR (Philadelphia 76ers)
- Alison Fox, Director CR (San Antonio Spurs)
- Janie Drexel, Director CR (Los Angeles Lakers)
- Suzanne Conley, VP CR (Charlotte Hornets)

The share of these NBA posts held by women increased by seven percent.

At the start of the 1998 NFL season, there were 7 Blacks (23 percent) in the role of Director of Community Relations. They were:

- Don Lowery, VP Player Development/CR (New England)
- Rodney Knox, Director of Public Relations and CR (San Francisco)
- Bill Brooks, Director Community Development, Player Relations (Indianapolis)
- Harold Carmichael, Director Player/CR (Philadelphia)
- Billy Thompson, Director of CR /Alumni Coordinator (Denver)
- B.J. Harrison-Waymer, Director of CR and Family Programs (Carolina)

- Adele Harris, Director of CR (Arizona)

This was a nine percent drop from 1997 and the lowest mark since 1993.

There were 9 women (30 percent) in the post of Director of Community Relations during the 1998 NFL season. Along with Harrison-Waymer and Harris, there were the following:

- Sandy Gregory, Director of CR (Seattle)
- Maraleen Brown, Director of Community /Alumni Relations (Miami)
- Brenda Sniezek, CR Manager (Kansas City)
- Wendy Brinker, Director of CR (Washington)
- Allison Stangely, Director of CR (N.Y. Giants)
- Stephanie Waller, CR Senior Manager (Tampa Bay)
- Carol Breeding, Director of CR (Atlanta)

This amounted to a two percent drop from the 1997 NFL season. There were nine Blacks (30 percent) who were Community Relations Directors in Major League Baseball. They were:

- Ron Burton Jr., CR Manager (Boston Red Sox)
- Allen Davis, Director, CR (Cleveland Indians)

- Marian Harper, Director, Community Development (Houston Astros)
- Monique Brandon, Director, Community Affairs (Los Angeles Dodgers)
- Michael Downs, Director CR (Milwaukee Brewers)
- Darrell Cunningham, Community Affairs Manager (Minnesota Twins)
- Brian Smith, Director CR (New York Yankees)
- Julie Williamson, Director CR (Tampa Bay Devil Rays)
- Norm Lyons, VP/Community Development (Texas Rangers)

Including Brandon, Harper and Williamson, Major League Baseball had 15 women (50

TABLE 36:

American Basketball League (1997-98)

Senior Administration

White	85%	36
Black	10%	4
Latino	0%	0
Asian	5%	2
Women	64%	27

Key Professional Positions
PRD=Public Relations Director
DCR=Dir. Community Relations

	PRD	DCR
White	100%	89%
Black	0%	11%
Latino	0%	0%
Asian	0%	0%
Women	33%	56%

percent) who were Community Relations Directors:

- Cara Maglione, CR /Special Projects Manager (Atlanta Braves)
- Julie Wagner, Director, CR (Baltimore Orioles)
- Rebecca Polihronis, Manager, CR (Chicago Cubs)
- Christine Makowski, Director, CR (Chicago White Sox)
- Celia Bobrowsky, Manager, CR (Detroit Tigers)
- Nancy Olson, Manager, Community Affairs (Florida Marlins)
- Gina Hackl, Director, CR (Montreal Expos)
- Jill Knee, Director, CR (New York Mets)
- Shannon Severson, CR Manager (Oakland Athletics)
- Regina Castellani, Director, CR (Philadelphia Phillies)
- Michele Anderson, Director, CR (San Diego Padres)
- Staci A. Slaughter, Director, Public Affairs and CR (San Francisco Giants)

M. Denise Wilmer was the only Black who was a CR director in MLS. Gabriel Gabor, Director of PR (Miami Fusion) also had the role of CR director. Gabor and David Galvez (Media and CR) were the two Latino CR directors in MLS. Two women, including Wilmer, served in this post in MLS. The other was Deb Silhacek, Director of Advertising and CR with the Kansas City Wizards.

In the NHL during the 1997-98 season, there were two Blacks who were directors of community relations:

- Ken Martin Jr., Director, CR (Buffalo Sabres)
- Judy Holland, VP of CR and Special Events (Washington Capitals)

Including Holland there were 14 women (54 percent of the total) in the role director of community relations. They were:

- Sue Byrne, Director of CR (Boston Bruins)
- Kathy Gleck, Assistant Director, Communications (Calgary Flames)
- Peggy Sue Hawkins, CR Manager (Carolina Hurricanes)
- Barbara Davidson, Director of CR (Chicago Blackhawks)
- Kathleen MacDonald, VP CR (Colorado Avalanche)
- Kristin Reaugh, CR Manager (Dallas Stars)
- Kelly Malcomb Davis, Director of CR (LA Kings)
- Linda Panasci, Director of CR (Philadelphia Flyers)
- Lori Summers, Director of CR (Phoenix Coyotes)
- Renee Petrichevich, CR Manager (Pittsburgh Penguins)
- Yvette Horwitz, Manager of CR /Fan Development (St. Louis Blues)
- Kristy Fletcher, Manager CR (Toronto Maple Leafs)

- Veronica Varhaug, Manager CR (Vancouver Canucks)

College Associate and Assistant Athletic Directors

At the college level, the senior administrative positions would be the associate and assistant athletics director posts. In all three NCAA divisions combined, the percentage of both minorities and women holding these key positions declined. Considering the fact that these positions are considered to be direct links to athletic director posts, this was not a good sign for minorities and women.

In order to provide as close a comparison as possible the pro sports, The 1998 RGRC first presents the data for Division I where white men held 64.8 percent, white women held 26.2 percent of these posts, Black men were at 6.4 percent, Black women were 1.1 percent, "other" minority men were 1.1 percent and "other" minority women were 0.4 percent. The percentage of Blacks was down slightly from 7.6 to 7.5 percent. Division I had a total of 9.0

TABLE 37:			
College Senior Athletic Administrators Associate and Assistant Athletics Directors			
1997-98	Division I	Division II	Division III
White Men	64.8%	59.1%	50.5%
White Women	26.2%	34.4%	44.1%
Black Men	6.4%	2.3%	3.0%
Black Women	1.1%	1.9%	1.2%
Other Men	1.1%	1.4%	0.6%
Other Women	0.4%	0.9%	0.6%
Total Women	27.7%	37.2%	45.9%
1995-96	Division I	Division II	Division III
White Men	62.8%	61.9%	51.0%
White Women	28.3%	32.7%	43.0%
Black Men	6.3%	2.4%	3.4%
Black Women	1.3%	1.0%	1.3%
Other Men	1.1%	1.0%	1.0%
Other Women	0.1%	1.0%	0.3%
Total Women	29.7%	34.7%	44.6%

* = Historically Black Institutions excluded
Data provided by the NCAA.

percent minorities filling these positions, down 0.1 percent. Women held 27.7 percent, down from 29.7 percent in 1995-96.

Filling these positions in Division II were white men at 59.1 percent, white women at 34.4 percent, Black men at 2.3 percent, Black women at 1.9 percent, "other minority" men at 1.4 percent and "other" minority women at 0.9 percent. The total minority percentage in Division II was 6.5 percent. The percentage of Blacks was up 0.8 percent and the total percentage of minorities in these posts was up 1.1 percent. Women held 37.2 percent, up from 34.7 percent in 1995-96.

In these senior administrative positions in Division III, white men were 50.5 percent, white women were 44.1 percent, Black men were 3 percent, Black women were 1.2 percent, "other minority" men were 0.6 percent and "other" minority women were 0.6 percent each. This amounted to a total percentage of 5.4 percent minorities in these positions in Division III athletic departments which was a 0.5 percent decrease for Blacks and a 0.6 percent decrease for minorities as a whole. Women held 45.9 percent, up from 44.6 percent in 1995-96.

For all divisions combined, white men had 61 percent, white women had 31.1 percent, Black men had 5.1 percent, Black women had 1.2 percent, "other minority" men had 1.0 percent and "other minority" women had 0.5 percent. This was a combined total of 7.8 percent minorities for all three Divisions in this position, no change from 1995-96. The percentage of women declined to 32.6 percent from 33.5 percent in 1995-96.

TABLE 38:

College Senior Woman Administrators

1997-98	Division I	Division II	Division III
White Men	2.4%	1.3%	1.1%
White Women	90.9%	89.0%	94.5%
Black Men	0%	0%	0%
Black Women	3.4%	5.2%	3.3%
Other Men	0%	0%	0%
Other Women	3.4%	4.5%	1.1%
Total Women	97.7%	98.7%	98.9%
1995-96	Division I	Division II	Division III
White Men	0.5%	2.8%	6.9%
White Women	95.7%	90.8%	90.9%
Black Men	0%	0%	0%
Black Women	2.4%	5.7%	2.3%
Other Men	0%	0%	0%
Other Women	1.4%	0.7%	0%
Total Women	99.5%	97.2%	93.2%

* = Historically Black Institutions excluded
Data provided by the NCAA.

Senior Woman Administrator

Another key position in the administration of an athletic department is the post of senior woman administrator. At 6.8 percent of the totals for all Divisions in 1997-98, minority women holding the SWA positions were up 2.8 percent from 1995-96.

In Division I, 93.3 percent were filled by whites, (2.4 percent of which were men), 3.4 percent by Black women, and 3.4 percent by "other" minority women. This was a one percent increase for Blacks and a three percent increase of the total of minorities from 1995-96.

At the level of Division II, 90.3 percent were filled by whites (1.3 percent were men), 5.2 percent were Black women, and 4.5 percent "other minority" women. This amounted to a decrease in Blacks of 0.5 percent. However, it was a 3.3 percent increase for all minorities.

In Division III in the position of Senior Woman Administrator, 95.6 percent were filled by

whites (1.1 percent were men), 3.3 percent Black women and 1.1 percent "other minority" women. There was a one percent increase for Blacks and a 2.1 percent increase for all minorities in these posts.

Overall, 3.9 percent of the SWAs were Black women, 2.9 percent were other minority women and 91.6 percent were white women. White men held 1.7 percent of the SWA posts.

Faculty Athletics Representative

Another key position is the faculty athletics representative, especially since the person filling it is usually appointed by the president. Here the president has a real opportunity to make a statement about diversity. The percentages for women and minorities in Division I were very small and not positive signs. The percentage of minority faculty reps rose in Division I and III and dropped in Division II. The percent of women holding these posts in Division I declined and rose in Divisions II and III. While not an employee of athletics, this is an appointment with considerable policy influence.

TABLE 39:**College Faculty Athletics Representatives**

1997-98	Division I	Division II	Division III
White Men	80.5%	80.8%	71.4%
White Women	14.1%	16.4%	26.0%
Black Men	2.5%	0.5%	1.0%
Black Women	1.4%	0%	0.3%
Other Men	1.4%	1.4%	1.0%
Other Women	0%	0.9%	0.3%
Total Women	15.5%	17.3%	26.6%
1995-96	Division I	Division II	Division III
White Men	79.8%	83.0%	76.3%
White Women	16.5%	13.6%	22.2%
Black Men	1.7%	1.0%	1.1%
Black Women	1.0%	0%	0%
Other Men	0.7%	1.5%	0.4%
Other Women	0.3%	1.0%	0%
Total Women	17.8%	14.6%	22.6%

* = Historically Black Institutions excluded
Data provided by the NCAA.

At the Division I level, 94.6 percent of the faculty reps were white (80.5 percent were white men and 14.1 percent were white women), 2.5 percent were Black men, 1.4 percent were Black women and 1.4 percent were "other" minority men. This was a combined 5.3 percent minority representation in Division I and resulted from an increase of Blacks in this post by 1.2 percent and an increase of 1.6 percent overall minority representation. Women held 15.5 percent of these posts in Division I, down from 17.8 in 1995-96.

In Division II, 97.2 percent of the faculty reps were white (80.8 percent were white men and 16.4 percent were white women), 0.5 percent were Black men, 1.4 percent were "other minority" men and 0.9 percent were "other minority" women. This was a combined 2.8 percent minority representation in Division II, an overall decline of 0.7 percent from 1995-96. Women held 17.3 percent of these posts in Division II, up from 14.6 in 1995-96.

In Division III, 97.4 percent of the faculty reps were white (71.4 percent were white men and 26 percent were white women), 1.0 percent were Black men, 0.3 percent were Black women, 1.0 percent were "other minority" men and 0.3 percent were "other minority" women. Total minorities held 2.6 percent of these positions, up from 1.5 percent in 1995-96. Women held 26.7 percent of these posts in Division III, a rise from 22.6 in 1995-96.

The fact that whites held 96.4 percent of the faculty rep positions for all Divisions indicates this is an area where college presidents could create significant changes on their own as turnovers occur. We need more scrutiny placed on the fact that only 1.4 percent were Black men, 0.6 percent were Black women, 1.2 percent were "other minority" men and 0.4 percent were "other minority" women in 1997-98.

Administration (Front Office/ Athletics Department)

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 level staff.

The percentage of women holding these professional administrative posts was significant. Women had 39 percent of the NBA team slots, 34 percent in the NFL, 45 percent in the NHL, 31 percent in MLS, 68 percent in the WNBA and 63 percent in the ABL. Women also held 31.8 percent of these jobs in college athletic departments.

At the start of the 1997-98 NBA season, 83 percent were white, 13 percent were Black, 3 percent Latino and one percent Asian at the administrative level. Of this group, 39 percent were women. Blacks in these posts decreased by one percent while the total percentage of minorities stayed the same and women increased by one percent.

In the NFL at the start of the 1998 season in administration, there were 87 percent who were white, 10 percent were Black, two percent were Latino and one percent was Asian. This amounted to a two percent increase for Blacks and a three percent increase for all minorities. Women jumped from 18 to 34 percent in these jobs.

In the 1997-98 season in the NHL administration, 93 percent were white, 4 percent were Black, less than 1 percent was Latino, three percent were Asian and 45 percent were women.

In the 1998 season in the Major League Soccer administration,

TABLE 40:				
Team Administration				
	NBA 1997-98	NFL 1998	NHL 1997-98	MLS 1998
White	83%	87%	93%	78%
Black	13%	10%	4%	4%
Latino	3%	2%	<1%	18%
Asian	1%	1%	3%	0%
Women	39%	34%	45%	31%
	1996-97	1997		
White	83%	90%	--	--
Black	14%	8%	--	--
Other	3%	2%	--	--
Women	38%	18%	--	--
	1995-96	1995		
White	84%	88%	--	--
Black	13%	11%	--	--
Other	<3%	1%	--	--
Women	45%	15%	--	--
	1994-95	1994		
White	87%	89%	--	--
Black	10%	11%	--	--
Latino	<1%	<1%	--	--
Asian	<1%	0%	--	--
Other	1%	<1%	--	--
Women	32%	12%	--	--
	1993-94	1993		
White	84%	88%	--	--
Black	13%	9%	--	--
Latino	2%	1%	--	--
Asian	<1%	<1%	--	--
Other	<1%	<1%	--	--
	1992-93	1992		
White	86%	90%	--	--
Black	11%	6%	--	--
Latino	2%	3%	--	--
Asian	1%	<1%	--	--
Other	<1%	0%	--	--

Note: Similar data was not provided for MLB.

78 percent were white, 4 percent were Black, 18 percent were Latino and 31 percent were women.

In the 1997-98 season in the ABL administration, 83 percent were white, 13 percent were Black, 4 percent were Latino and 63 percent were women.

At NCAA institutions, jobs that fit this category are academic advisor, counselor, compliance coordinator, managers for

business, equipment, fund raiser/development, facilities, promotions/marketing, and tickets; the sports information director and assistant directors; and strength coaches. In the 1997-98 academic year in Division I, whites held 88.8 percent of these positions. White men held 60.3 percent, white women held 27.7 percent, Black men held 5.8 percent, Black women held 3 percent, "other minority" men held 2.1 percent and "other minority"

TABLE 41:	
College Athletics Administrators Divisions I	
1997-98	
White Men	60.3%
White Women	27.7%
Black Men	5.8%
Black Women	3.0%
Other Men	2.1%
Other Women	1.1%
Total Women	31.8%
1995-96	
White Men	62.5%
White Women	27.6%
Black Men	5.1%
Black Women	1.9%
Other Men	2.2%
Other Women	0.7%
Total Women	30.2%

Note: Historically Black Institutions excluded
Data provided by the NCAA.

TABLE 42:	
College Athletics Administrators All Divisions	
1997-98	
White Men	63.6%
White Women	26.4%
Black Men	4.7%
Black Women	2.1%
Other Men	2.1%
Other Women	1.1%
Total Women	29.6%
1995-96	
White Men	65.3%
White Women	26.0%
Black Men	4.3%
Black Women	1.5%
Other Men	2.2%
Other Women	0.7%
Total Women	28.2%

Note: Historically Black Institutions excluded
Data provided by the NCAA.

women held 1.1 percent. Women held 31.8 percent of these jobs in Division I.

There were 5,835 of the above positions in the 882 NCAA schools (excluding 45 Historically Black Colleges and Universities) that responded to the survey. Out of this total, whites held 90 percent of these administrative

TABLE 43:**Team Administration
and Support Staff (1997-98)****Women's National
Basketball Association**

White	90%
Black	10%
Latino	0%
Asian	2%
Native-Amer.	1%
Women	68%

Note: Provided by the WNBA

American Basketball League

White	83%
Black	13%
Latino	4%
Women	63%

positions. White men held 63.6 percent while white women held 26.4 percent. The remaining 10 percent was split among: Black men (4.7 percent), Black women (2.1 percent), "other minority" men (2.1 percent), and "other minority" women (1.1 percent). Women held 29.6 percent of these jobs

Medical Staff

In Major League Baseball, the National Basketball Association and the National Football League, 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 generally do not employ these doctors full-time.

There are no Black doctors listed as senior club physicians in any of the three leagues. The NBA and Major League Baseball each have two consulting physicians who are Black while the NFL has a single Black consulting physician. In the NBA, they are Dr. Steven Brooks with the Orlando Magic and Dr. R. Ray Hawkins with the Indiana Pacers. In Major League Baseball they are Dr. Norman Elliot with the Atlanta Braves and

TABLE 44:**Physicians**

	NBA		NFL		MLB		NHL		MLS	
1997-98										
White	95%	96	91%	38	87%	34	93%	39	92%	13
Black	2%	2	2%	1	5%	2	0%	0	0%	0
Latino	1%	1	7%	3	3%	1	0%	0	8%	1
Asian	2%	2	0%	0	5%	2	7%	3	0%	0
Women	2%	2	0%	0	0%	0	2%	1	0%	0
1996-97										
White	92%	45	96%	45	91%	32	--	--	--	--
Black	2%	1	2%	1	3%	1	--	--	--	--
Latino	2%	1	2%	2	3%	1	--	--	--	--
Other	4%	2	0%	0	3%	1	--	--	--	--
Women	0%	0	0%	0	0%	0	--	--	--	--
1995-96										
White	94%	45	100%	44	94%	32	--	--	--	--
Black	0%	0	0%	0	3%	1	--	--	--	--
Latino	0%	0	0%	0	0%	0	--	--	--	--
Other	6%	3	0%	0	3%	1	--	--	--	--
Women	0%	0	0%	0	0%	0	--	--	--	--
1994-95										
White	97%	109	100%	72	--	--	--	--	--	--
Black	0%	0	0%	0	--	--	--	--	--	--
Latino	<2%	1	0%	0	--	--	--	--	--	--
Other	<2%	1	0%	0	--	--	--	--	--	--
Women	<2%	1	0%	0	--	--	--	--	--	--
1993-94										
White	95%	59	97%	71	95%	36	--	--	--	--
Black	<2%	1	<2%	1	<3%	1	--	--	--	--
Latino	<2%	1	<2%	1	<3%	1	--	--	--	--
Other	<2%	1	0%	0	0%	0	--	--	--	--
1992-93										
White	99%	66	98%	66	94%	32	--	--	--	--
Black	<2%	1	<2%	1	3%	1	--	--	--	--
Latino	0%	0	0%	0	3%	1	--	--	--	--

Dr. Answorth Allen with the New York Mets. In the NFL, Dr. Warren Strudwick is with the Oakland Raiders. There are two women consulting physicians in the three major pro sports leagues: Drs. Colleen Bennett and Kathy Fenton, both with the Utah Jazz.

The Dallas Mavericks retain Dr. J. R. Zamarano, a Latino. The Dallas Cowboys also employ Dr. Zamarano as a team physician. Other Latino physicians include Dr. Robert Flores, a consultant with the Oakland A's; Dr. John Uribe of the Miami Dolphins and Dr. Carlos Tandron, who is retained by the Jacksonville Jaguars. Dr. Jeff Tanji (Sacramento Kings), Dr. Ken Yamaguchi (St. Louis Cardinals) and Dr. Craig Young (Milwaukee Brewers) are Asian. The Los Angeles Clippers retain Dr. Mukesh Bhatia, an Indian.

In the NHL, Dr. Arthur J. Ting is an Asian-American who is the team physician with the San Jose Sharks. There are also two Asian-American consulting physicians: Dr. Don Chow with the Ottawa Senators and Steven Aung with the Edmonton Oilers.

In the MLS, Dr. Emilio Canal is a Latino who is the team dentist with DC United.

The league offices of the NBA and the NFL each employ a Black physician to head up their drug testing programs. Dr. Lloyd Baccus is with the NBA and Dr. Lawrence Brown is with the NFL.

According to the Bureau of the Census, 3.2 percent of the physicians in the United States are Blacks, 4.4 percent are Latinos, and 20.7 percent are women. In the three pro sports

leagues combined, six percent of the physicians are minorities and one percent are women.

In the NBA, 13 percent of the head trainers are Black:

- Kevin Carroll (Philadelphia 76ers)
- Kevin Johnson (Washington Bullets)
- Keith Jones (Houston Rockets)
- Roger Hinds (Dallas Mavericks)

In the NFL, there are three head trainers who are Black:

- Rod Medlin (Atlanta Falcons)
- James Collins (Philadelphia Eagles)
- Ronnie Barnes (N.Y. Giants).

That represents a 3 percent increase in minorities over the

TABLE 45:

Head Trainers

	NBA		NFL		MLB		NHL		MLS	
1997-98										
White	87%	25	87%	26	97%	29	96%	25	76%	8
Black	13%	4	10%	3	0%	0	0%	0	0%	0
Latino	0%	0	0%	0	0%	0	0%	0	33%	4
Other	0%	0	3%	1	3%	1	4%	1	0%	0
Women	0%	0	0%	0	0%	0	0%	0	13%	2
1996-97										
White	86%	25	90%	27	88%	22	--	--	--	--
Black	14%	4	10%	3	0%	0	--	--	--	--
Other	0%	0	0%	0	12%	3	--	--	--	--
1995-96										
White	89%	25	89%	25	100%	23	--	--	--	--
Black	11%	3	7%	2	0%	0	--	--	--	--
Other	0%	0	4%	1	0%	0	--	--	--	--
1994-95										
White	93%	25	89%	25	100%	21	--	--	--	--
Black	7%	2	7%	2	0%	0	--	--	--	--
Other	0%	0	4%	1	0%	0	--	--	--	--
1993-94										
White	89%	25	92%	26	100%	23	--	--	--	--
Black	7%	1	4%	1	0%	0	--	--	--	--
Other	4%	1	4%	1	0%	0	--	--	--	--
1992-93										
White	92%	25	92%	26	100%	23	--	--	--	--
Black	4%	2	4%	1	0%	0	--	--	--	--
Other	4%	0	4%	1	0%	0	--	--	--	--

previous season in the NFL. Keoki Kamau of the San Diego Chargers is a Pacific Islander/Hawaiian.

In Major League Baseball, Richie Bancells of the Baltimore Orioles was the one Latino head trainer.

In the NHL, Stan Wong of the Washington Capitals was the one Asian-American head trainer.

At the start of the 1998 MLS season, there were four Latino head trainers. They were:

- Rich Monis (Chicago Fire)
- Tommy Alva (Dallas Burn)
- Ivan Pierra (Los Angeles Galaxy)
- Jaime A. Rojas (Miami Fusion)

There were also two women:

- Amy Armstrong (Columbus Crew)
- Nancy Martin (Tampa Bay Mutiny)

In the WNBA there were no minority head trainers. However, each of the 10 teams had a woman who was the head trainer. They were:

- Kim Ferrill Mosely (Charlotte Sting)
- Darcy Downey (Cleveland Rockers)
- Laura Ramus (Detroit Shock)
- Michelle Leget (Houston Comet)
- Melody Roset (Los Angeles Sparks)
- Lisa White (New York Liberty)
- Carolyn Griffiths (Phoenix Mercury)
- Jill Jackson (Sacramento Monarchs)
- Leanne Stockton (Utah Starzz)
- Jackie Jenkins (Washington Mystics)

TABLE 46:

**Head Trainers
Women's National
Basketball Association**

1997-98		
White	100%	10
Black	0%	0
Latino	0%	0
Other	0%	0
Women	100%	10

Note: Provided by the WNBA.

American Basketball League

1997-98		
White	100%	9
Black	0%	0
Latino	0%	0
Other	0%	0
Women	89%	8

At the start of the 1997-98 ABL season, there were no minority head trainers. The eight women in this role were:

- Cheryl Appleberry (Atlanta Glory)
- Rhonda Parker (Colorado Xplosion)
- Jeanne Polonchek (New England Blizzard)
- Carol Koiro (Philadelphia Rage)
- Meredith Hamel (Long Beach StingRays)
- Kimberly Miller (Portland Power)
- Tamara Poole (San Jose Lasers)
- Robin Moore (Seattle Reign)

TABLE 47:

Radio and Television Announcers

	NBA	NFL	MLB	NHL
1997-98				
White	77%	82%	78%	100%
Black	18%	15%	3%	0%
Latino	5%	3%	19%	0%
Asian	0%	0%	0%	--
Other	0%	0%	0%	--
Women	0%	3%	1%	--
1996-97				
White	80%	80%	84%	--
Black	16%	15%	0%	--
Latino	3%	5%	16%	--
Asian	<1%	0%	0%	--
Other	0%	0%	0%	--
Women	0%	3%	<1%	--
1995-96				
White	78%	79%	85%	--
Black	18%	7%	3%	--
Latino	3%	9%	12%	--
Asian	<1%	0%	0%	--
Other	0%	5%	0%	--
Women	3%	2%	<1%	--
1993-94				
White	81%	85%	83%	--
Black	12%	2%	5%	--
Latino	7%	13%	12%	--
1992-93				
White	81%	86%	83%	--
Black	12%	2%	5%	--
Latino	7%	12%	12%	--

Note: Insufficient data available for MLS.

Radio and Television Announcers

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 1997-98 NBA season, 77 percent of the radio and television announcers were white, 18 percent were Black, and 5 percent were Latino. The percentage of Blacks and Latinos was up two percent and the total minority percentage up three percent from 1996-97. The 23 percent total was the highest in pro sports.

The percentages of radio and

television announcers in the 1998 NFL season were: 82 percent white, 15 percent Black, three percent Latino and three percent women. This represented a drop of two percent in Latino announcers.

Radio and television announcers in the 1998 Major League Baseball season were 78 percent white, 3 percent Black, and 19 percent Latino. This was a 3 percent increase for Blacks and a 6 percent increase for the combined minorities.

At the start of the 1997-98 NHL season, all radio and TV announcers were white.

Referees and Game Officials

The NBA was far ahead of the other leagues regarding minority referees. In the 1997-98 NBA season, 66 percent of the referees and officials were white, 30 percent were Black, up 3 percent, and 4 percent were Latino, up one percent. Two women accounted for four percent of these posts. They

TABLE 48:
Officials and Referees

	NBA		NFL	
1997-98				
White	66%	37	85%	95
Black	30%	17	15%	17
Latino	4%	2	0%	0
Women	4%	2	0%	0
Total =		56		112
1996-97				
White	70%	42	83%	93
Black	27%	16	17%	19
Latino	3%	2	0%	0
Women	3%	2	0%	0
Total =		60		112
1994-95				
White	72%	41	85%	95
Black	25%	14	15%	17
Latino	<4%	2	0%	0
Total =		57		112

TABLE 49:
WNBA Officials and Referees (1998)

White	66%	21
Black	31%	10
Latino	3%	1
Women	50%	16

Note: Provided by the WNBA.

TABLE 50:
Support Staff Personnel

	NBA	NFL	NHL	MLS
1997-98				
White	78%	86%	93%	74%
Black	17%	11%	5%	0%
Latino	3%	2%	1%	22%
Asian	2%	1%	<1%	4%
Other	<1%	0%	0%	0%
Women	67%	53%	60%	60%
1996-97				
White	71%	90%	--	--
Black	16%	7%	--	--
Latino	9%	2%	--	--
Asian	4%	1%	--	--
Other	0%	0%	--	--
Women	62%	48%	--	--
1995-96				
White	80%	90%	--	--
Black	15%	6%	--	--
Other	5%	4%	--	--
Women	63%	54%	--	--
1994-95				
White	76%	90%	--	--
Black	16%	6%	--	--
Latino	4%	2%	--	--
Asian	0%	<1%	--	--
Other	3%	<1%	--	--
Women	62%	57%	--	--
1993-94				
White	79%	89%	--	--
Black	12%	5%	--	--
Latino	7%	4%	--	--
Asian	2%	1%	--	--
Other	0%	<1%	--	--
1992-93				
White	78%	89%	--	--
Black	14%	5%	--	--
Latino	5%	3%	--	--
Other	3%	3%	--	--

Note: Similar data was not provided for MLB.

were Dee Kantner and Violet Palmer, who is a Black.

At the start of the 1998 NFL season, 85 percent of the referees and game officials were white and 15 percent were Black, a two point drop for Blacks in these posts from 1997.

For the 1998 Major League Baseball season, 78 percent of the umpires were white, three percent were Black, and 19 percent were Latino. This was a three percent increase for both Blacks and Latinos.

In the WNBA, 50 percent of the refs were women while 66 percent were white, 31 percent were Black and 3 percent were Latino.

Support Staff

Women were well represented in support staff positions in the NBA and the NFL. As stated earlier, The 1998 Racial and Gender Report Card has distinguished administrative assistant, secretaries, receptionists, staff

assistants, and aides from professional staff. Categorizing support staff and top executives under the umbrella term of front office staff makes it impossible to differentiate between secretaries and department heads.

In the support staff of the NBA teams at the start of the 1997-98 NBA season, 78 percent were white, 17 percent were Black, three percent were Latino, two percent were Asian and less than one percent were "other" minorities. This was a one percent increase for Blacks but a seven percent decrease for the combined minorities. Women in the support staff made up 67 percent, which was up five percent from the previous season.

In the NFL at the start of the 1998 season, the support staff consisted of 86 percent whites, 11 percent Blacks, two percent Latinos and one percent Asians. This was a four percent increase of Blacks in these positions. Women made up 53 percent of

the jobs, up five percent from 1997.

In Major League Soccer, 74 percent were white, 22 percent were Latino and 4 percent were other minorities. Sixty-three percent were women.

In the 1997-98 NHL season, the support staff was 93 percent white, five percent Black, one percent Latino and less than one percent Asian-American. Sixty percent of the support staff was women.

Stacking or Positional Segregation in Professional Sports

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

TABLE 51:

**National Football League
Positional Breakdown by Race**

	White Players				Black Players			
	1998	1997	1993	1983	1998	1997	1993	1983
Offense:								
Quarterback	91%	91%	93%	99%	8%	7%	7%	1%
Running Back	13%	7%	8%	12%	87%	90%	92%	88%
Wide Receiver	8%	8%	10%	23%	92%	89%	90%	77%
Tight End	55%	52%	39%	52%	42%	48%	60%	48%
Offensive Tackle	39%	49%	51%	68%	55%	47%	47%	32%
Offensive Guard	67%	72%	64%	77%	29%	23%	32%	23%
Offensive Center	83%	72%	79%	97%	17%	20%	18%	3%
	White Players				Black Players			
	1998	1997	1993	1983	1998	1997	1993	1983
Defense:								
Cornerback	1%	2%	1%	8%	99%	98%	99%	92%
Safety	9%	10%	18%	43%	91%	89%	80%	57%
Linebacker	24%	24%	27%	53%	75%	74%	72%	47%
Defensive End	19%	15%	27%	31%	79%	83%	71%	69%
Defensive Tackle	31%	24%	30%	47%	63%	71%	53%	53%

NOTES: 65% of all players in the NFL are Black.
33% of all players in the NFL are White.
2% of all players in the NFL are either Pacific Islander, Latino, or Asian-American.

Any totals of less than 100% are due to the third category of "other."

TABLE 52:

**Major League Baseball
Positional Breakdown by Race**

	White Players				Black Players				Latino Players			
	1998	1997	1993	1983	1998	1997	1993	1983	1998	1997	1993	1983
Pitchers	74%	73%	82%	86%	5%	6%	5%	7%	20% *	20%	12%	7%
Catchers	66%	74%	87%	93%	4%	2%	1%	0%	30%	24%	12%	7%
1st Base	67%	67%	69%	55%	16%	21%	19%	38%	17%	12%	11%	7%
2nd Base	41%	55%	58%	65%	15%	16%	13%	21%	44%	29%	26%	14%
3rd Base	70%	68%	75%	82%	7%	10%	12%	5%	23%	22%	12%	13%
Short Stop	53%	40%	42%	73%	13%	16%	8%	11%	34%	44%	50%	9%
Outfielder	30%	29%	33%	45%	48%	50%	50%	46%	22%	21%	17%	9%

* = This is not equal to 100% because there are eight (8) Asian-American totaling 1%.

As trends shifted, the 1995 Racial Report Card noted that stacking had become almost entirely eliminated and had become a “non-issue” for all positions except quarterback in football. The 1996 Racial Report Card added a note of caution that “key positions once again suggest possible stacking.”

In the 1998 season of the NFL, the positions of quarterback, wide-receiver, cornerback and safety have had consistently lopsided percentages. At 91 percent, whites continue to dominate the position of quarterback, considered to be football’s thinking and control position. The significant numbers of Black quarterbacks drafted in the first round of the 1999 draft is notable. The positions of wide-receiver (92 percent), running back (87 percent), cornerback (99 percent), and safety (91 percent), are almost exclusively held by Blacks. The essentials for these positions are considered to be speed and reactive ability. To a lesser degree, yet nearly as consistently, the position of center is dominated by whites at 83 percent. It is considered by many to be football’s second control position.

Positional stacking does seem to still exist in Major League Baseball. In the 1998 season only five percent of pitchers and four

percent of catchers were Black. These two positions are considered to be baseball’s thinking and control positions. The highest percentage of Blacks are still outfielders, which requires speed and reactive ability. Despite holding only 15 percent of baseball’s playing positions, Blacks held more than 45 percent of the outfield posts over the last two decades.

The Center will continue to monitor this closely as it is clearly an area of concern that there has been so little change over so long a period of time.

**THE PLAYERS
ASSOCIATIONS:
Hiring Practices**

This is the fourth year that the Center is reporting on the racial compositions of the players unions. The racial composition of the players associations in the NBA and NFL better represents those playing in their sport. Both have executive directors who are Black: Billy Hunter at the NBPA and Gene Upshaw at the NFLPA. Both the NFLPA and the NBPA had

maintained outstanding records for equal opportunity.

**National Basketball Players
Association**

Billy Hunter was in his third year as the head of the NBPA, which he took over after there were two Executive Directors and one Acting Director in the previous two years.

There were nine members of the Executive Committee and seven vice presidents of the NBPA. Eight members of the Executive Committee were Black as were

TABLE 53:

Players Associations (1998)

	Executive Committee		Vice Presidents		Department Heads		Support Staff	
	NBPA	NFLPA	NBPA	NFLPA	NBPA	NFLPA	NBPA	NFLPA
White	11%	1	0%	0	31%	4	50%	3
Black	89%	8	100%	7	69%	9	40%	2
Women					15%	2	90%	5
Asian-Amer.								
Other								

Similar data not provided by MLBPA.

all seven of the vice presidents. Sixty-nine percent of the Department Heads were Black and 15 percent were women. The support staff were 40 percent Black, 10 percent "other" and 90 percent of the support staff were women.

National Football League Players Association

Upshaw has been the NFLPA's Executive Director for more than a decade. The board of directors, made up of current players, consisted of 46 percent Blacks and 54 percent whites. They were elected by fellow players. Seven of the ten NFLPA vice-presidents were Black.

The Executive Committee was 47 percent Black and 53 percent white. Of the Department Heads, 38 percent were Black and 52 percent were women. The support staff of the NFLPA was 50 percent Black, five percent Asian-American, five percent "other" and was 77 percent women.

The NFLPA had an outstanding record in 1995, 1996 and 1997 both in term of racial and gender diversity.

Major League Baseball Players Association

The Major League Baseball Players Association did not submit a report for the 1996 RRC, the 1997 RRC or the 1998 Racial and Gender Report Card. The Center requested the information by mail and by phone without success. It was unfortunate that we could not verify the information we received from other sources. Therefore we are not issuing a grade for the MLBPA in 1998.

Reliable sources reported to the Center that as of this writing, there was one Black and one Latino in professional positions in the MLBPA offices. There were

also three Latinas in support positions.

Conclusion

As we near the Millennium, the most significant sign of increased intensity for the effort to change front office and on-field hiring practices in professional sport was that both the NBA and Major League Soccer undertook extensive diversity management training efforts.

Much attention continues to be focused on hiring former players. However, this continues to ignore the fact that there are many positions for skilled professionals on each team and in athletic departments. Too few are filled by minorities or women.

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 minorities in the following categories:

- players at 77%
- league office professionals at 22%
- league office vice presidents with 8%
- limited partners as owners with 7%
- team presidents with three
- general managers with 24%
- team VPs with 13%
- assistant coaches at 34%
- referees at 34%
- radio & TV broadcasters at 23%

The NBA was also best for women in the following categories:

- league office vice presidents at 9%
- limited partners as owners with 16%
- team presidents with two
- team senior administrative posts at 41%

The NBA also became the first pro sports league to do diversity management training for the entire league office, with the intention of including each team in 1999.

The NFL and MLB led only one category each; the NFL had two women majority owners and MLB had an Asian majority owner.

Among the new men's leagues covered this year, Major League Soccer had the best record for racial diversity and the NHL had the best record for opportunities for women. MLS followed the NBA and completed diversity management training for all of its teams and the league office in the spring of 1999.

By comparison, the colleges and universities had the poorest record of all once again.

MLS was best (among all men's leagues) for minorities in:

- head coaching positions with 33%
- team senior administrative posts at 20%

While the NBA employed the largest percentage of Blacks, MLS employed the largest percentage of Latinos. MLS was best for women in:

- league office professional positions with 47%
- the only woman who was a general manager of a men's team in 1999
- team vice presidents at 17%

Among the women's leagues, both the WNBA and the now defunct ABL had good records for hiring minorities and women at all levels of their relatively small operations.

There were several discouraging trends in sport regarding race.

First, at the level of roster players, the percentage of Black players decreased in all professional sports as well as those playing at the Division I collegiate level. The biggest gain was for Latinos in MLB and their high level of participation in MLS. The second largest area of expanded player participation was for international players, the vast majority of whom were European.

With all the discussions between Michael Jordan and the Charlotte Hornets, at the time of the publication of this report there are still no Black or Latino majority owners in the NBA, NFL, the NHL, the WNBA, MLS, or MLB. There was one Asian majority owner in the MLS and in the NHL. The same three women were majority owners in the NFL and in MLB. Baseball was in the process of losing Marge Schott.

Another major finding was that for professional off the field positions in both college and pro sports, the growth of opportunities for women continued to exceed those for people of color by significant numbers.

As disturbing as any other fact, the NBA, MLB and NFL combined remain below their percent level for head coaching opportunities with only 11 people of color as head coaches and managers in the three major pro sports leagues combined as of this publication in June of 1999. Aside from the sports Blacks compete in most, colleges still had the worst record for minorities holding this key position. The percentage of women coaching women's teams was also edging upward but still not even equal to males coaching women's teams.

Equally troubling was the conclusion that the percentage of minorities controlling the teams or athletic departments declined from the previous reporting period. This included general managers or directors of player personnel at the pro level and college athletic directors.

One key area in the pros where both minorities and women had risen together was that of team vice presidents in the NBA. In addition, there were slight increases in the percentage of people of color holding team senior administrative posts in the NBA and the NFL while there was a huge jump for women in both leagues. As stated above, MLS had the best record for minorities in these senior jobs.

In the administrative category where most people hold professional jobs, the percentage of people of color and women rose in both the NBA and the NFL. Women in both leagues at least doubled the percentages of minority men holding these jobs. In the NHL, women had six times as many jobs as minorities. In the MLS, women had only nine percent more. In the women's leagues, women held four to five times as many positions as minorities.

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 and college sport recognize that sport, which is America's most integrated workplace for players, is not much better than society in who it hires in front office and

decision-making positions. There is widely acknowledged enlightened leadership on issues of diversity in the league offices of the NBA, the NFL and now with the new MLB Commissioner and at NCAA headquarters. Nonetheless, white males control the operations on most franchises and athletic departments.

Perhaps the opening of the Millennium will cause sport to rededicate itself to truly become America's first professional arena where the principle of equal opportunity for all becomes reality.

APPENDICES:

TERMS REGARDING RACE

For the purpose of this report, race will be defined as a group of people united or classified together on the basis of common history, nationality or geographic distribution or humanity made distinct by genetically transmitted physical characteristics.

Under race, the following categories will be included as defined by the Council on Interracial Books for Children. *

Black: People of African descent. For the purpose of this report, Black athletes from African or Caribbean nations will be identified as Blacks. Although some would prefer to use the term African-American, the authors recognize that citizens coming from other lands do not consider themselves as African-Americans in the current meaning of the term.

Asian: Refers to people of Asian descent living in the United States, including people of Chinese, Japanese, Korean, Indian, Vietnamese and Cambodian heritage. It also, in the case of owners only, includes non-residents.

Pacific Islander: Refers to people from the islands of the Pacific such as the Philippines, Tahiti, Indonesia, Samoa and Tonga. Native Hawaiian Islanders are Pacific Islanders as well as U.S. citizens.

Latino: Refer to people from North and Central America (such as Mexico, Guatemala, Nicaragua, El Salvador), South America (such as Argentina, Brazil, Uruguay), and the Spanish-speaking Caribbean (such as Puerto Rico, Dominican Republic, Cuba). The term also includes Chicanos (Mexican Americans). The term Latino refers to a shared cultural heritage (Black, Native American, and Spanish), a history of colonization by Spain, and a common language (Spanish).

Native American: Refer to the descendants of the people who originally inhabited North, South and Central America prior to their conquest by Europeans.

White: Refer to people of European descent including the English, Irish, Italian, German, Greek, Dutch, Polish, etc.

Person Of Color: Refers to the combined racial categories listed above except whites. The term includes people who have faced some sort of discrimination because of their racial or ethnic origin.

Minority: Frequently used interchangeably with "people of color." However, many Black, Latinos, Asians, and Pacific Islanders and Native Americans resist the term because it implies inferiority. It is used occasionally in this report when it is taken from data provided to the Center for the Study of Sport in Society.

* See Patricia DeRosa and Joyce King, Guidelines for Selecting Bias-Free Textbooks and Storybooks. Cambridge: Multicultural Project for Community Education, 1987.

TERMS REGARDING EMPLOYMENT CATEGORIES

Administration: The professional personnel that direct the affairs of business operations, community relations, finance, game operations, marketing, promotions, publications and public relations.

Coaching staff: The positions of head coach or manager, assistant coach, and instructor.

Front office: A very general term applied to all employees who do not manage, coach, instruct or scout the players. For the purpose of this report, the term front office is applied to those professional employees working in administration (business operations, community relations, finance, game operations, marketing, promotions, publications, public relations and various other areas). It does not include those employees working in top management, coaching, medical or support staff.

Majority partner: An individual who owns more than half of the team or franchise.

Medical staff: Physician, head trainer, assistant trainer and dentist.

Minority owner/limited partner: An individual who owns less than half of the team or franchise.

Owner: Refers to individuals who act as majority partner or limited partner.

Principal in charge of team operations: Person responsible for the day-to-day operations of the team including player personnel matters, draft picks, free agents, and the coaching staff. These duties may fall under any one of the following job titles — general manager, director of player personnel, vice president in charge of team operations, director of team operations.

Support staff: The personnel who assist professional personnel through the positions of administrative assistant, receptionist, secretary and staff assistant.

Top management: The positions of chairman of the board, chief executive officer, president, vice president, and the principal person in charge of team operations (i.e. general manager).

Methodology

Data was collected by a research team at Northeastern University's Center for the Study of Sport in Society. After acquiring media guides for the individual teams in each of the professional leagues, a preliminary report was composed that listed the name, job title, and race of every employee identified in the team media guides.

The preliminary reports were sent to the league offices in the NBA, the NFL, Major League Baseball, the NHL, MLS, the WNBA, the NCAA headquarters, and the players associations in the NFL, NBA and MLB for confirmation. They were asked to edit our preliminary findings for errors, and were invited to add personnel changes made after the publication of the media guide.

In addition to the individual team data that was collected, the commissioner's office in the NBA, NFL, MLS, WNBA and ABL provided data on league personnel. This data included information on referees and officials. The NBPA and the NFLPA provided their own data.

The basis for most of the college data was the NCAA Minority Opportunities and Interest Committee's Two Year Study Race Demographics of NCAA Member Institutions' Athletics Personnel.

A final draft report was then sent to each league office and the NCAA headquarters for feedback, verification, discrepancies and comments. All three leagues and the NCAA responded with edits and those changes were incorporated into the text.

In addition, data was gathered from USA Today's Baseball Weekly, USA Today, New York Times, Boston Globe, Hispanics in the Major Leagues as well as from various reporters from around the country.

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