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The 2014 Women's National Basketball Association Racial and Gender Report Card

by Richard Lapchick
with April Johnson and Andrea Yacaman
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EXECUTIVE SUMMARY

Orlando, FL... October 8, 2014 – The WNBA broke its own record for the highest combined grade in the history of the Racial and Gender Report Cards (RGRC) by accumulating 96.5 points. It once again received a combined grade of an **A+** for race and gender after earning an **A+** for race and an **A+** for gender in the 2014 WNBA Racial and Gender Report Card issued today by *The Institute for Diversity and Ethics in Sport* (TIDES) at the University of Central Florida. The 96.5 combined points surpassed its own record set in the 2013 WNBA RGRC when it accumulated 96 points.

This marks the 10th consecutive year that the WNBA has received at least **As** for its overall race, gender and combined grades. The WNBA has regularly been the industry leader for all professional sport when it comes to diversity and inclusion.

In spite of the new record and long-term high grades, there were some notable declines including that women holding team professional administration positions decreased by seven percentage points and women serving as senior team administrators fell from 48 percent in 2013 to 37 percent in 2014.

Nonetheless, the WNBA received at least an **A-** for gender in all categories except for team vice presidents. The WNBA received at least an **A** for race in all categories except for team vice presidents and senior team administration. The percentage of people of color increased for assistant coaches from 38 percent in 2013 to a new record 52 percent in 2014.

Richard Lapchick, the director of TIDES and primary author of the report, said, “President Laurel Richie continues to lead the WNBA as the standard setter for racial and gender diversity amongst all professional leagues. This was the third consecutive year that the WNBA set a new record for combined points in the history of the Racial and Gender Report Cards. To say this is outstanding is an understatement. Once again, the WNBA had the highest number of **As** as well as the lowest number of grades below an **A** in all categories compared to the other professional leagues. The NBA is the only

men's league that is comparable with an **A+** for racial hiring practices and a **B+** for gender hiring practices in the 2014 NBA RGRC."

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

Using data from the 2014 season, The Institute conducted an analysis of the racial breakdown of the players. In addition, the Report includes a racial and gender breakdown of the management in the WNBA League Office and at the team level, top team management, general managers, head coaches, assistant coaches, senior team administration, professional team administration, physicians and head trainers. Tables for the report are included in Appendix I. The Institute for Diversity and Ethics in Sport located at the University of Central Florida publishes the **Racial and Gender Report Card** to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional and college sports' personnel and to contribute to the improvement of integration in front office and college athletics department positions. The WNBA Racial and Gender Report Card is the fourth report issued in 2014 after the releases of the reports on Major League Baseball, National Basketball Association, and National Football League.

REPORT HIGHLIGHTS

- The percentage of people of color holding professional level staff positions in the WNBA League Office decreased from 33 to 29 percent in 2014 while the percentage of women remained the same at 79 percent.
- WNBA players of color decreased by three percentage points in 2014. African-American players decreased from 73 percent in 2013 to 69 percent in 2014, white players increased from 20 percent to 23 percent and players classified as "other" decreased from seven percent in 2013 to six percent in 2014. For the first time since 2011 there were two Latino players (one percent), but there have been no Asian players since 2007. International players account for 14 percent of WNBA players.
- 12 women and six people of color had ownership positions on a WNBA franchise in 2014. This represented an increase of three women from 2013. Most owners were limited partners. There continued to be no individual people of color who were majority owners during the 2014 season.
- For the 2014 season, there were four African-American head coaches (33 percent), one more than the 2013 season. There were six women as head coaches in the 2014 season, which was an increase of one from 2013.
- The percentages for people of color holding assistant coaching positions at 52 percent and women at 68 percent were both at historic highs in 2014.
- The number of women in the top management role decreased from five to four women CEO/Presidents from 2013 to 2014. There were three people of color in this position.
- In the 2014 season, there were four women and three African-American general managers compared to four and four, respectively, in 2013.

- In the 2014 season, people of color who held team vice president positions increased by one percentage point, going from six percent in 2013 to seven percent in 2014. The percentage of women team vice presidents decreased from 26 percent to 23 percent.
- The percentage of women who were senior team administrators decreased from 48 percent in 2013 to 37 percent in 2014. There was a decrease of 1 percentage point of African-American senior team administrators from 13 to 12 percent, while whites and Latinos increased from 80 and 2 percent in 2013 to 83 and 4 percent in 2014, respectively.
- For the 2014 season, the percentage of people of color holding professional team positions decreased from 29 to 23 percent. The percentage of women in professional team administration roles decreased from 49 percent in 2013 to 42 percent in 2014.

OVERALL GRADES

The WNBA once again received a combined grade of an **A+** for race and gender after earning an **A+** for race and an **A+** for gender in the 2014 WNBA Racial and Gender Report Card. The 96.5 points accumulated for the combined grade broke its own record set in the 2013 WNBA RGRC when it also received a combined **A+** with 96 points.

The WNBA received an **A+** for race and gender in the WNBA League Office, head coaches and assistant coaches.

An **A+** was given for race to players and general managers. It also received an **A+** for gender in professional team administration positions.

The WNBA received an **A-** for race in professional team staff while receiving an **A** for gender in general managers and an **A-** for senior team administration.

The only grades below an **A-** were a **B+** for senior team administration in race, and a **D+** for gender and race in team vice-presidents.

As it has had before, the WNBA once again had the highest number of **As** and the lowest number of grades below an **A** in all categories compared to the other professional leagues.

GRADES BY CATEGORY

Players*

In the 2014 WNBA season, 23 percent of the players were white, 69 percent were African-American, and players classified as "other" represented 6 percent. For the first time since 2011 there were two Latino players (1 percent). There have been no Asian players since 2007. International players made up 14 percent of the WNBA rosters.

WNBA Grade for Players Race: **A+** (77 percent)

See Table 1.

**Starting in 2013 WNBA RGRC, reporting on international player data was no longer calculated in the overall player percentages. However, it remains part of the player table (see Table 1). An international player will be classified as both international and under his or her recognized race.*

WNBA League Office

The WNBA is operated as a separate and independent league from the National Basketball Association (NBA). According to information provided by the league, the WNBA League Office has a dedicated full-time staff that includes personnel in basketball and business operations, and player personnel, as well as public relations. However, with respect to other staff services, the league decided there would be significant cost-saving opportunities arising from common ownership and related functions that must be performed by both leagues. As a result, WNBA staffing needs with respect to administration,

advertising, product licensing, legal services, broadcasting, international development, event management, team operations, internet/technology services and general services are performed on a “shared” basis by personnel who perform the same functions for the NBA.

When Laurel J. Richie became the president of the WNBA in 2011, she became the first woman of color to be named head of a professional sports league. Donna Orender stepped down after six successful seasons.

The percentage of people of color holding professional level staff positions in the WNBA League Office decreased to 29 percent in 2014 (down from 33 percent) while the percentage of women remained the same from 2013 at 79 percent. African-Americans occupied 25 percent of the positions in 2014 while whites held 71 percent. The league office has one Asian professional staff member. Since 2010 there have been no Latinos holding professional level staff positions in the WNBA League Office.

Grade for WNBA League Office:

Race: A+ (29 percent)

Gender: A+ (79 percent)

See Table 2.

WNBA Team Operations and Management

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

Owners*

The “owners” category includes majority owners, vice chairmen and minority owners listed by the team.

There were six people of color in ownership during the 2014 season:

- Earvin “Magic” Johnson, Los Angeles Sparks
- Jahm Najafi, Phoenix Mercury
- Sam Combs, Tulsa Shock
- Rita Combs, Tulsa Shock
- Sheila C. Johnson, Washington Mystics
- Raul Fernandez, Washington Mystics

Twelve women held ownership during the 2014 season:

- Mary Brock, Atlanta Dream
- Kelly Loeffler, Atlanta Dream

- Margaret Stender, Chicago Sky
- Lisa Brummel, Seattle Storm
- Ginny Gilder, Seattle Storm
- Dawn Trudeau, Seattle Storm
- Pat Chernicky, Tulsa Shock
- Rita Combs, Tulsa Shock
- Pat Hardin, Tulsa Shock
- Linda Price, Tulsa Shock
- Katie Schofield, Tulsa Shock
- Sheila C. Johnson, Washington Mystics

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

The Connecticut Sun is owned by the Mohegan Sun.

See Table 3.

**The methodology for collecting data for team ownership changed in the 2012 WNBA RGRC.*

Head Coaches

During the 2014 season, there were four African-American head coaches, one more than the 2013 season. The four African-American head coaches at the beginning of the 2014 season were:

- Michael Cooper, Atlanta Dream
- Pokey Chatman, Chicago Sky
- Penny Toler, Los Angeles Sparks
- Fred Williams, Tulsa Shock

The African-Americans holding these positions in the 2013 season were:

- Pokey Chatman, Chicago Sky
- Corey Gaines, Phoenix Mercury (left mid-season)
- Fred Williams, Atlanta Dream

The league had six women who were head coaches in the 2014 season, an increase of one from the 2013 season. The six female head coaches in 2014 were:

- Anne Donovan, Connecticut Sun
- Pokey Chatman, Chicago Sky
- Lin Dunn, Indiana Fever
- Penny Toler, Los Angeles Sparks
- Cheryl Reeve, Minnesota Lynx
- Sandy Brondello, Phoenix Mercury

All the women listed above except for Sandy Brondello were head coaches for the 2013 season.

WNBA Grade for Head Coaches:**Race: A+ (33 percent)****Gender: A+ (50 percent)**

See Table 4.

Assistant Coaches

The percentages for people of color holding assistant coaching positions at 52 percent and women at 68 percent were both at historic highs in 2014.

In 2014, there was a 14 percentage point increase in African-American assistant coaches from 38 percent to 52 percent. There have been no Latino or Asian assistant coaches since 2000. The percentage of white assistant coaches decreased 15 percentage points from 63 percent in 2013 to 48 percent in 2014.

In 2014, the percentage of women assistant coaches increased by 1 percentage point from 67 percent in 2013. At 68 percent, women held the highest percentage of assistant coaching positions in the history of the WNBA, setting a new record for the third consecutive year.

WNBA Grade for Assistant Coaches:**Race: A+ (52 percent)****Gender: A+ (68 percent)**

See Table 5.

Top Management**CEOs/Presidents**

The number of women in the top management role decreased from five women in CEO/President positions in 2013 to four in 2014. The women holding these positions at the start of the 2014 season were:

- Angela Taylor, President and General Manager, Atlanta Dream
- Kelly Krauskopf, President and General Manager, Indiana Fever
- Karen Bryant, CEO and President, Seattle Storm
- Sheila Johnson, President and Managing Partner, Washington Mystics

The women holding these positions in the 2013 season were:

- Ashley Preisignier, CEO Atlanta Dream
- Kelly Krauskopf, President and General Manager, Indiana Fever
- Amber Cox, President and acting General Manager, Phoenix Mercury
- Karen Bryant, CEO and President, Seattle Storm
- Sheila Johnson, President and Managing Partner, Washington Mystics

People of color in CEO/President positions remained at three in 2014.

- Angela Taylor, President and General Manager, Atlanta Dream
- Karen Bryant, CEO and President, Seattle Storm
- Sheila Johnson, President and Managing Partner, Washington Mystics

In January 2014, Karen Bryant announced that she would resign from her role as CEO and President for the Seattle Storm at the end of the season.

The people of color holding these positions in the 2013 season were:

- Vinnie Malcolm, President, Los Angeles Sparks
- Karen Bryant, CEO and President, Seattle Storm
- Sheila Johnson, President, Washington Mystics

See Table 6.

General Manager

The percentage of general managers who were African-American women at the start of the 2014 season decreased from 36 percent in 2013 to 30 percent in 2014. The African-American women who were general managers in 2014 were:

- Angela Taylor, Executive Vice President of Basketball Operations and General Manager, Atlanta Dream
- Pokey Chatman, General Manager and Head Coach, Chicago Sky
- Penny Toler, General Manager and Head Coach, Los Angeles Sparks

The people of color who were holding General Manager positions in the 2013 season were:

- Fred Williams, General Manager and Head Coach, Atlanta Dream
- Pokey Chatman, General Manager and Head Coach, Chicago Sky
- Penny Toler, General Manager, Los Angeles Sparks
- Corey Gaines, General Manager and Head Coach, Phoenix Mercury (left mid-season)

The number of women who were general managers in 2014 remained the same at four. In addition to the three women mentioned above, Kelly Krauskopf (white) was the president and general manager of the Indian Fever.

The women who were holding General Manager positions in the 2013 season were:

- Pokey Chatman, General Manager and Head Coach, Chicago Sky
- Kelley Krauskopf, General Manager, Indiana Fever
- Penny Toler, General Manager, Los Angeles Sparks
- Amber Cox, President and acting General Manager, Phoenix Mercury

WNBA Grade for General Manager:

Race: A+ (30 percent)

Gender: A (40 percent)

See Table 7.

Team Vice Presidents

There were 22 women (23 percent) holding team vice president positions in 2014, which was a decrease of three percentage points since 2013. The female vice presidents were:

- Angela Taylor, Executive Vice President and General Manager, Atlanta Dream
- Michelle Henstock, Vice President, Operations, Chicago Sky
- Julie Seyller, Vice President, Ticket Sales, Service and Marketing, Chicago Sky
- Donna Wilkinson, Vice President, Human Resources, Indiana Fever
- Julie Graue, Vice President of Business Operations, Indiana Fever
- Penny Toler, Executive Vice President and General Manager, Los Angeles Sparks
- Kristy Badger, Vice President, Marketing, Minnesota Lynx
- Lisa Aulebach, Vice President, Account Planning, New York Liberty
- Lisa Banbury, Vice President, Corporate Hospitality Services, New York Liberty
- Kristin Bernert, Vice President, Marketing and Operations, New York Liberty
- Dr. Lisa Callahan, Vice President, Chief Medical Office and Player Care, New York Liberty
- Beth Collins, Senior Vice President, Business Development, New York Liberty
- Stacey Escudero, Vice President, Communications, New York Liberty
- Katherine Holland, Vice President, Account Planning, New York Liberty
- Sandy Brondello, Vice President, Player Personnel, Phoenix Mercury
- Ann Meyers Drysdale, Vice President, Phoenix Mercury
- Carlissa Henry, Vice President, Sales and Operations, Phoenix Mercury
- Karen Rausch, Vice President, Human Resources, Phoenix Mercury
- Tammy Turner, Vice President, Human Resources and Corporate Administration, San Antonio Silver Stars
- Lorie Warren, Vice President of Corporate Finance and Strategy, San Antonio Silver Stars
- Shannon Burley, Vice President, Marketing, Seattle Storm
- Tricia McLean, Vice President, Human Resources and Finance, Seattle Storm

There were seven team vice presidents of color in the 2014 season, which was an increase from three in the 2013 season. The seven people of color were:

- Angela Taylor, Executive Vice President and General Manager, Atlanta Dream
- Quinn Buckner, Vice President, Communications, Indiana Fever
- Clark Kellogg, Vice President, Player Relations, Indiana Fever
- Penny Toler, Executive Vice President and General Manager, Los Angeles Sparks
- Jamaal Lesane, Vice President, Legal and Business Affairs, Team and Sport Organizations, New York Liberty
- Carlissa Henry, Vice President, Sales and Operations, Phoenix Mercury
- Bobby Perez, Senior Vice President, General Counsel and Corporate Administration, San Antonio Stars

WNBA Grade for Team Vice Presidents:

Race: D+ (7 percent)
Gender: D+ (23 percent)

See Table 8.

Senior Team Administration

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

The percentage of whites and Latinos in senior team administrator increased from 2013 to 2014. Whites increased from 80 percent to 83 percent, while Latinos increased from two to four percent. African-Americans decreased from 13 percent to 12 percent while those classified as “other” decreased from four percent to zero percent.

The percentage of women who were senior team administrators decreased substantially from 48 percent in 2013 to 37 percent in 2014.

WNBA Grade for Senior Team Administration:

Race: B+ (17 percent)

Gender: A- (37 percent)

See Table 9.

Professional Team Administration

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

In professional team administrative positions in the 2014 season, whites showed an increase for the first time in two years, from 71 percent to 77 percent.

African-Americans decreased by six percentage points to 16 percent. Latinos increased slightly from four percent to five percent in 2014, while Asians remained the same from 2013 at two percent. The percentage of “other” decreased from two to one percent.

The percentage of women holding professional team administrative positions decreased from 49 in 2013 percent to 42 percent in 2014.

WNBA Grade for Professional Team Administration:

Race: A- (23 percent)

Gender: A+ (42 percent)

See Table 10.

Physicians

In 2014, the percentage of white physicians increased from 60 percent to 86 percent. There were three physicians of color in 2014, which decreased from four in the 2013 report. The number of women physicians increased from two in 2013 to four in 2014.

See Table 11.

Head Trainers

The percentage of white head trainers increased from 70 percent in 2013 to 77 percent in 2014, while the percentage of African-Americans decreased from 20 percent to 15 percent. In 2014, there was one Asian head trainer, which was the same number recorded in the 2013 report. The percentage of women increased from 40 percent in 2013 to 54 percent in 2014.

See Table 12.

WNBA Diversity Initiatives

Combined with the NBA, the WNBA has a variety of diversity initiatives impacting a number of areas including employee training and development, employee recruitment, vendor diversity and community relations, as outlined in Appendix II.

WNBA Grade for Diversity Initiatives: A+

HOW GRADES WERE CALCULATED

As in previous reports, the 2014 Racial and Gender Report Card data demonstrates the inequity in the amount of people of color working in the front office of WNBA franchises and the WNBA League Office as compared to the number of people of color competing in the WNBA. Communicating this to the public, however, can be difficult without the proper perspective. In order to ease the communication process, The Institute issues letter 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. With approximately 24 percent of the population being people of color, an **A** was achieved if 24 percent of the positions were held by people of color, **B** if 12 percent of the positions were held by people of color, and **C** if it had only nine percent. Positions in which people of color held only six percent of positions earned a **D**, and any position below six percent was deemed to have earned a grade of **F**.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B** for 32 percent, **C** for 27 percent, **D** for 22 percent and **F** for any position in which women comprise less than 22 percent of the available positions. Similar to the racial standards, the 40 percent threshold is also taken from the federal affirmative action standards. The Institute once again acknowledges that even those sports where grades are low generally have better records on race and gender than society as a whole.

METHODOLOGY

The Institute for Diversity and Ethics in Sport (TIDES) in the University of Central Florida's DeVos Sport Business Management Graduate Program collected all data.

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

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

The report draft was sent to the WNBA League Office to be reviewed for accuracy. In addition, updates were requested for personnel changes that had occurred during or after the seasons being reported. The WNBA responded with updates and corrections that were then incorporated into the final report.

The report covers the 2014 season for the Women's National Basketball Association. Listing of professional owners, general managers and head coaches were updated as of July 16, 2014. Grades were calculated according to the reporting periods noted herein.

ABOUT THE RACIAL AND GENDER REPORT CARD

This is the 22nd issue of the ***Racial and Gender Report Card (RGRC)***, which is the definitive assessment of hiring practices of women and people of color in most of the leading professional and amateur sports and sporting organizations in the United States. The full report considers the composition – assessed by racial and gender makeup – of players, coaches and front office/athletic department employees in our country's leading sports organizations, including the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB), Major League Soccer (MLS) and the Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.

This marks the ninth time the Report Card is being issued sport-by-sport; the 2014 report for MLB and the NBA have already been released. The complete Racial and Gender Report Card, including all the leagues, will be issued after the release of subsequent individual reports on the NFL, MLS and college sport.

The ***Racial and Gender Report Card*** is published by *The Institute for Diversity and Ethics in Sport*, which is part of the College of Business Administration at the University of Central Florida (UCF) in Orlando. Dr. Richard Lapchick has authored all reports, first at Northeastern University and now at UCF (until 1998, the report was known as the *Racial Report Card*.)

In addition to Lapchick, April Johnson and Andrea Yacaman contributed greatly to the WNBA Racial and Gender Report Card.

The Institute for Diversity and Ethics in Sport (TIDES)

The Institute for Diversity and Ethics in Sport ("TIDES" or the "Institute") serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sport. The Institute researches and publishes a variety of studies, including annual studies of student-athlete graduation rates and racial attitudes in sport as well as the internationally recognized Racial and Gender Report Card, an assessment of hiring practices coaching and sport management in professional and college sport. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for exploitation of student-athletes, gambling, performance-enhancing drugs and violence in sport.

The Institute's founder and director is Dr. Richard Lapchick, a scholar, author and internationally recognized human rights activist and pioneer for racial equality who is acknowledged as an expert on sports issues. Described as "the racial conscience of sport," Lapchick is Chair of the DeVos Sport Business Management Program in the College of Business Administration at UCF, where The Institute is located. In addition, Lapchick serves as President and CEO of the National Consortium for Academics and Sports (NCAS), a group of more than 260 colleges and universities that helps student-athletes complete their college degrees while serving their communities on issues such as diversity, conflict resolution and men's violence against women.

DeVos Sport Business Management Program

College of Business Administration, University of Central Florida

The DeVos Sport Business Management Program is a landmark program focusing on business skills necessary for graduates to conduct successful careers in the rapidly changing and dynamic sports

industry while also emphasizing diversity, community service and social issues in sport. It offers a dual-degree option, allowing students to earn a Master of Business Administration (MBA) degree in addition to the Master of Sport Business Management (MSBM) degree. The program was funded by a gift from the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida.

APPENDIX I

Players							
		%	#				
2014	White	23%	35	2006	White	36%	75
	African-American	69%	104		African-American	63%	133
	Latino	1%	2		Latino	0%	0
	Asian	0%	0		Asian	0	1
	Other	6%	9		Other	1%	2
	International	14%	21		International	17%	36
2013	White	20%	28	2005	White	34%	64
	African-American	73%	103		African-American	63%	100
	Latino	0%	0		Latino	1%	3
	Asian	0%	0		Asian	0	0
	Other	7%	10		Other	1%	4
	International	9%	12		International	19%	39
2012	White	16%	22	2004	White	33%	66
	African-American	74%	100		African-American	66%	134
	Latino	0%	0		Latino	1%	2
	Asian	0%	0		Asian	0	0
	Other	1%	1		Other	0%	0
	International	9%	12		International	16%	33
2011	White	21%	31	2002	White	35%	x
	African-American	69%	101		African-American	61%	x
	Latino	3%	4		Latino	<3	x
	Asian	0%	0		Asian	<1	x
	Other	>1%	1		Other	<1	x
	International	6%	9				
2010	White	16%	26	2001	White	34%	x
	African-American	69%	112		African-American	63%	x
	Latino	1%	1		Latino	3%	x
	Asian	0%	0		Other	x	x
	Other	1%	1				
	International	14%	23				
2009	White	20%	38	2000	White	33%	x
	African-American	67%	126		African-American	65%	x
	Latino	0%	0		Latino	2	x
	Asian	0%	0		Other	0%	x
	Other	1%	1				
	International	12%	23				
2008	White	21%	44	1999	White	32%	x
	African-American	65%	139		African-American	64%	x
	Latino	0%	0		Latino	2%	x
	Asian	0	0		Other	0%	x
	Other	0%	0				
	International	14%	31				
2007	White	35%	66				
	African-American	63%	117				
	Latino	0%	0				
	Asian	1	1				
	Other	2%	3				
	International	14%	27				

x=Data not recorded

TABLE 1

League Office: Professional Employees								
		%	#		%	#		
2014	White	71%	17	2007	White	64%	27	
	African-American	25%	6		African-American	21%	9	
	Latino	0%	0		Latino	2%	1	
	Asian	4%	1		Asian	12%	5	
	Other	0%	0		Other	0%	0	
	Women	79%	19		Women	74%	31	
	Total	x	24		Total	x	42	
2013	White	67%	16	2006	White	66%	29	
	African-American	29%	7		African-American	20.5%	9	
	Latino	0%	0		Latino	2.2%	1	
	Asian	4%	1		Asian	11.3%	5	
	Other	0%	0		Other	0%	0	
	Women	79%	19		Women	75%	33	
	Total	x	24		Total	x	44	
2012	White	71%	15	2005	White	65%	15	
	African-American	29%	6		African-American	26%	6	
	Latino	0%	0		Latino	0%	0	
	Asian	0%	0		Asian	9%	2	
	Other	0%	0		Other	0%	0	
	Women	71%	15		Women	70%	16	
	Total	x	21		Total	x	23	
2011	White	71%	15	2004	White	60%	6	
	African-American	29%	6		African-American	40%	4	
	Latino	0%	0		Latino	0%	0	
	Asian	0%	0		Asian	0%	0	
	Other	0%	0		Other	0%	0	
	Women	76%	16		Women	90%	9	
	Total	x	21		Total	x	10	
2010	White	76%	22	2003	Data Not Recorded			
	African-American	24%	7		2002	White	55%	12
	Latino	0%	0			African-American	36%	8
	Asian	0%	0			Latino	9%	2
	Other	0%	0			Asian	0%	0
	Women	69%	20			Other	0%	0
	Total	x	29			Women	95%	21
2009	White	67%	22	Total		x	22	
	African-American	27%	9	2001	Data Not Recorded			
	Latino	3%	1		2000	White	55%	11
	Asian	3%	1			African-American	35%	7
	Other	0%	0			Latino	5%	1
	Women	100%	33			Asian	0%	0
	Total	x	33			Other	5%	1
2008	White	67%	22			Women	85%	17
	African-American	27%	9	Total		x	20	
	Latino	3%	1	1999	Data Not Recorded			
	Asian	3%	1		1998	White	69%	9
	Other	0%	0			African-American	23%	3
	Women	x	x			Latino	0	0
	Total	x	33			Asian	8%	1
			Other			0%	0	
			Women			69%	9	
			Total	x		13		

x=Data not recorded

**Information submitted by the WNBA League Office

TABLE 2

Owners								
			%	#				
2014					2009			
	White		83%	30		White	100%	18
	African-American		11%	4		African-American	0%	0
	Latino		3%	1		Latino	0%	0
	Asian		0%	0		Asian	0%	0
	Other		3%	1		Other	0%	0
	Women		33%	12		Women	22%	4
2013					2008			
	White		72%	18		White	100%	20
	African-American		20%	5		African-American	0%	0
	Latino		4%	1		Latino	0%	0
	Asian		0%	0		Asian	0%	0
	Other		4%	1		Other	0%	0
	Women		36%	9		Women	20%	4
2012					2007			
	White		72%	18		White	100%	20
	African-American		20%	5		African-American	0%	0
	Latino		4%	1		Latino	0%	0
	Asian		0%	0		Asian	0%	0
	Other		4%	1		Other	0%	0
	Women		40%	10		Women	20%	4
2011					2006			
	White		100%	13		White	95%	18
	African-American		0%	0		African-American	5%	1
	Latino		0%	0		Latino	0%	0
	Asian		0%	0		Asian	0%	0
	Other		0%	0		Other	0%	0
	Women		31%	4		Women	11%	2
2010					2005			
	White		100%	12		White	92%	21
	African-American		0%	0		African-American	8%	2
	Latino		0%	0		Latino	0%	0
	Asian		0%	0		Asian	0%	0
	Other		0%	0		Other	0%	0
	Women		25%	3		Women	16%	4
					2004			
	White		94%	16		White	94%	16
	African-American		6%	1		African-American	6%	1
	Latino		0%	0		Latino	0%	0
	Asian		0%	0		Asian	0%	0
	Other		0%	0		Other	0%	0
	Women		18%	3		Women	18%	3
					2001-2003			
					Data Not Recorded			

TABLE 3

Head Coaches								
			%	#				
2014	White	67%	8	2005	White	85%	11	
	African-American	33%	4		African-American	15%	2	
	Latino	0%	0		Asian	0%	0	
	Asian	0%	0		Latino	0%	0	
	Other	0%	0		Other	0%	0	
	Women	50%	6		Women	38%	5	
2013	White	75%	9	2004	White	69%	9	
	African-American	25%	3		African-American	31%	4	
	Latino	0%	0		Asian	0%	0	
	Asian	0%	0		Latino	0%	0	
	Other	0%	0		Other	0%	0	
	Women	42%	5		Women	38%	5	
2012	White	67%	8	2003	Data Not Recorded			
	African-American	33%	4		2002	White	82%	14
	Latino	0%	0			African-American	18%	3
	Asian	0%	0			Asian	0%	0
	Other	0%	0			Latino	0%	0
	Women	42%	5			Other	0%	0
2011	White	58%	7	2001		Women	41%	7
	African-American	42%	5		2000	White	75%	12
	Asian	0%	0			African-American	25%	4
	Latino	0%	0			Asian	0%	0
	Other	0%	0			Latino	0%	0
	Women	50%	6			Other	0%	0
2010	White	67%	8	2000		Women	44%	7
	African-American	33%	4		1999	White	69%	11
	Asian	0%	0			African-American	31%	5
	Latino	0%	0			Asian	0%	0
	Other	0%	0			Latino	0%	0
	Women	58%	7			Other	0%	0
2009	White	77%	10	1999		Women	44%	7
	African-American	23%	3		1998	White	75%	9
	Asian	0%	0			African-American	25%	3
	Latino	0%	0			Asian	0%	0
	Other	0%	0			Latino	0%	0
	Women	38%	5			Other	0%	0
2008	White	64%	9	1998		Women	50%	6
	African-American	36%	5		2007	White	43	3
	Asian	0%	0			African-American	57	4
	Latino	0%	0			Asian	0%	0
	Other	0%	0			Latino	0%	0
	Women	36%	5			Other	0%	0
2007	White	77%	10	2007		Women	70%	7
	African-American	23%	3		2006	White	86%	12
	Asian	0%	0			African-American	14%	2
	Latino	0%	0			Asian	0%	0
	Other	0%	0			Latino	0%	0
	Women	31%	4			Other	0%	0
2006	White	86%	12	2006		Women	21%	3
	African-American	14%	2					
	Asian	0%	0					
	Latino	0%	0					
	Other	0%	0					
	Women	21%	3					

TABLE 4

Assistant Coaches								
		%	#		%	#		
2014	White	48%	12	2006	White	59%	16	
	African-American	52%	13		African-American	41%	11	
	Latino	0%	0		Latino	0%	0	
	Asian	0%	0		Asian	0%	0	
	Other	0%	0		Other	0%	0	
	Women	68%	17		Women	56%	15	
2013	White	63%	15	2005	White	65%	17	
	African-American	38%	9		African-American	35%	9	
	Latino	0%	0		Latino	0%	0	
	Asian	0%	0		Asian	0%	0	
	Other	0%	0		Other	0%	0	
	Women	67%	16		Women	65%	17	
2012	White	60%	15	2004	White	55%	18	
	African-American	40%	10		African-American	45%	15	
	Latino	0%	0		Latino	0%	0	
	Asian	0%	0		Asian	0%	0	
	Other	0%	0		Other	0%	0	
	Women	64%	16		Women	58%	19	
2011	White	63%	12	2003	Data Not Recorded			
	African-American	36%	7		2002	White	68%	27
	Latino	0%	0			African-American	33%	13
	Asian	0%	0			Latino	0%	0
	Other	0%	0			Asian	0%	0
	Women	63%	12			Other	0%	0
2010	White	56%	9	2001		Women	55%	19
	African-American	44%	7		Data Not Recorded			
	Latino	0%	0		2000	White	75%	27
	Asian	0%	0			African-American	22%	13
	Other	0%	0			Latino	3%	0
	Women	56%	9			Asian	0%	0
2009	White	59%	16	Other		0%	0	
	African-American	41%	11	Women		61%	22	
	Latino	0%	0	1999	White	74%	17	
	Asian	0%	0		African-American	22%	5	
	Other	0%	0		Latino	0%	0	
	Women	59%	16		Asian	4%	1	
2008	White	58%	18		Other	0%	0	
	African-American	42%	13		Women	52%	12	
	Latino	0%	0	1998	White	63%	2	
	Asian	0%	0		African-American	31%	5	
	Other	0%	0		Latino	0%	0	
	Women	55%	17		Asian	6%	1	
2007	White	61%	19		Other	0%	0	
	African-American	39%	12		Women	50%	8	
	Latino	0%	0					
	Asian	0%	0					
	Other	0%	0					
	Women	52%	16					

NOTE: Percentages may not equal 100 percent due to rounding.

TABLE 5

CEO/President							
			%	#			
2014	White	85%	17	2008	White	80%	12
	African-American	10%	2		African-American	13%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	5%	1		Other	7%	1
	Women	20%	4		Women	33%	5
2013	White	79%	11	2007	White	87%	13
	African-American	14%	2		African-American	13%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	7%	1		Other	0%	0
	Women	36%	5		Women	27%	4
2012	White	93%	14	2006	White	89%	16
	African-American	0%	0		African-American	11%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	7%	1		Other	0%	0
	Women	13%	2		Women	22%	4
2011	White	91%	20	2005	White	90%	14
	African-American	5%	1		African-American	10%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	5%	1		Other	0%	0
	Women	9%	2		Women	10%	2
2010	White	87%	13	2004	White	85%	11
	African-American	7%	1		African-American	15%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	7%	1		Other	0%	0
	Women	40%	6		Women	8%	1
2009	White	88%	14				
	African-American	6%	1				
	Latino	0%	0				
	Asian	0%	0				
	Other	6%	1				
	Women	38%	6				

TABLE 6

General Manager							
			%	#			
2014	White	70%	7	2008	White	77%	10
	African-American	30%	3		African-American	21%	3
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	40%	4		Women	54%	7
2013	White	64%	7	2007	White	85%	11
	African-American	36%	4		African-American	15%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	36%	4		Women	54%	7
2012	White	58%	7	2006	White	82%	9
	African-American	42%	5		African-American	18%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	33%	4		Women	55%	6
2011	White	67%	8	2005	White	73%	9
	African-American	33%	4		African-American	27%	3
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	67%	8		Women	67%	8
2010	White	67%	8	2004	White	77%	10
	African-American	33%	4		African-American	23%	3
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	67%	6		Women	77%	10
2009	White	75%	9				
	African-American	25%	3				
	Latino	0%	0				
	Asian	0%	0				
	Other	0%	0				
	Women	50%	6				

Table 7

Vice Presidents							
			%	#			
2014	White	93%	88	2008	White	92%	61
	African-American	6%	6		African-American	6%	4
	Latino	1%	1		Latino	2%	1
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	23%	22		Women	30%	20
2013	White	94%	47	2007	White	94%	61
	African-American	4%	2		African-American	6%	4
	Latino	2%	1		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	26%	14		Women	26%	17
2012	White	89%	47	2006	White	90%	80
	African-American	8%	4		African-American	10%	9
	Latino	4%	2		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	25%	13		Women	20%	18
2011	White	94%	34	2005	White	91%	77
	African-American	3%	1		African-American	8%	7
	Latino	3%	1		Latino	0%	0
	Asian	0%	0		Asian	1%	1
	Other	0%	0		Other	0%	0
	Women	25%	9		Women	27%	23
2010	White	91%	21	2004	White	89%	42
	African-American	4%	1		African-American	11%	5
	Latino	4%	1		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	13%	3		Women	28%	13
2009	White	93%	54				
	African-American	3%	2				
	Latino	3%	2				
	Asian	0%	0				
	Other	0%	0				
	Women	28%	16				

TABLE 8

Senior Team Administration							
			%	#			
2014					2008		
	White	83%	90		White	78%	56
	African-American	12%	13		African-American	13%	9
	Latino	4%	4		Latino	4%	3
	Asian	2%	2		Asian	4%	3
	Other	0%	0		Other	1%	1
	Women	37%	40		Women	49%	35
2013					2007		
	White	80%	43		White	82%	50
	African-American	13%	7		African-American	11%	7
	Latino	2%	1		Latino	5%	3
	Asian	2%	1		Asian	2%	1
	Other	4%	2		Other	0%	0
	Women	48%	26		Women	43%	26
2012					2006		
	White	79%	46		White	81%	94
	African-American	19%	11		African-American	9%	11
	Latino	0%	0		Latino	7%	8
	Asian	0%	0		Asian	2%	2
	Other	2%	1		Other	1%	1
	Women	52%	30		Women	28%	33
2011					2005		
	White	72%	43		White	80%	99
	African-American	7%	4		African-American	11%	14
	Latino	18%	11		Latino	6%	7
	Asian	3%	2		Asian	2%	3
	Other	0%	0		Other	0%	0
	Women	33%	20		Women	37%	45
2010					2004		
	White	72%	12		White	81%	74
	African-American	22%	4		African-American	12%	11
	Latino	6%	1		Latino	3%	3
	Asian	0%	0		Asian	2%	2
	Other	0%	0		Other	1%	1
	Women	61%	11		Women	42%	38
2009							
	White	81%	42				
	African-American	12%	6				
	Latino	6%	3				
	Asian	2%	1				
	Other	0%	0				
	Women	44%	23				

NOTE: Percentages may not equal 100 percent due to rounding

TABLE 9

Professional Team Administration							
			%	#			
2014	White	77%	409	2008	White	72%	115
	African-American	16%	84		African-American	14%	23
	Latino	5%	26		Latino	10%	16
	Asian	2%	9		Asian	1%	2
	Other	1%	4		Other	2%	3
	Women	42%	221		Women	52%	83
2013	White	71%	157	2007	White	71%	132
	African-American	22%	48		African-American	13%	25
	Latino	4%	8		Latino	15%	28
	Asian	2%	5		Asian	1%	1
	Other	2%	4		Other	1%	1
	Women	49%	109		Women	48%	90
2012	White	72%	67	2006	White	68%	159
	African-American	20%	19		African-American	16%	38
	Latino	3%	3		Latino	11%	26
	Asian	4%	4		Asian	3%	7
	Other	0%	0		Other	2%	5
	Women	44%	41		Women	44%	103
2011	White	86%	77	2005	White	70%	165
	African-American	10%	9		African-American	17%	41
	Latino	4%	4		Latino	8%	19
	Asian	0%	0		Asian	4%	10
	Other	0%	0		Other	0%	1
	Women	40%	36		Women	50%	118
2010	White	80%	28	2004	White	69%	268
	African-American	17%	6		African-American	22%	86
	Latino	0%	0		Latino	5%	18
	Asian	0%	0		Asian	3%	14
	Other	3%	1		Other	<1%	3
	Women	54%	19		Women	44%	170
2009	White	77%	79				
	African-American	15%	15				
	Latino	3%	3				
	Asian	5%	5				
	Other	>1%	1				
	Women	49%	50				

TABLE 10

Physicians							
			%	#			
2014	White	86%	19	2007	White	82%	18
	African-American	5%	1		African-American	9%	2
	Latino	5%	1		Latino	9%	2
	Asian	0%	0		Asian	0%	0
	Other	50%	1		Other	0%	0
	Women	18%	4		Women	23%	5
2013	White	60%	6	2006	White	82%	18
	African-American	10%	1		African-American	5%	1
	Latino	0%	0		Latino	14%	3
	Asian	10%	1		Asian	0%	0
	Other	20%	2		Other	0%	0
	Women	20%	2		Women	27%	6
2012	White	100%	11	2005	White	82%	14
	African-American	0%	0		African-American	6%	1
	Latino	0%	0		Latino	12%	2
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	27%	3		Women	18%	3
2011	White	88%	7	2004	White	100%	13
	African-American	0%	0		African-American	0%	0
	Latino	12%	1		Latino	0%	0
	Asian	0%	0		Asian	0	0
	Other	0%	0		Other	0%	0
	Women	12%	1		Women	8%	1
2010	White	80%	8	2003	Data Not Recorded		
	African-American	10%	1				
	Latino	0%	0				
	Asian	10%	1				
	Other	0%	0				
	Women	20%	2				
2009	White	78%	7	2002	White	88%	x
	African-American	11%	1		African-American	6%	x
	Latino	11%	1		Latino	0%	x
	Asian	0%	0		Asian	6%	x
	Other	0%	0		Other	0%	x
	Women	33%	3		Women	22%	x
2008	White	80%	12				
	African-American	7%	1				
	Latino	13%	2				
	Asian	0%	0				
	Other	0%	0				
	Women	27%	4				

x=Data not recorded

TABLE 11

Head Athletic Trainers							
			%	#			
2014	White	77%	10	2006	White	68%	15
	African-American	15%	2		African-American	18%	4
	Latino	0%	0		Latino	9%	2
	Asian	8%	1		Asian	0%	0
	Other	0%	0		Other	5%	1
	Women	54%	7		Women	59%	13
2013	White	70%	7	2005	White	70%	16
	African-American	20%	2		African-American	22%	5
	Latino	0%	0		Latino	9%	2
	Asian	10%	1		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	40%	4		Women	70%	16
2012	White	75%	12	2004	White	77%	10
	African-American	19%	3		African-American	15%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	8%	1
	Other	6%	1		Other	0%	0
	Women	63%	10		Women	92%	12
2011	White	67%	8	2003	Data Not Recorded		
	African-American	33%	4		2002	White	86%
	Latino	0%	0	African-American		7%	1
	Asian	0%	0	Latino		0%	0
	Other	0%	0	Asian		7%	1
	Women	50%	6	Other		0%	0
			Women	88%		14	
2010	White	65%	11	2001	Data Not Recorded		
	African-American	29%	5		2000	White	88%
	Latino	0%	0	African-American		6%	1
	Asian	0%	0	Latino		0%	0
	Other	6%	1	Asian		0%	0
	Women	53%	9	Other		6%	1
			Women	88%		10	
2009	White	65%	13	1999	White	92%	11
	African-American	25%	5		African-American	0%	0
	Latino	0%	0		Latino	1%	0
	Asian	0%	0		Asian	0%	0
	Other	10%	2		Other	1%	0
	Women	22%	4		Women	83%	11
2008	White	67%	14	1998	White	100%	10
	African-American	29%	6		African-American	0%	0
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	5%	1		Other	0%	0
	Women	52%	11		Women	100%	10
2007	White	65%	13				
	African-American	20%	4				
	Latino	10%	2				
	Asian	0%	0				
	Other	5%	1				
	Women	45%	9				

TABLE 12

APPENDIX II

NATIONAL BASKETBALL ASSOCIATION/ WOMEN'S NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVE

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

Employee Learning & Development

- The NBA conducts live and online diversity and “Respect in the Workplace” training. All league employees will complete live training every two years, with a separate track for managers focusing on manager accountability. The content is focused on one of the NBA’s core values -- respect -- and sessions are conducted in small groups to encourage dialogue on respectful treatment and diversity awareness. All new hires attend this live program as well during their first three months of employment. In addition to the live training, all new employees are required to complete an online “Respect in the Workplace” program as part of new hire orientation.
- In 2008, to support NBA teams’ efforts to maintain and adhere to comprehensive policies and procedures in the areas of anti-discrimination and anti-harassment, the league issued respect in the workplace baseline best practices to all teams. Since then, the NBA has educated teams on an ongoing basis on new best practices based on changes in the law and policy. Teams have used these best practices to refine their policies and procedures.
- Since 2006, the NBA has provided all league and team employees with access to GlobeSmart, a web-based tool that provides information on countries and cultures from around the world. This tool helps users better understand the diverse world in which we work and live. Using the GlobeSmart Assessment Profile, we developed the Cultural Self Awareness workshop in 2008. Available to all employees, this workshop is designed to increase an individual’s awareness on their business styles, resulting in enhanced communication with others. This program has been delivered in NBA offices in the U.S. Europe, and Asia. In addition, in 2012, the NBA partnered with Aperian Global, creators of GlobeSmart, to create and deliver cross-cultural diversity training. The first program in this series, “Working Effectively Across Cultures,” was delivered in NBA China and focused on cultural and diversity challenges in working with Western cultures. A complimentary program is being designed for the NBA U.S. offices, focusing on doing business with China. We view diversity management and inclusion as a business imperative and a key facilitator of success in building the NBA brand globally.
- The NBA’s Employee Resource Teams (ERTs) are designed to welcome and value the ideas and contributions of all of its members. ERTs provide an opportunity to facilitate connections between employees with shared interests or backgrounds committed to furthering the NBA’s Mission and Values, supporting the Strategic Priorities of the NBA’s league office, and providing networking and professional development opportunities. The NBA currently has two Employee Resource Teams that have been in existence since 2011: NBA Women’s Network and Conexión éne-bé-a. The NBA Women's Network has over 150 global members and aims to create a community for women at the league that fosters dialogue and promotes professional growth

through empowerment, networking, and leveraging of talents and expertise to drive the NBA's global growth. Conexión éne-bé-a has over 35 members and aims to promote the development of Latino/Hispanic cultural awareness within the NBA while contributing to the league's successes, diversity, and business objectives through career development, education, and community involvement.

Recruiting

- The NBA has continued to embrace a multi-faceted approach in maintaining a globally diverse workforce. Year after year, the organization has attained a high level of success in staffing a workforce that is balanced in terms of gender, and broad in terms of ethnic classification. The NBA maintains a globally diverse applicant pool in its hiring process and encourages all NBA teams to do the same. This is accomplished by the use of targeted conferences, social networking sites, and on-line job postings with a variety of diverse organizations.
- As part of our league-wide efforts to support military members and their families, we continue to highlight nba.com career opportunities on our NBA Cares Hoops for Troops website to promote job opportunities to veterans and reservists. The NBA also participated in the third Annual Veterans On Wall Street Conference in November 2013 and connected with the "Hiring Our Heroes" program to share job postings for NBA All-Star 2014.
- In staffing its Associate and Intern Programs, the NBA uses a number of sources as a feeder pool for diverse candidates – the 2014 Associate class is 63% diverse and 50% female, and the 2014 Intern class is 37% diverse and 42% female. Recruiting sources include diversity partners such as Prep for Prep, A Better Chance, and the T. Howard Foundation. The NBA continues to establish relationships with schools that have a diverse student body and conducted on-campus recruiting visits at some of those schools, including Howard University, Spelman College, Morehouse College and Florida A&M University. In addition, the NBA participated in programs with The Black Student Association and Women in Business at Harvard University. The NBA also participates in a variety of events and career fairs that target a diverse set of candidates through organizations including the Thurgood Marshall College Fund and Leadership Institute, Management Leadership for Tomorrow (MLT), The International Radio and Television Society Foundation (IRTS) and the National Black MBA Association.

Vendor Diversity

- The NBA takes steps to further its goal of maximizing contracting opportunities for Women/Minority Business Enterprises to participate in the business opportunities generated by the NBA. The NBA maintains the following vendor diversity and inclusion sourcing initiatives for Women/Minority Business Enterprises in connection with the NBA's annual All-Star event: (i) building alliances in the All-Star host city with business advocacy organizations, tourism officials and local business regulatory agencies; (ii) informing prospective local business entities of the types of contracting opportunities available by conducting a diversity and inclusion vendor fair in the host city; and (iii) compiling and publishing a comprehensive vendor resource guide that serves as the central resource for the NBA, its sponsors and contractors in identifying prospective vendors. Based on the alliances that have been built in the All-Star host cities, we continue to provide opportunities to those businesses when we host

other events in their cities. The NBA also continues to work with event and staffing agencies to engage with Women/Minority Business Enterprises in connection with the NBA's touring events such as the NBA Nation Tour.

NBA and WNBA Cares Initiatives

- NBA and WNBA Cares are the leagues' global social responsibility initiatives that build on the organizations' long tradition of addressing important issues worldwide through philanthropy, hands-on service and legacy projects. The NBA and WNBA work to use their unique position to bring attention to important social issues focusing on **education, youth and family development, health and wellness, protecting the environment and supporting our military members and their families.**

Education

- Through NBA & WNBA Cares, the leagues work to combat global illiteracy and encourage young people to develop a life-long love of reading. Teams and players participate in reading events during visits to schools and community organizations. The NBA, WNBA and their teams also create **Reading and Learning Centers** in schools and community organizations in need. These projects include reading rooms, libraries, computer centers and more. They also include extensive renovations, book donations, educational software and resources. These centers provide children and families with the opportunity to access educational and technological resources and provide them with a stimulating and safe place to learn.
- The NBA partnered with the U.S. Department of Education on the national Public Service Announcement for its **TEACH campaign**. Los Angeles Clippers All-Star Chris Paul filmed a PSA, where he talked about his 10th grade biology teacher. The TEACH campaign seeks to raise awareness of teaching as a valuable profession and to increase the number, quality, and diversity of educators by providing aspiring teachers with the tools they need to launch their careers.
- BBVA Compass and NBA Cares are partnering for the fourth year and will be educating more than **25,000 students in 19 markets and 6 states** on the importance of **financial literacy**. BBVA and NBA Cares continue to partner with EverFi, an award winning financial education learning platform designed to teach K-12 students the concepts and skills to manage their personal finances. At the conclusion of the 2014 school year, NBA Cares and BBVA Compass will have 400 schools active on the EverFi Financial Literacy platform.

Youth and Family Development

- Through NBA Cares, in partnership with various organizations such as KaBOOM!, Rebuilding Together, and the Boys and Girls Clubs of America, the league and its teams and players have **built more than 860 places in 25 countries and territories** where kids and families can live, learn or play, contributing to the development of urban communities. These projects include new and refurbished basketball courts, houses, playgrounds, technology centers and more.

Health & Wellness

- **NBA/WNBA FIT** is the leagues comprehensive health and wellness platform promoting healthy, active lifestyles for children, adults and families. These initiatives encourage physical activity and healthy living through products, events and programs reaching more than 1,200 organizations and 2.5 million children and families. NBA/WNBA FIT utilizes current and former players, coaches, trainers and nutritionists to share important health and fitness tips focused around encouraging youth and their families to **“Be Active, Eat Healthy and Play Together.”**
- During **NBA/WNBA FIT Live Healthy Week**, the NBA family – led by the NBA/WNBA FIT Team – joins community members and partners to highlight the importance of healthy living and encourage fans to pledge NBA/WNBA FIT. All 30 NBA teams and their players joined community members and partners to highlight the importance of living an active, healthy lifestyle through grassroots programs and events, special on-court apparel, in-arena health screenings, and online programming.
- NBA/WNBA FIT launched **NBA FIT Food** in partnership with Wal-Mart in January 2014. NBA FIT branded oranges were sold in more than **3,600 Wal-Mart stores** nationwide. Additionally, the NBA hosted NBA FIT clinics at various Wal-Mart stores.
- NBA Cares has partnered with **Share Our Strength’s No Kid Hungry Campaign** to raise awareness and funds to help end childhood hunger in America, including a PSA campaign with NBA player Chris Paul and a commitment to connect 50,000 children across the country with free summer meals in 2012. As part of State Farm All-Star Saturday Night 2013, the NBA in partnership with State Farm donated \$175,000 to Share Our Strength’s No Kid Hungry Campaign and provided more than 170,000 healthy meals to the Houston community in partnership with the Houston Food Bank, a Share Our Strength affiliate. During NBA All-Star 2014 in New Orleans, the NBA partnered with Share our Strength and Let’s Move Active Schools to host a healthy breakfast program and fitness clinic at a local elementary school.
- Through NBA/WNBA FIT, the NBA and WNBA continue to partner with the **First Lady’s Let’s Move! Active Schools campaign**, the Presidential Council on Fitness, Sports & Nutrition and the Partnership for a Healthier America. The effort tipped off in 2011 with the debut of the NBA FIT/Let’s Move! public service announcement featuring First Lady Michelle Obama and continues to support the annual White House Easter Egg Roll. In 2014, the NBA launched a promotional program to support Let’s Move Active Schools encouraging schools across the country to register their school. Additionally, NBA players and legends Chris Paul, Grant Hill, Alonzo Mourning and Jason Collins serve on the President’s Council on Fitness, Sports and Nutrition.
- NBA/WNBA Cares are founding partners of the United Nations Foundation’s **Nothing but Nets campaign**, a grassroots movement to save lives by preventing malaria (the leading killer of children in Africa). The NBA and WNBA have helped raise more than \$40 million to distribute more than 7 million life-saving bed nets. In July, NBA player Stephen Curry traveled to Tanzania to support the Nothing But Nets campaign in its global fight against malaria.
- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including partnerships with Greater Than AIDS, GBCHealth, Elizabeth Glaser Pediatric AIDS and UNICEF, grassroots events, and through extensive charitable donations. Through the

Emmy award winning awareness campaign “**Get Tested,**” the NBA, HBO, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) and the Kaiser Family Foundation came together to produce a series of television, radio and print PSAs that encourage people in urban communities to learn about their HIV/AIDS status.

- The **WNBA Breast Health Awareness** program focuses on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised more than **\$3.5 million** to aid in the **fight against breast cancer**.

Military Support

- Hoops for Troops is a comprehensive partnership with the Department of Defense to show the NBA’s commitment to service. Using the sport of basketball, the partnership supports local communities and hundreds of thousands of active and retired armed forces members and their families each year. The program focuses on four pillars – **Transition, Community, Leadership and Health** – and features a full schedule of events across the country including USO Tours with legends of the game, exhibition games, clinics, open practices, speaking engagements, meet-and-greets, game tickets and more.
- During Veterans Day weekend, the NBA family joins military communities to highlight the importance of honoring and supporting active and retired service men, women and their families. Teams, players and legends host events around the country and all players wear special Hoops for Troops shooting shirts throughout the weekend.

Environment

- Through NBA Green, the NBA has partnered with the **Natural Resources Defense Council and the Green Sports Alliance** to generate awareness and funds for protecting the environment. The NBA is the only professional sports league to dedicate an entire week to educating fans about responsible environmental stewardship.
- During NBA Green Week presented by Sprint, the league, its teams and players take part in a variety of “greening” programs and events, including recycling programs, community service projects and sustainability education programs.

Grassroots Programs

- **Basketball without Borders (BWB)** is the NBA and FIBA’s global basketball development and community outreach program that unites young basketball players to promote the sport and encourage positive social change in the areas of education and health. Since its inaugural year in 2001, **37 BWB camps** have taken place **in 20 cities and 18 countries on five continents**. To promote friendship and diversity, participating campers are divided into teams without regard to race or nationality. As part of BWB, the NBA has created **61** places to live, learn or play.
- In partnership with the **U.S. Department of State’s Bureau of Educational and Cultural Affairs’ Sports United Program** as well as the **Empowering Women and Girls Through**

Sport Initiative, more than 72 current and former NBA and WNBA players and coaches have traveled to 44 countries as ambassadors of sport, conducting clinics, visiting schools and speaking to youth. Additionally, the NBA and WNBA support the U.S. State Department's Sports Visitor Program by partnering to host youth and coaches during their visits to the United States.

- In April 2011, **the Alliance for Sport and Development between the Inter-American Development Bank (IDB)**, the NBA, the FC Barcelona Foundation, Visa, Colgate, and the City of Rio, Brazil announced a new sports partnership that seeks to provide programming into favela sports complexes (called Vilas Olimpicas) to 140,000 children and youth.
- The NBA in partnership with the **USAID** has developed **Live, Learn and Play: Sustainable, Scalable Basketball for Youth Development (LLP)**, a four-year public-private partnership to foster youth development in Africa through sustainable basketball and life skills development. LLP programs will use sport to transcend social, economic and political barriers bringing youth together and encouraging healthy lifestyles and community development. The pilot program will tip off in May 2014 in Senegal.
- The NBA in partnership with ExxonMobil and Africare launched **Power Forward** in Abuja, Nigeria, a program which has reached more than 300 kids with weekly programming. This youth development program leverages the power of basketball and the NBA to teach life skills and public health awareness.
- The NBA in partnership with Multi Screen Media and Magic Bus have developed a comprehensive **NBA Cares program in India** including a jointly developed basketball curriculum for boys and girls ages 7-13 to help promote life skills in the areas of gender equality, education, health, social and emotional learning as well as the right to play. Launched in 2013, the weekly basketball program has reached more than 250,000 youth through the Magic Bus network and featured 12 basketball clinics in Mumbai, Pune, Delhi, Bangalore, Hyderabad, Ranchi, Jaipur and Chennai.
- Together with the **Reliance Foundation**, the NBA launched the **Jr. NBA** in Mumbai and Kerala (India) for youth ages 8-16. In 2013, the program reached more than **142,000 youth and 260 coaches in 228 partner schools**. Schools in the program ranged from elite schools with sophisticated basketball infrastructure to small government run schools with no basketball infrastructure helping the program illustrate the importance of team sport in youth development. In 2015, the program plans to expand to 6 cities reaching an estimated 420,000 youth in 525 schools.

NBA Cares and Other Community Programs

- Since October 2005, through NBA Cares, the league, players and teams have raised and contributed more than **\$230 million** for charity and donated **2.8 million hours** of hands-on service to communities worldwide.
- As part of rebuilding efforts following the earthquakes, which struck the Sichuan Province, China in 2008 and 2013, the NBA has refurbished **13 basketball courts**, committed to building

3 Project Hope Schools and provided portable classrooms and financial assistance to affected families in partnership with the China Youth Development Foundation. Additionally, the NBA has supported the Yao Foundation Hope Primary School Basketball Season for the second consecutive year, which has been hosted in approximately **80 Hope Schools across** China and provided more than **40,000 underprivileged students** with basketball programming and life skills in the areas of teamwork, sportsmanship and health and wellness.

- In May 2012, **The Gay, Lesbian & Straight Education Network (GLSEN)** presented the NBA with the **“Commitment to Diversity and Inclusion Award”** at the 9th Annual Respect Awards for a joint PSA featuring Phoenix Suns players Grant Hill and Jared Dudley that addresses the use of anti-gay language among teens. The PSA launched during the 2011 NBA Conference Finals and is an extension of the award-winning “Think B4 You Speak” campaign and GLSEN’s “Changing the Game” initiative.
- The NBA has worked closely with **GLAAD** to ensure a safe environment is created for all fans, employees and players, and together have provided diversity and inclusion training to all rookies attending the NBA Rookie Transition Program. The NBA joins millions of Americans and GLAAD on Spirit Day (October 17), and takes a stand against bullying by “going purple” in support of lesbian, gay, bisexual and transgender youth. WNBA player Brittney Griner and NBA player Jason Collins serve as Spirit Day Ambassadors joining other leading figures in the entertainment industry.
- Denver Nugget Kenneth Faried became the first NBA player to serve as an ambassador of **Athlete Ally**. Athlete Ally is an organization focused on ending homophobia in sports by educating allies in the athletic community and empowering them to take a stand. Athlete Ally provides public awareness campaigns, education programming and tools and resources to help foster inclusive sports communities. Dallas Mavericks owner Mark Cuban also serves on Athlete Ally’s National Advisory Board.
- The NBA celebrates the life and legacy of **Dr. Martin Luther King, Jr.** through a variety of programs and activities. In addition to focusing attention on the life and legacy of Martin Luther King, Jr. and the leaders of the civil rights and human rights movements, the NBA’s grassroots events, fundraising and leadership supported the building of the **MLK, Jr. Memorial**.
- The NBA was instrumental in the forming of the **Thurgood Marshall Scholarship Fund** (now Thurgood Marshall College Fund - TMCF) in 1987 and has provided steady leadership to the organization since its inception. NBA Commissioner Emeritus David Stern serves on the TMCF Board and the NBA, TMCF and NBA players collaborate on a number of events and public awareness campaigns. NBA spokesmen for TMCF, Ray Allen and Shane Battier, have appeared in PSAs for the Fund and provide on-going support for the Fund’s activities.
- The **Jr. NBA/Jr. WNBA program** supports youth basketball through programs and events outside the United States and Canada. All Jr. NBA/Jr. WNBA initiatives are designed to teach basketball fundamentals, promote sportsmanship and encourage healthy lifestyle choices.