

NORTHEASTERN UNIVERSITY'S  
CENTER FOR THE STUDY OF SPORT IN SOCIETY  
presents the

1997  
**RACIAL REPORT CARD**

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

By  
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with  
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**THE CENTER FOR THE STUDY OF SPORT IN SOCIETY**

# **1997 RACIAL REPORT CARD**

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.

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*Sport in Society would like to thank Cedric Dempsey, Daniel Boggan Jr., Stan Johnson, Harold Henderson, Bud Selig, David Stern, Paul Tagliabue, William Hunter and Gene Upshaw for their contributions to this report.*

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# 1997 Racial Report Card

## Professional Leagues Grades

| <u>Category</u>                          | <u>NBA</u> | <u>NFL</u> | <u>MLB</u>                |
|--|------------|------------|---------------------------|
| <b>Player opportunities</b>              | A+         | A+         | A                         |
| <b>Commissioner<br/>League / Offices</b> | A-         | B+         | N/A                       |
| <b><u>Hiring Practices</u></b>           |            |            |                           |
| <b>Coaches (*)</b>                       | A          | C+         | B                         |
| <b>Head Coach/Manager</b>                | A          | C          | B                         |
| <b>Assistant Coaches</b>                 | A+         | A          | A                         |
| <b><u>Front Office</u></b>               |            |            |                           |
| <b>Top Management</b>                    | C          | C-         | F                         |
| <b>Senior Administration</b>             | B          | C          | N/A                       |
| <b>Administrators</b>                    | B+         | C          | N/A                       |
| <b>Support Staff</b>                     | A          | C          | N/A                       |
| <b>OVERALL GRADES</b>                    | A-         | B-         | C<br><i>(conditional)</i> |

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 1997 Racial Report Card*.

The overall grade was arrived at by adding points earned in each of the categories listed above.

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 rest of this report. The *grade key* is presented on page following weighted grades.

## 1997 Grades for Professional Player's Associations

| <u>Category</u>             | <u>NBPA</u> | <u>NFLPA</u> | <u>MLBPA</u> |
|-----------------------------|-------------|--------------|--------------|
| <b>Player opportunities</b> | A           | A            | No Report    |

# *1997 Racial Report Card*

## Professional Leagues Weighted Grades

| Category                            | Weighting   | NBA             |              | NFL             |              | MLB                              |             |
|-------------------------------------|-------------|-----------------|--------------|-----------------|--------------|----------------------------------|-------------|
|                                     |             |                 | Points       |                 | Points       |                                  | Points      |
| <b>Player opportunities</b>         | <b>20%</b>  | <b>A+ (79%)</b> | <b>20.0</b>  | <b>A+ (68%)</b> | <b>20.0</b>  | <b>A (41%)</b>                   | <b>18.0</b> |
| <b>Commissioner League / Office</b> | <b>10%</b>  | <b>A- (23%)</b> | <b>8.9</b>   | <b>B+ (20%)</b> | <b>8.5</b>   | <b>N/A</b>                       | <b>**</b>   |
| <b>Hiring Practices</b>             |             |                 |              |                 |              |                                  |             |
| <b>Coaches (*)</b>                  |             | <b>A</b>        |              | <b>C+</b>       |              | <b>B</b>                         |             |
| <b>Head Coach / Manager</b>         | <b>20%</b>  | <b>A (24%)</b>  | <b>18.0</b>  | <b>C (10%)</b>  | <b>14.0</b>  | <b>B (14%)</b>                   | <b>16.0</b> |
| <b>Assistant Coaches</b>            | <b>10%</b>  | <b>A+ (34%)</b> | <b>9.8</b>   | <b>A (26%)</b>  | <b>9.0</b>   | <b>A (25%)</b>                   | <b>9.0</b>  |
| <b>Front Office</b>                 |             |                 |              |                 |              |                                  |             |
| <b>Top Management</b>               | <b>10%</b>  | <b>C (9%)</b>   | <b>7.0</b>   | <b>C- (8%)</b>  | <b>6.9</b>   | <b>F (5%)</b>                    | <b>5.0</b>  |
| <b>Senior Administration</b>        | <b>10%</b>  | <b>B (13%)</b>  | <b>8.0</b>   | <b>C (9%)</b>   | <b>7.0</b>   | <b>N/A</b>                       | <b>**</b>   |
| <b>Administrators</b>               | <b>10%</b>  | <b>B+ (17%)</b> | <b>8.5</b>   | <b>C (10%)</b>  | <b>7.0</b>   | <b>N/A</b>                       | <b>**</b>   |
| <b>Support Staff</b>                | <b>10%</b>  | <b>A (29%)</b>  | <b>9.5</b>   | <b>C (10%)</b>  | <b>7.0</b>   | <b>N/A</b>                       | <b>**</b>   |
| <b>TOTALS</b>                       | <b>100%</b> |                 | <b>89.7%</b> |                 | <b>79.4%</b> |                                  |             |
| <b>OVERALL GRADES</b>               |             | <b>A-</b>       |              | <b>B-</b>       |              | <b>C</b><br><i>(conditional)</i> |             |

(\*) = 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. Therefore, their overall grade was based on the remaining five categories.

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

### Grade Key

|          |          |           |
|----------|----------|-----------|
| <b>A</b> | <b>=</b> | <b>24</b> |
| <b>B</b> | <b>=</b> | <b>12</b> |
| <b>C</b> | <b>=</b> | <b>9</b>  |
| <b>D</b> | <b>=</b> | <b>6</b>  |
| <b>F</b> | <b>=</b> | <b>5</b>  |

*The Center for the Study of Sport in Society 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.*

### Key for Weighted Grades

|           |          |             |           |          |            |
|-----------|----------|-------------|-----------|----------|------------|
| <b>A+</b> | <b>=</b> | <b>10.0</b> | <b>C+</b> | <b>=</b> | <b>7.5</b> |
| <b>A</b>  | <b>=</b> | <b>9.0</b>  | <b>C</b>  | <b>=</b> | <b>7.0</b> |
| <b>A-</b> | <b>=</b> | <b>8.9</b>  | <b>C-</b> | <b>=</b> | <b>6.9</b> |
| <b>B+</b> | <b>=</b> | <b>8.5</b>  | <b>D</b>  | <b>=</b> | <b>6.0</b> |
| <b>B</b>  | <b>=</b> | <b>8.0</b>  | <b>F</b>  | <b>=</b> | <b>5.0</b> |
| <b>B-</b> | <b>=</b> | <b>7.9</b>  |           |          |            |

*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.*

# **SportsCAP**

## ***Sports Career Awareness and Placement Program***

**SportsCAP**, a program created by Northeastern University's Center for the Study of Sport in Society, is being 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 training 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, administrative positions are frequently earned by appointment. These people are, typically, ones who have established contacts within the industry. Thus, a high percentage of white males has always controlled the sports business. This has been traditionally shown in the Center's annual *Racial Report Card*.

To address this problem, **SportsCAP** is creating 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.

Our goal in the **SportsCAP** 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 **SportsCAP** is to help the sports industry better reflect the diversity of our country.

**SportsCAP** was created by Richard E. Lapchick.

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## INTRODUCTION

**N**ortheastern University's Center for the Study of Sport in Society has completed its ninth annual Racial Report Card regarding the racial composition of players, coaches and front office employees in the National Basketball Association, National Football League, and Major League Baseball. Gender comparisons are also provided where they are relevant. *The 1997 Racial Report Card (RRC)* represents the first time that The Center has included comparative data for college sport.

It was a year of expanded coverage of the issue of race due to 1997 being the 50<sup>th</sup> anniversary of Jackie Robinson breaking Major League Baseball's color barrier. Special attention was paid to the issue of race in professional sport in public forums, in the media and on college campuses. The report is being issued just after the 25<sup>th</sup> anniversary of the death of Roberto Clemente on December 31, 1997. The explosion of Latino talent in baseball in 1997, especially in the post-season and the World Series, also lent a special interest to Latinos in sports.

The results showed no significant overall breakthroughs in any of the categories covered in professional sport. Both the NFL and the NBA showed some improvement in selected categories but there were no general trends observable. The NBA made the most dramatic move with Commissioner David Stern's announcement at the NBA League meetings in September that the NBA would provide workshops on diversity for all league employees and all 29 teams in 1998, thus becoming the first professional sports organization to initiate this.

By including college sport, the most notable conclusion for 1997 was that college sport, often assumed to be a more equitable arena in terms of race and gender,

was actually behind pro sport in most categories in which comparisons could be made.

The percentage of Black players went down slightly in the NBA and the NFL while it remained the same in Major League Baseball. The percentage of Latino players broke new ground in baseball. The proportion of Black student-athletes in colleges was at its lowest point

### *Racial Report Card*

#### HIGHLIGHTS

- \*Regarding hiring of women and people of color in management, the NBA has the best record while Major League Baseball the worst in pro sport
- \* College sport has worst record of all for hiring practices for women and people of color
- \*Gains for women outstrip those for minorities
- \*The "glass ceiling" severely limits opportunities for women and people of color in top management positions on teams
- \*League offices do far better than teams regarding hiring practices
- \*The number of Black players decreased in pro and college sports
- \*Majority ownership for people of color does not exist
- \*The NFLPA and NBPA score highly while the MLBPA is far behind regarding opportunities for women and people of color
- \*Positional segregation or stacking is once again an issue in the NFL and Major League Baseball

since 1991 while that of Latino student-athletes went up slightly.

*The 1997 Racial Report Card* is especially timely not only in light of the Robinson and Clemente anniversaries but also because President Clinton has inaugurated a national discussion of race in America. The Presidential Commission, headed by historian, John Hope Franklin, may turn to the

issue on race and sport early in 1998.

Whatever points are up for criticism in this report, whatever the shortcomings of sport may be when it comes to ideals and reality, sport remains the one national plane where people of color and whites seem to have the greatest opportunity to set a national example for the rest of the country.

## OVERVIEW

As has been the case since the publication of the first *RRC*, no league received **A's** at the critical level of team front office hiring practices. The categories in this classification are team top management, team senior administration and team administration in general. The same would have been true for colleges with positions of athletics director, assistant and associate AD.

The NBA has had the highest grade in virtually every major category for all nine years of the publication of *The 1997 Racial Report Card*. Thus, it was not surprising that when all categories were combined, the National Basketball Association came out on top for the ninth straight year with an **A-** overall.

The National Football League received a **B-**, slightly down from its **B** of the previous three years. Major League Baseball received a **conditional C** because so much data usually supplied by the League was not available in 1995, 1996, and 1997.

In the 1996-97 season, the NBA improved to an **A** in the areas of coaching (head and assistant) and had an **A+** for player opportunities and an **A-** for people of color in the Commissioner's office. However when we viewed opportunities on the individual teams, the NBA's grades were lower for top management (**C**), and in the categories of team senior administration (**B**) and for administration in general (**B+**). Women did better at the team level in senior administration and administration categories as well as

in professional positions in the League office, far surpassing the status of women in the other sports.

The NFL had a **B+** for professional positions in the Commissioner's office. It held its **A+** for player opportunities. Like the NBA, the NFL received its lowest marks in the categories of team top management (**C-**), senior management (**C**) and for team administration in general (**C**). The NFL maintained its **C** for head coaches. The status of women improved in the NFL League office and at the team level in senior administration and administrative categories.

Once again, Major League Baseball did not issue its own report. Baseball continues to present a difficult problem for analysis because officials have not compiled the necessary data. Thus, we are able to issue grades only in the verifiable categories. Baseball had a **B** for Latino and Black managers combined; an **A** for player opportunities. Baseball had an **F** in top management with only a 5 percent total, which represented nearly half of the percentage in the NFL and the NBA. The status of women as professionals in Major League Baseball was not determinable from the data obtained by The Center.

The issue of stacking or positional segregation was, once again, one that the NFL and Major League Baseball would have to pay attention to after seeming to fade from the ranks of pro sports in the 1995 season and creeping back in 1996.

The Center will not issue grades for college sport in 1997. Nonetheless, it needs to be noted that, college sport had the lowest rate of player opportunities for student-athletes of color. It also had the smallest percentage of people of color among head coaches, athletic directors (the college equivalent of general managers), senior administrators and administrators in general. The NCAA headquarters had a good record at the top but a weaker record for mid-level man-

agers and other professionals than the respective pro league offices. It should be noted that the basis for most of the college data was a 1995-96 NCAA Minority Opportunities and Interest Committee survey which had not been reviewed by the Committee and had not been publicly released at the time of the publication of *The 1997 Racial Report Card*.

There is clearly room for progress, especially in professional baseball and football and in college sport.

The Center publishes *The 1997 Racial 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 1997 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.

While Commissioner's David Stern (NBA) and Paul Tagliabue (NFL) continued to actively lobby for improved hiring practices for minorities in the front office and in the coaching and managerial ranks in the NBA and NFL respectively, the results at the team levels clearly showed the limits of what they were able to accomplish. Baseball's Equal Opportunity Committee performed the same role. The commissioners

can set an important tone, but they cannot mandate change at the club level. The same is true with individual colleges and the NCAA where Executive Director Cedric Dempsey has taken a very strong position on racial hiring practices.

This report covers the seasons of 1996-97 in the NBA, 1997 in Major League Baseball and 1997 in the NFL and the 1995-96 academic year for colleges. All coaching and general manager changes were updated as of December 12, 1997.

## **MINORITIES PLAYING PROFESSIONAL AND COLLEGE SPORTS**

Because of its milestones in 1997, it is fitting to start with Major League Baseball.

Baseball has always been filled with ironies on the issue of race. As the first sport in the modern era to integrate, it has for decades had the fewest minority players among the three major sports. At one point during this historic year, the Dodgers, the team that broke the barriers in 1947, did not have a single African-American player on the team.

League-wide, the percentage of African-American players in 1997 hovered near a two decade low at 17 percent.

On the other hand, the percentage of Latinos in Major League Baseball has continued its upward climb, rising from 20 percent in 1996 to 23.7 percent in 1997. This dramatic rise represents the biggest increase of Latino players in the 1990s. Other than the 6 percent rise in the percentage of African-American players in the NFL between 1991 and 1992, this year's increase in Latino players in baseball is sport's biggest single-season swing for minorities playing sport. In 1997, the combined total of African-American and Latino players on Major League rosters increased from 37 to 41 percent, an all-time combined high.

# 1

In total percentage of players, the NBA continues to lead the way in pro sport for player opportunities for Blacks. At the outset of the 1996-97 season, 79 percent of NBA players were Black, down slightly from last year's 80 percent. However, it should be noted that the 1996-97 figures marked the second consecutive decrease of Blacks playing in the NBA in the 1990s. It

is a trend worth watching.

As the 1997 season opened, 66 percent of the NFL players were Black. This is the second straight year that the percentage of Blacks has decreased in the game. While the proportion of whites remained constant in the NFL, it increased by one percent in the NBA. The difference in the NFL was made up with the increase of Pacific Islanders

and Latinos, thus leaving the percentage of minority players in the NFL the same.

At the NCAA Division I level in 1996, Black males made up 61 percent of the basketball student-athletes, 52 percent of football student-athletes and only 6.5 percent of baseball student-athletes. Those percentages represent a decline in basketball and baseball and a 5 percent increase in football since 1991. It should be noted that while the percentages of Black college student-athletes have declined (as have the percentages of whites) their numbers, like those of whites and Latinos, have increased.

Latinos made up 1.6 percent of the basketball student-athletes, 1.8 percent of football student-athletes and 4.1 percent of baseball student-athletes in 1996. That represented between a half and one percent increase in the three sports.

In Division I in 1996, Black females made up 15.5 percent of all female student-athlete. Latino females accounted for 2.2 percent; and Native American/Alaskan-American made up 0.5 percent of all female student-athletes, an increase from 0.3 percent in 1991.

## THE COMMISSIONER'S, LEAGUE OFFICES AND THE NCAA HEADQUARTERS

The league offices in the three sports have always had better records for hiring practices than their individual teams.

*The 1997 RRC* reveals that minority representation in both the NBA and NFL league offices increased. The percentages of Blacks, Latinos, and Asians all rose in the NBA league office in 1997 to a combined 23 percent. There were 101 new professional staff positions filled in the NBA league office, NBA Properties, and NBA Entertainment. The total number of minorities increased from 81 in 1996 to 109

2

3

in 1997. This was important since *The 1997 Racial Report Card* showed that the proportion of minorities in the NBA league office, especially Blacks, had decreased for the first time in the 1990's.

Black vice presidents in the league office include: Steve Mills (Senior Vice President/Basketball Development), John Rose (Senior Vice President/Players Relations

and Administration), Marcia Sells (Vice President/Organization Development), Tom Sanders (Vice President/Player Programs), Horace Balmer (Vice President/Security), and Leah Wilcox (Vice President/Player and Talent Relations). The NBA continues to lead in both race and gender hiring in the league offices.

Forty-four percent of all league

professionals were women in 1997. A total of 26 more woman were in such positions in 1997 but since 101 new positions were added, this represented a decline from 49 percent in 1996.

The percentage of Blacks, Latinos, Asians and women who held support staff positions in the league offices all increased in 1997.

The total percentage of all

4

4

# 5

minorities combined in support positions increased 9 percent to nearly 50 percent and the percentage of women increased by 5 percent to 65 percent.

Commissioner David Stern also chose to address the issue of race in the NBA league meetings in September 1997. The Commissioner announced that diversity

workshops would be held for all NBA league employees and for the staff of all 29 NBA teams in 1997-98. It was the first time the issue was ever raised in an open league-wide meeting of any professional sport in America and the workshops are the first of their kind.

The percentage of Black, Latino, Asian and women professionals all

rose in the NFL for the 1997 season. Nearly 20 percent of all professional positions were held by minorities in the NFL's league office at the start of the 1997 season. This was up almost 3 percent from the previous year. The proportion of management positions held by women rose by 4 percent to 26 percent. There were 25 additional man-

# 6

agement positions in the NFL in 1997; the number of minorities increased by 10 and number of women increased by 14. Dr. Lem Burnham, who is Black, was promoted from Director of Player Programs to Vice President for Player and Employee Relations. Harold Henderson remains as the head of the powerful NFL Management Council.

The percentage of minorities in support staff positions increased from 19 to 32 percent overall while the percentage of women increased from 64 to 84 percent.

Major League Baseball has, as of the issue date of *The 1997 RRC*, not published or supplied its data for its central offices for more than two years. For informational purposes, we have supplied the most recent data available.

Len Coleman, who is Black, is the President of the National League in Major League Baseball. Coleman is arguably the highest ranking person of color in professional sport.

Dan Boggan was appointed as the chief operating officer (COO) for the National Collegiate Athletic

Association in 1996. He is the highest ranking Black person in the organization. At the time he first joined the NCAA in 1994, Boggan became the first Black member of the eight person Executive Directors Advisory Team of the NCAA in its history. In 1997, there were two Black group executive directors out of seven people holding this vice-presidential equivalent level post: Celeste Rose, Group Executive Director for Public Affairs, and Ron Stratten, Group Executive Director for Educational Services. Prior to the leadership of Cedric Dempsey as NCAA Executive Director, the NCAA was far behind pro sport. It is now doing well at the top levels.

At the next level, there are 38 chief aides. Three of the 38 are minorities. They are Stan Johnson, Alfred White, and Lydia Sanchez. There are 53 managers. Five managers are Black (one woman and four men); one is a Latino female. Thirty percent of managers are women. Of the 106 professional staff, 53 percent are women; 27 percent are minorities (including 21% Black, 1% Asian and 3% Latino.) There are eight professional technical staff members and 14 members of the sales staff. Women hold 50% and 71% of those posts, respectively. There are two Black women on the technical staff and

7

8

one Latino female in sales. There are no minority men in either category.

At the clerical level, women hold 94 percent of the positions; white women hold 90.4%; Blacks occupy 6.7% of the posts; Asians and American-Indians hold 1.5% each. There are no Latinos in clerical positions.

In total, 14.9% of all 323 NCAA employees are minorities; 66.3% are women. Nearly half (148) are clerical workers.

**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 has part ownership in a franchise. Generally, a single individual is typically designated as the chief executive officer of the organization. While a chief executive officer is often classified as "owner," they are not necessarily the majority owner

or senior partner.

There are no majority owners in Major League Baseball, the National Basketball Association or the National Football League who are Black or Latino.

Our current data identifies several limited partners in Major League Baseball, the NBA and the NFL who are Black or Latino. Black part-owners are Isiah Thomas (Toronto Raptors), Henry Aaron and Rubye M. Lucas (Atlanta Braves), Louis W. Smith (Kansas City Royals), William Simms (Carolina Panthers), Deron L. Cherry (Jacksonville Jaguars) Earvin Johnson (L.A. Lakers), and Edward and Bettiann Gardner (Chicago Bulls).

Latino part-owners include Julio Iglesias and Amancio Suarez of the Miami Heat. Minoru Arakawa, who is Asian-American, is a limited partner in the Seattle Mariners franchise. Hiroshi

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Yamauchi, a resident of Japan, is the Mariners majority owner.

Marge Schott, the owner of the Cincinnati Reds, is the sole woman majority owner in Major League Baseball. Georgia Frontiere, the owner of the St. Louis Rams, is the sole woman majority owner in the National Football League. Women part-owners in the NBA include Bettiann Gardner, Ann Lurie and Carol P. Norton of the Chicago Bulls, Betsy DeVos, Helen DeVos, Maria DeVos, Pam DeVos, and Cheri Vander Weide of the Orlando Magic, Cassandra Carr, of the San Antonio Spurs, and Teri E. Popp, Joyce Sexton, and Glenda Taylor of the Minnesota Timberwolves.

In the NFL, women part-owners are Denise DeBartolo-York (San Francisco 49ers), Rosalind S. Richardson and Ashley Allen of the Carolina Panthers and Carroll Smith Walraven, Dorothy Smith Knox and Karen Smith Owen of the Atlanta Falcons, and Donna Dewitt Lambert (St. Louis Rams).

In Major League Baseball, women part-owners include Jessica Mallory, Jennifer S. Swindal, Charlotte Whitkind, and Joan Steinbrenner, (N.Y. Yankees); Marian Ilitch (Detroit Tigers), Pam Shriver (Baltimore Orioles), Claire S. Betz (Philadelphia Phillies), Eloise Phlad (Minnesota Twins).

## HEAD COACHING AND BASEBALL MANAGING POSITIONS

Other than players, head coaches and big league managers hold the most visible positions in pro sports. This has always seemed to be the most logical place for Blacks and Latinos to get jobs. After all, who knows sport better than the athletes who played it? It is natural – although not always true – to believe that a former player could transmit the knowledge and skills accumulated over the course of many years of playing to younger players. Many athletes of all colors and ethnic backgrounds have shared this dream. It is far more likely to become a reality if you are white.

Jackie Robinson had two dreams for sport: increased player opportunities and similar increases for front office and coaching positions. The first dream has been overwhelmingly fulfilled. The latter is overwhelmingly unfulfilled.

At the beginning of the 1997 season, Major League Baseball had Felipe Alou of the Montreal Expos as its only Latino manager, Dusty Baker was with the San

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Francisco Giants, Cito Gaston led the Toronto Blue Jays, and Don Baylor was with the Colorado Rockies as the sport's three Black managers. As the season ended, Baker was named 1997 Manager of the Year for the second time after leading the Giants from last place to first. Gaston, who had won back-to-back World Series championships for Toronto, was fired after the Blue Jays had a dismal season. In December of 1997, Jerry Manuel, a Black man, was hired as the Manager of the Chicago White Sox.

The 1996-97 NBA season began with seven head coaches who were Black: Darrell Walker of the Toronto Raptors, Stu Jackson of the Vancouver Grizzlies, Bernie Bickerstaff of the Denver

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Nuggetts, Jim Cleamons of the Dallas Mavericks, M.L. Carr of the Boston Celtics, Lenny Wilkens of the Atlanta Hawks, and Johnny Davis of the Philadelphia 76ers. That was the high point since 1992-93 when there were also seven Black head coaches. The NBA's 24 percent in the category of head coaches who are Black was more than double the percentage for Black coaches in either the NFL or Major League Baseball. By the end of the season, Bickerstaff, Davis, and Carr were no longer in these positions. Bickerstaff replaced Jim Lyman in midseason at the newly renamed Washington Wizards. Later in the season Edgar Jordan, who is Black, replaced Garry St. Jean at the Sacramento Kings. By the start of the 1997-98 season, there were five coaches who were Black. Jim Cleamons was fired early in the season, leaving only four NBA coaches who are Black as of this writing. For clarity, the NBA's grade in this category was taken – as with all leagues – from the season being reported on, that is, 1996-97.

The 1997 NFL season started with the same three Black head coaches who finished the 1996 season: Dennis Green (Minnesota

Vikings), Tony Dungy (Tampa Buccaneers), and Ray Rhodes (Philadelphia Eagles). The NFL was last in this visible category. Commissioner Tagliabue's office paid special attention to the issue when 10 openings occurred at the end of the 1996 season and no Blacks were hired or seriously considered. The Commissioner held two closed meetings with five owners, 10 executives and Dungy and Green in New York to address his concerns with them. The NFL has commissioned a national head-hunting team to compile a database of all potential head coaches.

The college ranks were worse. To try to make the most valuable comparisons, *The 1997 Racial Report Card* looks at Division IA football and Division I men's basketball and baseball. *The 1997 RCC* will use this basis of comparison throughout.

Eight of the 110 Division IA schools had Black football coaches (7.2 percent) as did two of 101 Div. IAA (1.9 percent) - excluding the historically Black institutions - in 1997. At the end of the 1996 season, there were 25 openings for head coaching positions in Division IA. New Mexico State, the last of the 25

to choose, was reportedly the only school to even interview a Black candidate. It chose Tony Samuel who joined Ron Dickerson (Temple), Jim Caldwell (Wake Forest), Ron Cooper (Louisville), Tyronne Willingham (Stanford), Robert Simmons (Oklahoma State), Mat Simon (North Texas) and John Blake (Oklahoma) as the only Black head football coaches in NCAA Division IA. At the end of the season Cooper was fired and Dickerson resigned. There were 12 opening at the end of the 1997 season. No blacks were interviewed. Floyd Keith

(Rhode Island) and Alex Woods (James Madison) were the only Blacks coaching in Division IAA. In the entire history of college football, there were only six other Black head coaches in Division IA. In that history, there have been thousands of the college football teams that the took the field: 51 have been led by a Black head coach!

In college basketball, there were 50 head coaches at the 289 Division I schools (17.3 percent). In college baseball, there is not a single Black head coach at any of the 249 Division I schools, while there were six "other minority" head coaches. As can be seen, college sports at this level top level does not match up to the pros: Division IA Football at 7.2 percent vs. the NFL's 11 percent; Division I basketball at 17.3 percent vs the NBA's 24 percent; and Division I college baseball's 0 percent Blacks and 2.4 percent "other" vs. Major League Baseball's 14 percent Black and Latino managers.

While the following data may not compare directly to professional sport, the Center believes it can stand alone as a look at all of college sport. *The 1997 RCC* will do this throughout the report.

In 1995-96 in all NCAA men's sports, there were 7,101 head coaching opportunities with the historically Black institutions excluded. Of those, there were 304 teams with a head coach who was Black or 4.2 percent of the total. (Three Black women coached men's tennis).

There were 547 college football teams and only 15 (2.7%) with Black head coaches. There were four "other minority" football coaches for a total 3.4 percent. The NFL, which has the lowest percentage of the three major pro sports, more than doubled that with 10 percent.

In all of college basketball, 11.3 percent of the jobs were held by Black men; another 1.5 percent were held by "other minorities". The NBA nearly doubled that with 24 percent in the 1996-97 season.

In college baseball, a mere six Black men (0.8%) and 12 other minorities (1.6%) led any of the 764 college baseball teams. In Major League Baseball, there were three Black managers (11%) and one Latino manager (3%).

Eleven of the 21 sports listed by the NCAA, which has more than 900 members, had less than five Black men as head coaches. Of the 301 Black male head coaches, 205 coached either basketball (98), track (61) or cross country (46). Another 39 coached tennis (24), soccer (20) and football (15). That means that there were 41 (1.5%) Black male head coaches among the 2,733 teams in those other sports.

Black women coached 1.5 percent (106) of the 6,881 college women's teams; 52 "other minority" women coached 0.8 percent of the women's teams. Twice as many Black or minority men coached women's teams as Black or minority women (331 vs. 158). In fact, in 1995-96, only 44 percent of women's teams were coached by women.

Many recent news stories have glamorized NCAA Division III sports as college sports' largest reservoir of "pure sport," or as "sport as it was meant to be played." While there is a great deal of truth to this romantic notion, we should not ignore how race and gender play out at Division III: only 3.1 percent of the men's teams and 3.3 percent of the women's teams were coached by Blacks and 2.9 percent of the women's teams were coached by "other minorities". Only 57 Blacks or "other minority" women were head coaches of the 2,921 women's teams. In total, women only coached 48.1 percent of women's teams in Division III.

## **ASSISTANT COACHES**

Many believe that the ranks of assistant coaches in the NBA and NFL and coaches in baseball and college sports are the pipelines to head coaching and managing jobs.

The outlook improved significantly for Latinos in Major League Baseball where the percentage of Latino coaches jumped from 7 to 11 percent between 1996 and 1997. That took on added significance since the percentage had actually dropped from 1995 to 1996.

The news was not as good for Black baseball coaches. The portion of coaching positions held by Blacks dropped from 18 to 14 percent between 1996 to 1997.

At the beginning of the 1996-97 season, 34 percent of the assistant coaches in the NBA were Black. That was a drop from an all-time high of 41 percent in 1995-96. At the beginning of the 1997-98, season there were 34 Black assistant coaches which constituted 37 percent of these positions in the NBA.

The NFL had the only reported improvement in this category with an increase from 23 to 26 percent of the jobs held by people of color.

To continue to make the most valuable comparisons for assistants, *The 1997 Racial Report Card* looks at Division I football and Division I men's basketball and baseball for such positions.

In Division I basketball, whites made up 68 percent of the assistant coaches. Blacks made up 31.2 percent and "others" made up the remaining 0.8 percent of the total. In college football we looked at assistant coaches in all of Division I. Whites were 79.8 percent of the total; Blacks were 18 percent and "other minorities" were 2.2 percent. White assistant coaches in Division I baseball were 93.2 percent of the total with Blacks consisting of 1.3 percent and "others" the remaining 5.5 percent.

In the NFL, by comparison, 26 percent of the assistant coaches were Black or "other minorities". In the NBA, Blacks held 34 percent of the assistants positions in the 1996-97 season. In Major League Baseball, 14 percent of the coaches were Black and 11 percent were Latino.

As with head coaches, the following data may not compare

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directly to professional sport. However, the Center believes it needs to stand alone as part of a public look at all of college sport.

In 1995-96 in all men's college sports, there were 9,720 assistant coaching opportunities with the historically Black institutions excluded. Of those, there were 1,143 Black male and 73 Black female assistant coaches or 12.6 percent of the total. That was less than half of the total percentage for Black assistants in any of the three major pro sports.

There were 3,208 college football assistant coaches. Of those, 481 or 15 percent were Black. There were another 56 minority football assistant coaches for a total 1.7 percent. In the NFL, 26 percent of the coaches were Black or "other minorities".

In college basketball, 23.9 percent of the assistants jobs were held by Blacks. Another 1.8 percent were held by "other minorities". In the NBA, Blacks held 34 percent of the assistants positions in the 1996-97 season.

In college baseball, only 2.2 of the assistants jobs were held by Blacks and 3.7 percent by an "other minority." In Major League Baseball, 14 percent of the coaches were Black and 11 percent were Latino.

In 12 of the 21 sports listed by the NCAA, less than 5 percent of the assistant coaches were Black men. There were 3.2 percent of the assistants jobs held by "other minorities". The vast majority of these were in baseball, basketball, football, track and field, and soccer.

Only 333 of the women's assistants jobs were held by Black women (5%). Another 96 (1.5%) of the assistants were "other minority" women.

There were al-

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most as many Black or minority men as assistant coaches of women's teams as Black or minority women (424 vs. 429). In fact, in 1995-96, only 50.3 percent of women's assistant coaching positions were occupied by women.

As with head coaching positions, NCAA Division III sports had the worst record for hiring women and people of color as assistant coaches.

Only 8.3 percent of the men's assistant coaching jobs were held by Blacks; 6.2 percent of the women's

teams were coached by Blacks; only 2.3 percent of the assistant coaching jobs on men's teams and 3 percent of the women's teams were coached by "other minorities".

In 10 of the 16 sports listed for women, there were two or less than two Black women as assistant coaches *in all of Division III*. There were none in 6 of the 16 sports *in all of Division III*. Only two of the 16 sports had more than two other "minority women" *in all of Division III*.

## TOP MANAGEMENT

For the purposes of *The 1997 Racial Report Card*, top management positions on professional sports teams include chairman of the board, president, chief executive officer, vice president and general manager.

The data clearly shows that the proverbial "glass

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in 1997 or in Major League Baseball. Terdema Ussery, who is a Black man, was named as president of the Dallas Mavericks at the start of the 1997-98 season.

For the purposes of *The 1997 Racial Report Card*, the term “principal in charge of day-to-day team operations” includes the positions of general manager and director of player personnel.

At the start of the 1996-97 NBA season, there were eight Black men filling one of these positions. They were Mel Daniels (Director /Player Personnel, Indiana Pacers), M.L. Carr (Director of Player Development,

ceiling” was very prominent for women and people of color at this level in baseball and was better, but had not disappeared in the NFL and the NBA.

There were no people of color in the NFL or Major League Baseball who were board chairs, presidents or CEO’s. Marge Schott is baseball’s only woman in such a post.

The NBA had the best record in these categories. When all team figures were combined, the NBA had 9 percent of its top management posts held by Blacks at the beginning of the 1996-97 season. Women made up 6 percent of the top management of the NBA.

The percentage of Blacks in the top management of the National

Football League at the beginning of the 1997 season was 8 percent. Women held 3 percent of these NFL posts.

Major League Baseball was at the bottom rung in this category with only 5 percent of top management positions held by Blacks and 1 percent by Latinos. Women made up 3 percent of the top management.

At the beginning of the 1996-97 NBA season, there were three Black CEO’s: Bernie Bickerstaff (Denver Nuggets), Stu Jackson (Vancouver Grizzlies), and Wayne Embry (Cleveland Cavaliers.) There was one woman CEO, Susan O’Malley of the Washington Bullets. There were no minority CEO’s in the NFL

Boston Celtics), Stu Jackson (General Manager, Vancouver Grizzlies), and Wes Unseld (General Manager, Washington Bullets). Isiah Thomas (Toronto Raptors), Elgin Baylor (L.A. Clippers), Bickerstaff (Denver Nuggets), and Embry (Cleveland Cavaliers) also played these roles for their teams, making a total of eight teams with a Black man in charge of the day-to-day team dealings. For the 1997 season there are six Blacks in this position. They are Elgin Baylor, Billy King (Philadelphia 76ers), Wes Unseld, Mel Daniels, Stu Jackson and Wayne Embry.

In the 1997 NFL season there were five Blacks fitting the job description of “principal in charge

of day-to-day team operations;" Bobby Grier (Vice President of Player Personnel, New England Patriots), Dick Daniels (Director of Football Operations, Philadelphia Eagles) Clyde Powers (Director of Pro Player Personnel, Indianapolis Colts), Ozzie Newsome (Vice President of Player Personnel, Baltimore Ravens), and Michael Huygue (Jacksonville Jaguars).

Bob Watson was baseball's only Black or Latino General manager in both 1996 and 1997. When the New York Mets hired Omar Minaya, in 1997, he became

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baseball's first *Assistant* General Manager who is Latino.

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

For direct comparison to the pros, we look at the 287 Division I ADs in 1995-96. Of those, 9.1 percent were Black men, 1.0 percent were "other minority" men, 1.0 percent were Black women, and 0.3 were "other minority" women. The combined figure was 11.4 percent of the total Division I ADs being held by people of color. Another 6.3 percent were held by white women.

When we look at all NCAA Divisions, there were 939 ADs in 1995-96. Of those, 6.9 percent were Black men, 0.7 percent were "other minority" men, 0.6 were Black women and 0.4 were "other minority" women. The combined figure is 8.6 percent of the total.

The 265 Division II schools had the best record for minority opportunities for ADs: 9.8 percent were Black men, 0.8 percent were "other minority" men, 0.8 percent were Black women, and 0.4 percent were "other minority" women. The combined figure was 11.8 percent of the total in 1995-96.

The ceiling dropped in Division III where there were 385

ADs in 1995-96. Of those, only 3.4 percent were Black men, 0.5 were "other minority" men, 0.3 percent were Black women, and 0.5 were "other minority" women. The combined figure was 4.7 percent of the total.

Most of the minority ADs were appointed in the 1990s. With them in key positions, the opportunities for "other minority" candidates within college athletics would seem to be brighter.

Nonetheless, at a combined 11.4 percent of the total, Division I college ADs have smaller percentages of minorities than general managers in the NBA (28 percent) and the NFL (17 percent). The Division I colleges do better than Major League Baseball's 3 percent.

### *Vice Presidents*

There were 15 Black vice presidents during the 1996-97 season in the NBA, an increase of two from the previous year. They were Elgin Baylor (Vice President Basketball Operations, Los Angeles Clippers), Al Attles (Vice President and Assistant General Manager, Golden State Warriors), Billy Knight (Vice President Basketball Operations, Indiana Pacers), Michael A. McCollough (Vice President Marketing and Broadcasting, Sacramento Kings), Wes Unseld (Executive Vice President and General Manager, Washington Bullets), Ronald O. Sally (Senior Vice President and General Counsel, Denver Nuggets), Isiah Thomas (Executive Vice President of Basketball, Toronto Raptors), Wally Scales (Vice President/

Special Events, Portland Trail Blazers), Wali Jones (Vice President Community Relations, Miami Heat), Earvin Johnson (Vice President, Los Angeles Lakers), M.L. Carr (Vice President and Director of Basketball Operations, Boston Celtics), and Robert Barr (Senior Executive Vice President of Basketball Affairs, Houston Rockets) and Ed Tapscott (Vice

President, Administration and Scouting, New York Knicks), Willis Reed (Senior Vice President/Basketball Operations, New Jersey Nets), and a Black woman, Judy Holland (Vice President of Community Relations, Washington Bullets).

There were 10 Black vice presidents in the NFL in the 1997 season: Bob Wallace Sr. (Vice President/Administration, General Counsel)

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and Kevin Warren (Vice President/ Player Programs, Legal Counsel, both with the St. Louis Rams), Frank Gilliam (Vice President/ Player Personnel, Minnesota Vikings), Bobby Grier (Vice President/Player Personnel) and Don Lowery (Vice President/Public and Community Relations, both with the New England Patriots), Larry Lee (Vice President/Football Administration, Detroit Lions), Richard Leigh (Vice President and Associate General Counsel, Seattle Seahawks), and Ozzie Newsome

(Vice President/Player Personnel, Baltimore Ravens), and Michael Huygue (Senior Vice President/ Football Operations, Jacksonville Jaguars).

There were ten women vice presidents in the NFL for the 1997 season, more than double the number of the previous year. They were Veronica Costello (Tampa Buccaneers), Charlotte Anderson (Dallas Cowboys), Linda Bogdan (Buffalo Bills), Mimi Box (Philadelphia Eagles), Jill N. Strafacci (Miami Dolphins), Judy Seldin

(Jacksonville Jaguars), Jody Patton (Seattle Seahawks), Lisa Debartolo (San Francisco 49'ers), and Jackie Curley (Tennessee Oilers). Adrian E. Barr was the only Black woman who was a vice president (St. Louis Rams).

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.

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## **SENIOR ADMINISTRATORS**

The category of senior administrators consists of personnel who hold the title of director, coordinator or manager. In the NBA, 89 percent of the senior administrators on teams were white, 11 percent were Black and 31 percent were female. In the NFL, 10 percent of senior administration were Black and 16 percent were women. There was no comparable data for baseball.

The highest ranking financial officer on a team is generally referred to as a chief financial officer, vice president of finance, or controller. During the 1996-97 NBA season, Dwayne Redmon was the only black person that held the position with an NBA franchise; Pablo Garcia held that position with the L.A. Clippers.

Women who held such a position were Julie Wagner (Detroit Pistons), Pauline Winick (Miami Heat), Jean Sullivan (Minnesota Timberwolves) and Lori Warren (San Antonio Spurs).

At the beginning of the 1997 NFL season, there was only one Black CFO, Adrian E. Barr (Saint

Louis Rams). There were four more women CFOs: Jackie Curley (Tennessee Oilers), Jill R. Strafacci (Miami Dolphins), Jeanne Bonk (San Diego Chargers) and Mimi Box (Philadelphia Eagles).

The position of Public Relations Director can be crucial 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 male public relations directors in the NBA. In the 1996-97 season, 17 percent of NBA teams employed female public relations directors. These public relations directors were Marilyn Bowler (Charlotte Hornets), Julie Marvel (Golden State Warriors), Julie Fie (Phoenix Suns), Cheri White (Seattle SuperSonics) and Jodi Silverman (Philadelphia 76ers).

There were six (20 percent) P.R. Directors who were Black in the NFL. They are Rod St. Clair (Tennessee Oilers), Rob Boulware (Pittsburgh Steelers), Mike Taylor (Oakland Raiders), Rodney Knox (San Francisco 49ers), Don Lowery (New England Patriots) and Reggie

Roberts (Tampa Bay Buccaneers).

The position of director of community relations is where you most frequently will find a person of color or a woman. In the NBA, 48 percent (up from 42 percent in 1995-96) were occupied by Blacks and 31 percent by women (up 10 percent from 1995-96). In the NFL, 32 percent of community relations directors were Black (up from 25 percent in 1996). It is widely believed that this is the case because most teams play in cities with large Black and Latino populations.

At the college level, the senior administrative positions would be the associate and assistant athletics director posts. In order to provide a direct comparison the pro sports, *The 1997 RCC* first presents the data for Division I: 66 percent (997) of all those college opportunities for minorities are in Division I. Of those posts, 7.5 percent were held by Black men, 1.1 percent were "other minority" men, and 1.8 percent were Black women. There was a single "other minority" woman in all of Division I in one of these posts. The combined figure was 10.5 percent of the total.

In taking a broader look at all

of college sport, there were 1,523 associate and assistant director posts in 1995-96. The ceiling seemed to drop across the board for these key appointments. Of them, 6.0 percent were Black men, 1 percent were "other minority" men, 2 percent were Black women, and 0.2 were "other minority" women. The combined figure was 9.2 percent of the total. Thus, the training pipeline for the AD position was not filled with minority candidates.

In 1995-96, the 265 Division II schools had 226 such positions (less

than one per school, according to NCAA data): 4.4 percent were Black men, 3.5 percent were Black women. In all of Division II, there were only 2 "other minority" men and 2 "other minority" women. The combined figure was 9.7 percent of the total assistant and associate ADs in Division II.

In Division III, there were 297 associate and assistants in 1995-96 (like Division II, less than one per school). Of those, only 3.7 percent were Black men, 1 percent were "other minority" men, and 1.7

percent were Black women. Only one "other minority" woman held such a Division III appointment. The combined figure was 6.7 percent of the total.

As stated earlier, with more Black ADs there seemed to be more opportunities for other minorities candidates within college athletics. More attention needs to be paid to where they may come from since there are so few assistant and associate ADs in all NCAA schools.

One area is the post of Senior Woman Administrator. In Division I, 8.4 percent were Black women and 1.3 percent were "other minority" women; 89.8 percent were white women.

For all Divisions, 9.1 percent were Black women and 0.7 percent were "other minority" women; 87.2 percent were white women.

Another is the faculty athletics representative. While not an employee of athletics, this is an appointment with considerable policy influence. In Division I, white men had 76.2 percent of the rep assignments; white women were at 15.4 percent; Black men had 6.1 percent; Black women had 1.3 percent. "Other minority" men and women combined held slightly less than 1 percent of

these positions.

For all Divisions, white men had 76 percent of the rep assignments; white women were at 17 percent; Black men had 5.0 percent; Black women had 1 percent. "Other minority" men and women combined held slightly more than 1 percent of these positions.

### **ADMINISTRATION** **(FRONT OFFICE)**

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 record of NBA teams has steadily built up during the last two seasons after undergoing a reversal during the 1994-95 season when only 10 percent of these posts were occupied by Blacks. In 1996-97, Blacks reached an all-time high in NBA administration with 14% of these positions; other minorities held 3 percent for a total of 17 percent. Women were in 38% of the posts.

On the other hand, positions for people of color in the NFL dropped from 12 percent in 1996 to 10 percent in 1997. Blacks dropped from 11 percent of the total to 8 percent. Women increased from 15 to 18 percent.

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 Division I, whites held 90 percent of the above positions. White men held 62 percent while white women held 28 percent. The

remaining 10 percent was divided into: Black men (5%), Black women (2%), "other minority" men were (2%) and "other minority" women (1%.)

There were 5,791 of the above positions at the 939 NCAA schools in 1995-96. whites held nearly 89 percent of these administrative positions: white women occupy 25 percent while white men retain approximately 64 percent of these positions; Black women and "other minority" men have 2 percent each; Black men have 7 percent of the assignments; "other minority" women hold less than 1 percent of these jobs. The colleges, thus, do slightly better than the NFL and worse than the NBA in professional administrative jobs.

### **MEDICAL STAFF**

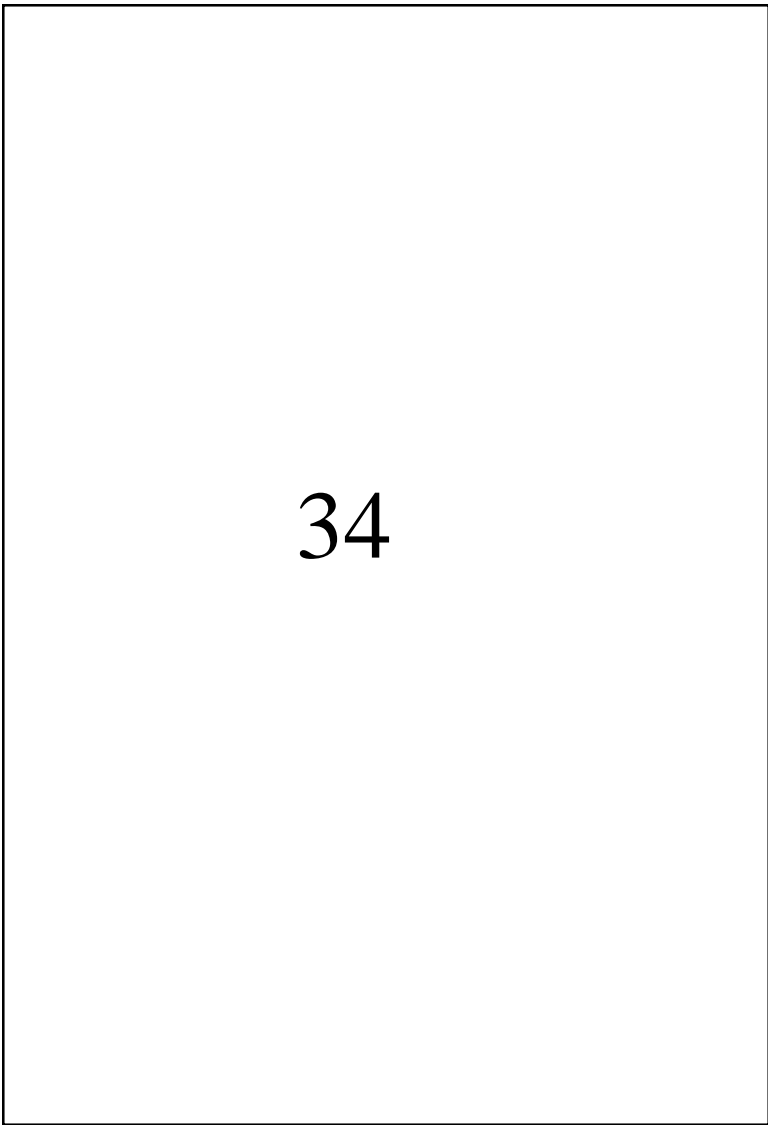
Each team in Major League Baseball, the National Basketball Association and the National Football League retains one doctor as a senior physician or primary doctor. A majority of teams list a number of other physicians in their media guides, but generally the teams do not employ these doctors full-time.

There are no Black doctors listed as senior club physicians in any of the three leagues. The NBA, NFL and Major League Baseball each have one consulting physician who is Black. In the NBA it is Steven Brooks with the Orlando Magic. In the NFL, it is Dr. Warren Strudwick of the Oakland Raiders. In Major League Baseball it is Dr. Norman Elliot of the Atlanta Braves.

The Dallas Mavericks retain Dr. J. R. Zamarano, a Latino, as well as Dr. T.O. Souryal, who is Indian. 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 and Dr. Carlos Tandron, who is

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retained by the Jacksonville Jaguars. Dr. Jeff Tanji (Sacramento Kings) and Dr. Craig Young (Milwaukee Brewers) are Asian-American.

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.

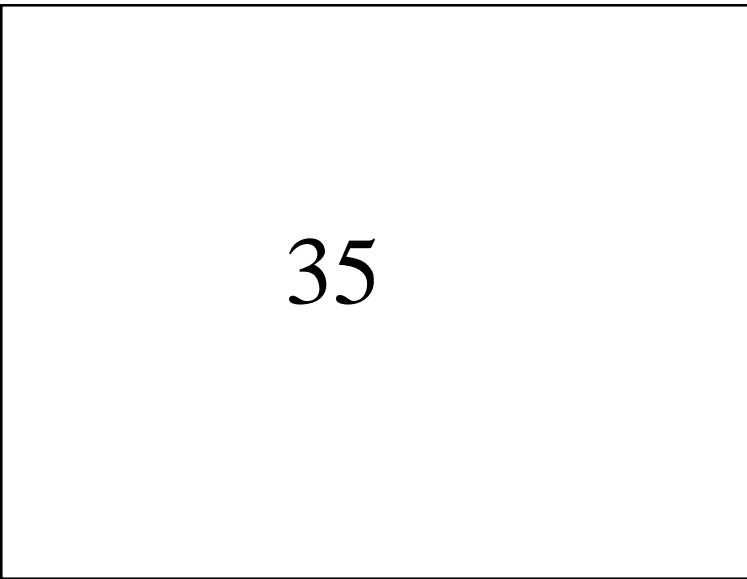
According to the Bureau of the Census, 3.2 percent of the physicians in the United States are Black, 4.4 percent are Latino, and 20.7 percent are women. In the three pro sports leagues combined, three percent of the physicians are minorities and none are women.

In the NBA, only 14 percent of the head trainers are Black. They are Kevin Carroll (Philadelphia 76ers), Kevin Johnson (Washington Bullets) Keith Jones (Houston Rockets), and Roger Hinds (Dallas Mavericks). In the NFL there are three head trainers who are Black: Rod Medlin (Atlanta Falcons), James Collins (Philadelphia Eagles), and Ronnie Barnes (N.Y. Giants). That represents a 3 percent increase over the previous season.

**RADIO AND TELEVISION ANNOUNCERS**

The percentages of Black broadcasters in the NBA decreased from 18 percent in 1996 to 16 percent in 1997 while Latino broadcasters in the NBA have remained at 3 percent.

The number of Black broadcasters more than doubled in the NFL while the percentage of minority broadcasters dropped by 1 percent. Sixteen percent of MLB broadcasters were Latino, an all-time high. The number of minority broadcasters in MLB increased 1 percent.



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## REFEREES AND GAME OFFICIALS

The NBA continued to surpass the other sports regarding the percentage of minority referees, which reached 30 percent (16 of 60) in the 1996-97 season. At the start of 1997-98, two women refs were

added to the NBA's roster. They were Dee Kantner and Violet Palmer, who is a black woman.

The NFL maintained 112 on-field officials. There were 19 Blacks and 93 whites. In the NBA, the officials are overseen by one director, who is white, and three supervisors — two of whom are

Black. Of the three members of Major League Baseball's Umpire Evaluation System, two were Black. Baseball-wide totals for all umpires were not available.

## SUPPORT STAFF

As might be expected, women were well represented in support staff positions in the NBA and the NFL. As stated earlier, *The 1997 Racial 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.

At the outset of the 1996-97 season in the NBA, Blacks filled 16 percent of the support staff posts on franchises, down 1 percent from last year. Women held 62 percent of these positions.

Ten percent of the support positions on NFL teams in 1997 are held by minorities, (7 percent were Black, 2 percent were Latino and 1 percent were Asian-American). That represented a one percent rise for Blacks, and a similar decrease for Latinos. The total percentage for minorities on support staffs remained the same. Women held 48 percent of the support staff positions in the NFL.

## STACKING OR POSITIONAL SEGREGATION IN PROFESSIONAL SPORTS

Whenever it is brought up, the issue of stacking or positional segregation is as hotly discussed as any issue in pro sport. When it comes to hiring practices, no one seems to dispute what the numbers and percentages mean.

However, when it comes to the

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numbers and percentages of which positions are played by which racial groups, debate becomes intense. League officials adamantly deny that race plays any factor in positions on the field. 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.”

As *The 1997 Racial Report Card* shows, stacking is again a serious issue in the NFL and Major League Baseball. The data seems to suggest that coaches, like administrators in front offices, make decisions, either consciously or subconsciously, as to who plays certain positions based on race. Some positions rely more on physical qualities such as speed and reactive time than thinking, decision-making and leadership ability. In the NFL, such positions include running back, wide receiver, cornerback, and safety. Can it be a coincidence that in 1997, Blacks held 90, 89, 98 and 89 percent of those positions respectively? Or that 91 percent of the quarterbacks and 72 percent of the centers were white?

In Major League Baseball, the 6 percent of pitchers who were Black in 1997 was a smaller percentage than in 1983 when it was 7 percent. Only 2 percent of the catchers were Black in 1997. Those were baseball’s two central positions, ones that managers say require intelligence, quick thinking and decision-making.

Baseball’s most notable speed and re-

active positions are the outfield positions. Fifty-one (51) percent of the outfielders were Black. The only positions which Blacks occupied in proportion to their percentage in baseball are the infield positions. Latino players did not seem to fit any pattern of stacking.

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 third year that the Center is reporting on the racial compositions of the players unions. As can be readily seen, the racial

composition of the players association 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.

### **National Basketball Players Association**

Billy Hunter was in his second 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 10 members of the Executive Committee and one Vice-President of the NBPA; 10 of the 11 were Black. They were all current players and were elected by their fellow players.

Of the five department heads, two were Black and one was a woman. Five of the six men who worked regionally around the country in the respective player programs were Black. All were former players. Support staff consisted of four whites, three Blacks and one Latino.

### **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 60% Blacks and 40% whites. They were elected by fellow players. Six of the eleven NFLPA vice-presidents were Black.

The NFLPA had an outstanding record in 1995 and 1996, both in term of racial and gender diversity. Their record at the NFLPA headquarters got even better in 1997: 31 percent of department heads were Black and 63 percent were women.

Support staff was 67 percent female, 62 percent Black, 33 percent White and 5 percent Asian.

Both the NFLPA and the NBPA had maintained outstanding records for equal opportunity.

### **Major League Baseball Players Association**

The Major League Baseball Players Association did not submit a report for *The 1996 or 1997 Racial Report Card*. The Center requested the information by mail and by phone without success. It was unfortunate that they could not verify the information we received from other sources.

This was especially true since they had the lowest grade among all the leagues and players associations in 1995, receiving a "C-" as they had employed no Blacks and one Latino in professional positions.

To our knowledge, in 1997 there is still one Latino professional

and a Black person employed as an assistant bookkeeper out of 30 full-time employees at the Major League Baseball Players Association.

## **CONCLUSION**

There was no notable increase in the intensity of the effort to change front office and on-field hiring practices in professional sport to include more people of color and women in this, the 50th year of the anniversary of Jackie Robinson breaking into Major League Baseball. In fact, baseball, while celebrating Robinson in stadiums across the nation, failed to issue its own report on the racial issue with the data pertaining to the last two years.

Perhaps the saddest finding of *The 1997 Racial Report Card* is for college sport. While Division I does better than all NCAA divisions combined, college sport has a worse record in nearly every comparable category with professional sport.

*The 1998 Racial Report Card* will mark the first time that Northeastern University's Center will issue grades at the college level. If they were given in 1997, they would be poor indeed.

Possibly the best news was that the NBA, so long the leader on racial and gender issues, is going a step further in 1998 with the Commissioner's announcement of league-wide diversity workshops. The NBA remained far ahead of the NFL, baseball and college sport in almost all categories covered by the report. Other than in the area of player opportunities, the NBA was near its peak levels in most other areas.

The decade long, steady increases for Blacks playing sport seems to have ended with declines in the NBA, the NFL and a hold on MLB. It was the year of the Latino in baseball as Latino players reached new peaks regarding numbers, performance and opportunities for endorsements.

Women continued to make inroads in the league offices and in administrative positions on teams, especially in the NBA. However, few have opportunities at the highest level executive positions of team front offices in the three leagues.

The media continues to focus on hiring former players, making it easy to forget that there are many positions for skilled professionals on each team. Few are filled by minorities or women. The sports industry has made little progress regarding diversity in positions such as physician, attorney or team counsel, accountant, financial officer, and vendors.

On the issue of providing significant opportunities for former players, the National Basketball Players Association and National Football League Players Associations are way ahead of the Leagues and teams. This was not true of the Major League Baseball Players Association.

Finally, it seems clear that stacking or positional segregation is, once again, an issue to monitor in the NFL and Major League Baseball.

The goal in publishing *The 1997 Racial Report Card* is to help professional – and now 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 and the NFL. It also exists within Baseball's Executive Committee and at the top of the NCAA. Nonetheless, white males control the operations on most franchises and in the colleges.

If we couldn't celebrate more victories for diversity in the year of Jackie's 50th, perhaps sport can commit to refocus so it really can lead the nation to find a better way to serve the principle of equal opportunity for all.

# APPENDICIES



## 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; 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.<sup>10</sup>

**Black:** People of African descent. For the purpose of this report, Black athletes from African nations or Haiti will be identified as Blacks. Although some would prefer to use the term African-American, the author recognizes that citizens of other lands are not African-Americans in the traditional sense.

**Asian-American:** Refers to people of Asian descent living in the United States, including people of Chinese, Japanese, Korean, Indian, Vietnamese and Cambodian heritage.

**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.

**Latinos:** Refers 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 Americans:** Refers to the descendants of the people who originally inhabited North, South and Central America prior to their conquest by Europeans.

**Whites:** Refers to people of European descent including the English, Irish, Italian, German, Greek, Dutch, Polish, etc.

## 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 the Center for the Study of Sport in Society. After acquiring media guides for the individual teams in each of the three leagues, a preliminary report was composed that listed the name, job title, and race of every employee identified in the team media guides.

In addition to the individual team data that was collected, the commissioner's office in the NBA and NFL provided data on league personnel. This data included information on referees and officials.

The basis for most of the college data was a 1995-96 NCAA Minority Opportunities and Interest Committee survey which had not been reviewed by the Committee and had not been publicly released at the time of the publication of *The 1997 Racial Report Card*.

A final draft report was then sent to each league office, the players associations 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, Hispanic Sports Business as well as from various reporters from around the country.



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