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The 2010 Racial and Gender Report Card: National Basketball Association

by Richard Lapchick
with Christopher Kaiser, Christina Russell, and Natalie Welch
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EXECUTIVE SUMMARY

Orlando, FL...June 9, 2010 – The NBA continues to set the standard for the industry as the leader on issues related to race and gender hiring practices. As the 2010 Racial and Gender Report Card shows, the National Basketball Association had the best grade among the men’s leagues for race and gender as it has for two decades.

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

Based on the total points used in the weighted scales, the NBA earned its highest grade ever for gender at 89.1 (up from its previous high of 89 points). The NBA grade for race was 93.8 which, while down from the 2009 Report when it was 94.9, was still higher than any other sport in the history of the Racial and Gender Report Card. The NBA again received men’s pro sports only **A** for a combined grade for race and gender with a record combined point total of 91.5.

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

Richard Lapchick, the Director of The Institute for Diversity and Ethics in Sport (TIDES) and primary author of the report, noted that “As he has since becoming the NBA Commissioner in 1984, David Stern has taken the lead on diversity issues in sport. In the NBA League Office 36 percent of the professional positions are held by people of color while women held 44 percent of the professional positions. Both are higher than any other men’s professional league in any previous Report Card. David Stern continues to set the standard.”

Using data from the 2009-10 season, TIDES conducted an analysis of racial breakdowns of the players and coaches. In addition, the Report includes a racial and gender breakdown of management in the NBA League Office and, at the team level, top management, senior administration, professional administration, physicians, head trainers, broadcasters, and referees. The previous Report examined data from the 2008-09 season. The listing of owners, head coaches, team presidents and general managers of color for the 2010 Report Card is updated through May 15, 2010. All numerical data and

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the grades reflect information published in official team literature at the beginning of the 2009-10 season. The 2010 Report also has the extensive list of NBA diversity initiatives which are in Appendix II. Tables for the Report are included in Appendix I.

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

REPORT HIGHLIGHTS

- In the NBA, 82 percent of the players were people of color, remaining constant from last year's totals. This ties the highest percentage of players of color since the 1994-95 season. The percentage of African-American players also remained constant from last year's report at 77 percent. The percentage of Latinos and Asians remained constant, at three and one percent respectively. The percentage of international players stayed steady as well at 18 percent.
- Professional opportunities for people of color in the NBA League Offices – at 36 percent – increased from 35 percent for the 2008-09 season. This is the highest percentage in the NBA's history and the highest in the history of any professional sport.
- Women held 44 percent of the professional positions in the NBA League Office. This increased by one percentage point from the previous Report Card and was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.
- There were 34 women in vice president positions in the NBA League Office during the 2009-10 NBA season, which is an increase of three.
- Michael Jordan, who owns the NBA Charlotte Bobcats, is men's pro sports only African-American team majority owner. He succeeded Robert Johnson, previous owner of the Bobcats.
- There were one Asian and eight African-American head coaches at the beginning of the 2009-10 NBA season. The percentage of head coaches of color dropped from 40 percent in 2008-09 to 30 percent.
- 41 percent of assistant coaches in the NBA were coaches of color.
- While there were small decreases for people of color in key team positions, the NBA was still the best in men's pro sport for team presidents, senior administrative and professional administrative positions.
- At the beginning of the 2009-10 regular season, there were four (12 percent) African-American presidents in the NBA. While it was a decrease from last year's total of five, it was still the best for any sport.
- The percentage of people of color holding NBA team senior administrative positions decreased by two percentage points from last season to less than 21 percent.
- The percentage of people of color holding team professional administrative positions dropped by two percentage points to 27 percent. The percentage of women holding these posts dropped from 40 percent to 39 percent.
- As of the end of the 2009-10 season, 56 percent of the NBA's referees were white, 41 percent were African-American and three percent were Latino. Of the 60 referees, one was a woman.

OVERALL GRADES

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

Based on the total points used in the weighted scales, the NBA earned its highest grade ever for gender at 89.1 (up from its previous high of 89 points). The NBA grade for race was 93.8 which while down from the 2009 Report when it was 94.9, still was higher than any other sport in the history of the Racial and Gender Report Card. The NBA again received men's pro sports only **A** for a combined grade for race and gender with a record combined point total of 91.5.

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

For the 2009-10 season, the NBA earned an **A+** for race in the categories of players, league office professionals, and head and assistant coaches. It earned an **A** for race for professional team administration. It earned a **B** for race for team CEO/presidents, general managers and team vice presidents and a **B+** for team senior administration. For gender, the NBA earned an **A+** in the league office and an **A** for professional administrators. The NBA received an **A+** for diversity initiatives.

GRADES BY CATEGORY

Players

In the NBA, 82 percent of the players were people of color, the same as last year, tied for the highest percentage of players of color since the 1994-95 season. The percentage of African-American players remained at 77 percent since last year's Racial and Gender Report Card. This was the highest percentage of African-American players since the 2001-02 season.

In the NBA's 2009-10 season, 18 percent were white and three percent were Latino. This was again the lowest percentage of white players since the 1994-95 season. Asians comprised one percent of NBA rosters, and an additional one percent of players are people of color categorized as "other." The percentage of Latino players remained the same as the last three seasons (three percent) while the percentage of white players decreased from 20 percent in the 2007-08 season.

Eighteen percent of the players were international, which was the same as the 2008-09 season.

NBA Grade for Players:

Race: A+

See Table 1.

NBA League Office

The NBA set a new record for any men's professional league office with 36 percent of its professional staff positions being held by people of color (up one percent from the last Report Card that covered the

2008-09 season). The data for the NBA's League Office is as of April 5, 2010. Of all professional employees, 64 percent were white, 21 percent were African-American, seven percent were Latino and eight percent were Asian. The percentages of whites decreased by one percentage point while the percentages of African-Americans and Asians increased by one percent and Latinos remained unchanged from last season.

Women made up 44 percent of professional employees, an increase of one percentage point from the 2008-09 Report Card. This was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.

There were 29 people of color in vice president positions at the NBA league office during the 2009-10 season.

There were 24 African-American vice presidents in the NBA league office, including:

- Stuart Jackson, executive vice president, Basketball Operations
- Mark Tatum, executive vice president, Global Marketing Partnerships
- Michael Bantom, senior vice president, Player Development
- Kerry Chandler, senior vice president, Human Resources
- Emilio Collins, senior vice president, Global Marketing Partnerships
- Gail Hunter, senior vice president, Events & Attractions
- Ronald Johnson, senior vice president, Referee Operations
- Kenneth J. Payne, senior vice president, Events & Attractions
- Stephen O. Richard, senior vice president, Finance
- Bernard Tolbert, senior vice president, Security
- Garth Case, vice president, Information Technology
- Chrysa Chin, vice president, Player Development
- John Daniels, vice president, Facility Security
- Janice Hilliard, vice president, Community & Player Programs
- George Land, Jr., vice president, Business & Production Operations
- Michelle Leftwich, vice president, Assistant General Counsel
- Stephanie A. Murphy, vice president, Retail Sales
- Myles Pistorius, vice president, Legal and Business Affairs
- Aaron Ryan, vice president, Team Marketing & Business operations
- Rory Sparrow, vice president, Player Development
- Andrew Thompson, vice president, Development
- Leah M. Wilcox, vice president, Player & Talent Relations
- Tatia Williams, vice president, Business Affairs
- Bob Lanier, special assistant to the Commissioner

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

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

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

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

Including Chandler, Choong, Chin, Hillard, Hunter, Leftwich, Malkani, Murphy, Wilcox, and Williams there were 34 women at this level:

- Heidi Ueberroth, president, Global Marketing Partnerships and Int'l. Business Operations
- Kathleen Behrens, executive vice president, Social Responsibility and Player Programs
- Kim Berger, senior vice president and Chief Compliance Officer
- Ayala Deutsch, senior vice president and Chief Intellectual Property Counsel
- Victoria Picca, senior vice president, Licensing and Business Affairs
- Nancy E. Baldwin, vice president, Corporate Services
- Kimberly Bohuny, vice president, Basketball Operations-International
- Melissa Anne Brenner, vice president, Marketing
- Amy M. Brooks, vice president, Team Marketing & Business Operations
- Jean M. Casner, vice president, Compensation & HRIS
- Maureen Coyle, vice president, Basketball Communications
- Donna Daniels, vice president, Team Marketing & Business Operations
- Julie DeJesus-Evans, vice president, Creative Services
- Joy Dellapina, vice president, Footage Licensing
- Kelly Flatow, vice president, Marketing Partnerships
- Mary Pat Gillin, vice president, Licensing
- Lisa Goldberg, vice president, Licensing
- Leslie Julich, vice president, Employee Relations
- Carolanne E. McAuliffe, vice president, Marketing
- Stacy McWilliams, vice president, Team Marketing & Business Operations
- Michelle Pujals, vice president, Assistant General Counsel
- Kerry A. Tatlock, vice president, Global Marketing Partnerships
- Nancy Zellner, vice president, Benefits
- Barbara DeCristofaro, vice president, Events & Attractions

NBA Grade for League Central Offices:

Race: A+
Gender: A+

See Table 2.

Ownership

There were six women who had majority ownership of NBA franchises, increasing from only three in the 2008-09 season. Colleen J. Maloof and Adrienne Maloof-Nassif were part of the Maloof family ownership of the NBA's Sacramento Kings. Karen Davidson, wife of the late William Davidson, is part of the ownership group for the Detroit Pistons. Gail Miller, wife of the late Larry H. Miller, is owner of the Larry H. Miller Group of Companies and Chairman of the Board over the Utah Jazz. Irene Pollin was co-owner of the NBA's Washington Wizards with her late husband Abe. Cheri Vander Weide served as the executive vice chairman of the ownership group at the Orlando Magic.

Michael Jordan, the owner of the Charlotte Bobcats, is the NBA's only African-American owner. He is also the only African-American majority owner in men's professional sport. Jordan purchased the team from Robert Johnson who is also African-American.

See Table 3.

Head Coaches

Eight African-Americans and one Asian held head coaching jobs at the start of the 2009-10 NBA season, which equals 30 percent, decreasing from 40 percent head coaches of color in the 2008-09 season. The 2001-02 season recorded the highest percentage of African-American head coaches (48 percent) in the history of any professional sport. There were 21 white head coaches (70 percent) and no Latino head coaches during the 2009-10 NBA season. The number of white coaches increased from 18 in 2008-09. Asian head coaches remained the same at three percent, with one Asian head coach.

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

- Mike Woodson, Atlanta Hawks
- Glenn "Doc" Rivers, Boston Celtics
- Mike Brown, Cleveland Cavaliers
- Byron Scott, New Orleans Hornets
- Nate McMillan, Portland Trail Blazers
- Lionel Hollins, Memphis Grizzlies
- Eddie Jordan, Philadelphia Seventy-Sixers
- Alvin Gentry, Phoenix Suns

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

There were 11 African-American head coaches at the start of the 2008-09 NBA season:

- Mike Woodson, Atlanta Hawks
- Glenn "Doc" Rivers, Boston Celtics
- Mike Brown, Cleveland Cavaliers
- Michael Curry, Detroit Pistons
- Byron Scott, New Orleans Hornets
- Maurice Cheeks, Philadelphia 76ers
- Terry Porter, Phoenix Suns
- Nate McMillan, Portland Trail Blazers
- Reggie Theus, Sacramento Kings
- Sam Mitchell, Toronto Raptors
- Eddie Jordan, Washington Wizards

The 60 head coaches of color in the history of the NBA are more than twice as many head coaches of color that there has been in any other men's pro sport. Major League Baseball is second with 27 managers of color.

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

See Tables 4 and 5.

Assistant Coaches

At just over 41 percent, the NBA has had a slight decrease from last year's record high of 42 percent assistant coaches of color. The percentage of African-Americans in assistant coaching positions in the NBA during the 2009-10 season stayed constant at 41 percent, while the percentage held by whites increased slightly to 59 percent. The percentage of Latinos is less than one percent. There were no Asian assistants during the 2009-10 season.

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

See Table 6.

Team Top ManagementChief Executive Officer

At the beginning of the 2009-10 regular season there were four African-American presidents in the NBA, one less than last season's total. They included team CEOs:

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

There was one African-American president of basketball operations in the NBA:

- Joe Dumars, Detroit Pistons

In addition to Billy King, Steve Mills, and Isiah Thomas, who are no longer with the Philadelphia and New York franchises, these are the only African-Americans to serve as CEO/presidents in the history of men's professional sports outside of the brief period that Ulice Payne was the president of MLB's Milwaukee Brewers in 2002.

Susan O'Malley, who was the first and only female president in the history of the NBA, left her position as the Washington Sports & Entertainment President before the beginning of the 2007-08 season. Since then, no women have served in this role.

See Table 7.

NBA Grade for CEO/President:**Race: B**

General Manager

At the beginning of the 2009-10 season, there were three African-American (13 percent) principals in charge of day-to-day operations/general managers in the NBA:

- Rod Higgins, General Manager, Charlotte Bobcats
- Joe Dumars, President of Basketball Operations, Detroit Pistons
- Otis Smith, General Manager, Orlando Magic

The percentage of African-Americans was at its highest percentage in the 1994-95 season when 31 percent of general manager positions were held by African-Americans. There has never been a Latino or Asian general manager in the NBA.

NBA Grade for General Manager:

Race: B

See Table 8.

Team Vice Presidents

In the NBA, 11 percent of the team vice president positions were held by African-Americans (the same as the past three season's Report Cards) while Latinos remained constant at two percent. Whites held 86 percent of the vice president positions, a decrease of one percentage point from last season. There were three Asian vice presidents accounting for one percent. People of color held 14 percent of team vice president positions in the 2009-10 season.

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

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

Male African-American vice presidents on NBA teams included:

- Arthur Triche, vice president, Public Relations, Atlanta Hawks
- Dominique Wilkins, vice president, Basketball Operations, Atlanta Hawks
- Ed Lewis, vice president, Government Relations, Charlotte Bobcats
- Seth J. Bennett, vice president, Event Operations, Charlotte Bobcats
- Michael Jordan, managing member, Basketball Operations, Charlotte Bobcats
- Amadou Gallo Fall, vice president, International Affairs, Director of Player Personnel, Dallas Mavericks
- Tomago Collins, vice president, Media and Player Development, Denver Nuggets
- Perry Scott, vice president, Basketball Operations, Detroit Pistons
- Dwayne Redmon, vice president, Finance, Golden State Warriors
- Travis Stanley, executive vice president, Team Marketing, Golden State Warriors
- Keith Jones, vice president, Basketball Operations, Houston Rockets
- Quinn Buckner, vice president, Communications, Indiana Pacers

- Sam Perkins, vice president, Player Relations, Indiana Pacers
- Earvin “Magic” Johnson, vice president, Los Angeles Lakers
- Dana Davis, vice president, Basketball Operations and Team Programs, Memphis Grizzlies
- Mike Garrison, vice president, Information Technology, Memphis Grizzlies
- Alonzo Mourning, vice president, Player Programs, Miami Heat
- Steve Martin, senior vice president, Community External Affairs, New Orleans Hornets
- Jamaal Lesane, vice president, Legal and Business Affairs, New York Knicks
- Mark West, vice president, Player Programs, Phoenix Suns
- Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
- Walt Perrin, vice president, Player Personnel, Utah Jazz
- Milt Newton, vice president, Player Personnel, Washington Wizards

Female African-American vice presidents on NBA teams included:

- Marlene Hendricks, vice president, Guest Services and Event Staffing, Charlotte Bobcats
- Donna Julian, senior vice president, Arena and Event Operations, Charlotte Bobcats
- Sonia Harty, vice president, Human Resources, Miami Heat
- Eve Wright, vice president, Associate General Counsel, Miami Heat
- Petra Pope, vice president, Entertainment and Event Marketing, New Jersey Nets
- Kerryann Tomlinson, vice president, Community Relations, New York Knicks
- Karin Buchholz, vice president, Community Relations and Fan Development, New York Knicks
- Sarah Mensah, senior vice president, Marketing and Sales, Portland Trail Blazers
- Judy Holland, senior vice president, Community Relations, Washington Wizards

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

- Mario Etemad, executive vice president, Detroit Pistons
- Alex Diaz, senior vice president and general manager of arena operations, New Jersey Nets
- Leo Gomez, vice president, Public Affairs and Corporate Administration, San Antonio Spurs
- Maurizio Gherardini, senior vice president, Basketball Operations, Toronto Raptors

The two Latina vice presidents were:

- Neda Barrie, executive vice president, Business Development, Golden State Warriors
- Linda Landman-Gonzalez, vice president, Community Relations and Government Affairs, Orlando Magic

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

- Peter Wong, vice president, Human Resources, Phoenix Suns
- Kevin Nonomura, vice president, Finance, Toronto Raptors
- Rich Cho, assistant general manager, Oklahoma City

There are no Asian female vice presidents.

There were 12 teams with more than one African-American vice president: the Atlanta Hawks, Charlotte Bobcats, Detroit Pistons, Golden State Warriors, Indiana Pacers, Memphis Grizzlies, Miami Heat, New Jersey Nets, New York Knicks, Phoenix Suns, Toronto Raptors and Washington Wizards.

Including Taylor, Hendricks, Julian, Tomlinson, Landman-Gonzalez, Harty, Mensah, Wright, Pope, Barrie, and Buchholz, there were 52 (18 percent) women vice presidents during the 2009-10 NBA season:

- Ailey Pennigroth, vice president, Corporate Communications, Administration, and Community Development, Atlanta Hawks
- Kay Lowery, vice president, Human Resources, Charlotte Bobcats
- Deb Dowling-Canino, vice president, Community Relations, Fan Development, Denver Nuggets
- Diane Ferranti, vice president, Multimedia, Detroit Pistons
- Ellen Gahagan, vice president, Marketing, Detroit Pistons
- Susan Greenfield, vice president, Legal, Detroit Pistons
- Marilyn Hauser, executive vice president, Detroit Pistons
- Holly Olstein-Bernabe, vice president, Corporate Sales/Services, Golden State Warriors
- Seliece Caldwell-Fulweber, vice president, Ticket Sales and Business Communications, Houston Rockets
- Donna Wilkinson, vice president, Human Resources, Indiana Pacers
- Jeanie Buss, executive vice president, Business Operations, Los Angeles Lakers
- Kim Stone, executive vice president and general manager of American Airlines Arena, Miami Heat
- Raquel Libman, executive vice president and general counsel, Miami Heat
- Jennifer Mallery, vice president, Ticket Operations and Services, Miami Heat
- Laura Lash, senior administrative assistant, marketing partnerships VP, New York Knicks
- Heather Pariseau, vice president, Interactive, New York Knicks
- Audra Hollifield, vice president, Human Resources of Administrative Services, Orlando Magic
- Mary Ann Saleski, senior vice president, Comcast Spectator Foundation, Philadelphia 76ers
- Lara Price, senior vice president, Business Operations, Philadelphia 76ers
- Lane Miller, vice president, Human Resources, Philadelphia 76ers
- Gail Clark, vice president, Project Development, Philadelphia 76ers
- Peggy Moroz, vice president, 3601 Creative Group, Philadelphia 76ers
- Ann Meyers Drysdale, vice president, Phoenix Suns
- Lynn Agnello, senior vice president, Marketing Partnerships, Phoenix Suns
- Julie Fie, vice president, Basketball Communications, Phoenix Suns
- Michele Daterman, vice president, Marketing, Portland Trail Blazers
- Traci Reandeau, vice president, Human Resources, Portland Trail Blazers
- Cheri Hanson, vice president, Communications, Portland Trail Blazers
- Traci Rose, vice president, Community Relations, Portland Trail Blazers
- Dannette Leighton, vice president, Marketing, Brand Development, and Monarchs Business Operations, Sacramento Kings
- Ruth Hill, vice president, Finance, Sacramento Kings
- Donna Ruiz, vice president, Human Resources, Sacramento Kings
- Alison Fox, vice president, Community Relations, Spurs Sports and Entertainment, San Antonio Spurs
- Lori Warren, senior vice president, Finance and Corporate Administration, San Antonio Spurs
- Beth Robertson, vice president, Ticket Sales and Services, Toronto Raptors
- Robin Brudner, senior vice president, general counsel, and corporate secretary, Toronto Raptors
- Mardi Walker, senior vice president, People, Toronto Raptors
- Patti-Ann Tarlton, vice president, Live Entertainment, Toronto Raptors

- Linda Luchetti, vice president, Communications, Utah Jazz
- Rhonda Ballute, vice president, Customer Service and Ticket Operations, Washington Wizards
- Jane Taylor, senior vice president, Chief of Marketing, Washington Wizards

The Miami Heat, Philadelphia 76ers and Portland Trail Blazers led the league with five female vice presidents. The Detroit Pistons, New York Knicks and Toronto Raptors had four female vice presidents. The Charlotte Bobcats, Phoenix Suns, Sacramento Kings and Washington Wizards were close behind with three female vice presidents on staff.

NBA Grade for Team Vice Presidents:

Race: B

Gender: F

See Table 9.

Senior Administrators

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

The percentage of people of color holding senior administrative positions on NBA teams decreased from just under 23 percent to less than 21 percent, down two percentage points from the 2008-09 season. In 2009-10, 80 percent of senior administrators were white, 14 percent were African-American, five percent were Latino and one percent was Asian. The percentages of African-Americans decreased two percentage points, while Latinos and Asians remained the same. The percentage of women in senior administrative positions increased one percentage point to 25 percent, reaching an all-time high in numbers with 152 women holding such positions.

NBA Grade for Senior Administration

Race: B+

Gender: D+

See Table 10.

Professional Administration

Positions categorized as professional 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.

The percentage of people of color holding professional positions on NBA teams decreased from last year's Report Card at 29 percent to 26 percent. During the 2009-10 NBA season whites holding

professional administration positions increased from 71 percent to 74 percent. Latinos decreased to eight percent and Asians remained constant at three percent. The percentage of “other” people of color remained the same at less than one percent.

Women occupied 39 percent of these positions in the 2009-10 season, which was a decrease from the 40 percent achieved the previous two years.

NBA Grade for Professional Administration:

Race: A
Gender: A

See Table 11.

Physicians

In the NBA, people of color held 13 percent of the team physician positions, which is the same as the 2008-09 season. White team physicians decreased two percentage points to 86 percent. There was still one woman serving in this position in the 2009-10 season.

See Table 12.

Head Athletic Trainers

In the 2009-10 season, whites held 76 percent of the head athletic trainer positions, a six percentage point decrease from the previous season. African-Americans now hold 16 percent of these positions, which represents a two percentage point increase from the 2008-09 season. Among the trainers in 2009-10, there was one Latino, three Asians and no women.

See Table 13.

Radio/TV Broadcasters

In the 2009-10 NBA season, the percentages of whites holding radio/TV broadcasters positions decreased one percentage point from the 2008-09 season to 72 percent. African-Americans and Latinos holding these positions remained constant at 18 and nine percent, respectively. Asian broadcasters remained constant at one percent of the total radio/TV posts. The percentage of the “other” category increased by one percent.

See Table 14.

Referees

As of the end of the 2009-10 season, 56 percent of the NBA's referees were white, 41 percent were African-American and three percent were Latino. Of the 59 referees, one was a woman.

See Table 15.

NBA Diversity Initiatives

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

NBA Grade for Diversity Initiatives: A+

HOW GRADES WERE CALCULATED

As in previous reports, the 2010 Racial and Gender Report Card data shows that professional sport's front offices hiring practices do not nearly reflect the number of players of color competing in the game. However, to give it perspective for sports fans, The Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 24 percent of the population being people of color, an **A** was achieved if 24 percent of the positions were held by people of color, **B** if 12 percent of the positions were held by people of color, and **C** if it had only nine percent. Grades for race below this level were assigned a **D** for six percent or **F** for any percent equal to or below five percent.

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

METHODOLOGY

All data was collected by a research team at The Institute for Diversity and Ethics in Sport in the University of Central Florida's DeVos School of Sport Business Management.

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

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

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

The report covers the 2009-10 season for the NBA. Listings of professional owners, general managers and head coaches were updated as of the end of the regular season. Grades, however, were calculated according to the reporting periods noted herein.

ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 18th 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 only the fifth time the Report Card is being issued sport-by-sport; the report for MLB has already been released. The complete Racial and Gender Report Card, including all the leagues, will be issued after the release of subsequent individual reports on the WNBA, NFL, MLS and college sport.

The ***Racial and Gender Report Card*** is published by The Institute for Diversity and Ethics in Sport, which is part of the College of Business Administration at the University of Central Florida (UCF) in Orlando. Dr. Richard Lapchick has authored all reports, first at Northeastern University and now at UCF. (Until 1998, the report was known as the *Racial Report Card*.) In addition to Lapchick, Christopher Kaiser, Christina Russell, and Natalie Welch contributed greatly to this report. Their research efforts were invaluable.

The Institute for Diversity and Ethics in Sport (TIDES)

The Institute for Diversity and Ethics in Sport serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sports. The Institute researches and publishes annual studies on hiring practices in coaching and sport management, student-athlete graduation rates and racial attitudes in sports. Additionally, The Institute conducts diversity management training. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for the exploitation of student-athletes, gambling, performance-enhancing drugs and violence in sport.

The Institute's founder and director is Dr. Richard Lapchick, a scholar, author and internationally recognized human rights activist and pioneer for racial equality who is acknowledged as an expert on sports issues. Described as "the racial conscience of sport," Lapchick is chair of the DeVos Sport Business Management Program in the College of Business Administration at UCF, where The Institute is located. In addition, Lapchick serves as president and CEO of the National Consortium for Academics and Sports (NCAS), a group of more than 240 colleges and universities that helps student-athletes complete their college degrees while serving their communities on issues such as diversity, conflict resolution and men's violence against women.

DeVos Sport Business Management Program

College of Business Administration, University of Central Florida

The DeVos Sport Business Management Program is a landmark program focusing on business skills necessary for graduates to conduct successful careers in the rapidly changing and dynamic sports industry while also emphasizing diversity, community service and sport and social issues. It offers a two

degree option, allowing students to earn a master's of business administration (MBA) degree in addition to the master's of sport business management (MSBM) degree. The program was funded by a gift from the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida. It was ranked by the *Wall Street Journal*, *Sports Business Journal* and *ESPN The Magazine* as one of the nation's Top Five sport business management programs.

APPENDIX I

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

TABLE 1

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

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

Data provided by the NBA league offices. x= Data not recorded

TABLE 2

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

x= Data not recorded

TABLE 3

Head Coaches					
		%	#		
2009-2010				2000-01	
	White	70%	21		White
	African-American	27%	8		African-American
	Asian	3%	1		Asian
	Latino	0%	0		Latino
	Women	0%	0		Women
2008-09				1999-2000	
	White	60%	18		White
	African-American	37%	11		African-American
	Asian	3%	1		Asian
	Latino	0%	0		Latino
	Women	0%	0		Women
2007-08				1998-99	
	White	60%	18		White
	African-American	40%	12		African-American
	Asian	0%	0		Asian
	Latino	0%	0		Latino
	Women	0%	0		Women
2006-07				1997-98	
	White	60%	18		White
	African-American	40%	12		African-American
	Asian	0%	0		Asian
	Latino	0%	0		Latino
	Women	0%	0		Women
2005-06				1996-97	
	White	63%	19		White
	African-American	37%	11		African-American
	Asian	0%	0		Latino
	Latino	0%	0		
	Women	0%	0		
2004-05				1995-96	
	White	60%	18		White
	African-American	40%	12		African-American
	Asian	0%	0		Latino
	Latino	0%	0		
	Women	0%	0		
2003-04				1994-95	
	White	63%	19		White
	African-American	37%	11		African-American
	Asian	0%	0		Latino
	Latino	0%	0		
	Women	0%	0		
2001-02				1993-94	
	White	52%	15		White
	African-American	48%	14		African-American
	Asian	0%	0		Latino
	Latino	0%	0		
	Women	0%	0		
					1992-93
					White
					African-American
					Latino
					1991-92
					White
					African-American
					Latino

TABLE 4

Historical Listing of Head Coaches of Color in the NBA								
NBA (60 coaches as of end of 2009-10 regular season)								
	Team	Year(s)	Record		Team	Year(s)	Record	
Bill Russell	Boston	1966-69	162-123	Magic Johnson	L.A. Lakers	1993-94	5-11	
	Seattle	1973-77	162-166		Butch Beard	New Jersey	1994-96	60-104
	Sacramento	1987-88	17-41		Alvin Gentry	Miami	1994-95	15-21
Al Attles	San Fran/Golden State	1969-83	557-518		Detroit	1997-2000	73-72	
Lenny Wilkens	Seattle	1969-72	121-125		L.A. Clippers	2000-03	89-133	
	Portland	1974-76	75-89		Phoenix	2008-2009	18-13	
	Seattle	1977-85	357-277	Bob Lanier	Golden State	1994-95	39076	
	Cleveland	1986-93	316-258	M.L. Carr	Boston	1995-97	48-116	
	Atlanta	1993-00	310-232	Jim Cleamons	Dallas	1996-98	28-70	
	Toronto	2000-02	121-142	Johnny Davis	Philadelphia	1996-97	22-60	
	New York	2003-05	40-45		Orlando	2004-05	51-84	
Earl Loyd	Detroit	1971-72	22-53		Memphis	2009	0-2	
Ray Scott	Detroit	1972-76	147-134	Eddie Jordan	Sacramento	1996-98	33-64	
K.C. Jones	Capital/Washington	1973-76	155-91		Washington	2003-2008	196-214	
	Boston	1983-88	308-102		Philadelphia	2009-2010	27-55	
	Seattle	1990-92	59-59	Darrell Walker	Toronto	1996-98	41-90	
Draff Young	Kansas City/Omaha	1973-74	0-3		Washington	1999-00	15-23	
Elgin Baylor	New Orleans	1974-75	0-1	Butch Carter	Toronto	1998-00	68-64	
	New Orleans	1976-79	64-98	Lionel Hollins	Vancouver	1999-00	18-42	
Bob Hopkins	Seattle	1977-78	5-17		Memphis	2004-05	0-4	
Willis Reed	New York	1977-79	49-47		Memphis	2008-2009	53-68	
	New Jersey	1987-89	33-77	Doc Rivers	Orlando	1999-03	176-178	
Tom Sanders	Boston	1977-79	23-39		Boston	2004-present	306-233	
Paul Silas	San Diego	1980-83	78-168	Leonard Hamilton	Washington	2000-01	19-63	
	Charlotte/New Orleans	1998-2002	221-171	Nate McMillan	Seattle	2000-2004	220-191	
	Cleveland	2003-05	69-77		Portland	2005-present	200-216	
Don Chaney	L.A. Clippers	1984-87	53-132	Byron Scott	New Jersey	2000-2003	174-154	
	Houston	1988-92	164-134		New Orleans	2004-2009	211-225	
	Detroit	1993-95	48-116	Isiah Thomas	Indiana	2000-03	136-125	
	New York	2001-2003	72-112		New York	2006-07	56-108	
Bernie Bickerstaff	Seattle	1985-90	202-208	Bill Cartwright	Chicago	2001-04	51-100	
	Denver	1994-96	59-68	Maurice Cheeks	Portland	2001-04	165-146	
	Washington	1997-99	77-72		Philadelphia	2005-2008	122-151	
	Charlotte Bobcats	2004-2006	67-161	Mike Evans	Denver	2001-02	18-38	
Gene Little	Cleveland	1985-86	4-11	Frank Johnson	Phoenix	2001-04	65-75	
	Charlotte	1989-91	37-87	Dennis Johnson	L.A. Clippers	2002-03	16-8	
	Denver	1994-95	3-13	Keith Smart	Cleveland	2003	9-31	
Wes Unseld	Washington	1987-94	202-345	Mike Woodson	Atlanta	2004-present	213-297	
Mel Daniels	Indiana	1988-89	0-2	Terry Porter	Milwaukee	2003-2004	71-93	
Stu Jackson	New York	1989-91	52-45	Sam Mitchell	Toronto	2004-2008	169-197	
	Vancouver	1996-97	6-33	Randy Ayers	Philadelphia	2003-04	21-31	
Mack Calvin	L.A. Clippers	1991-92	1-1	Herb Williams	New York	2003-2004	17-27	
Fred Carter	Philadelphia	1992-94	32-76	Dwane Casey	Minnesota	2005-2007	53-69	
Gar Heard	Dallas	1992-93	23-74	Avery Johnson	Dallas	2005-2008	210-85	
	Washington	1999-00	14-30	Mike Brown	Cleveland	2005-present	308-162	
Sidney Lowe	Minnesota	1993-94	33-102	Reggie Theus	Sacramento	2007-2008	44-62	
	Vancouver/Memphis	2001-03	46-126	Sam Vincent	Charlotte	2007-2008	32-50	
John Lucas	San Antonio	1992-94	94-49	Michael Curry	Detroit	2008-2009	39-43	
	Philadelphia	1994-96	42-122	Kenny Natt	Sacramento	2008-2009	11-47	
	Cleveland	2001-03	37-87	Ed Tapscott	Washington	2008-2009	18-53	
Quinn Buckner	Dallas	1993-94	13-69	Erik Spoelstra	Miami	2008-2009	46-43	
						2009-present	47-35	

TABLE 5

Assistant Coaches					
	%	#		%	#
2009-10			2000-01		
White	59%	92		Data Not Recorded	
African-American	41%	64	1999-2000	White	64%
Latino	<1%	1		African-American	36%
Asian	0%	0		Latino	0%
Other	0%	0		Asian	0%
Women	0%	0		Other	0%
2008-09				Women	0%
White	58%	93	1998-99	White	67%
African-American	41%	65		African-American	33%
Latino	1%	1		Latino	0%
Asian	0%	0		Asian	0%
Other	0%	0		Other	0%
Women	0%	0		Women	0%
2007-08			1997-98	White	66%
White	58%	97		African-American	34%
African-American	40%	66		Latino	0%
Latino	1%	1		Asian	0%
Asian	1%	1		Other	0%
Other	1%	1		Women	0%
Women	0%	0	1996-97	White	66%
2006-07				African-American	34%
White	59%	93		Latino	0%
African-American	40%	63		Asian	0%
Latino	1%	1		Other	0%
Asian	0%	0		Women	0%
Other	0%	0	1995-96	White	59%
Women	0%	0		African-American	41%
2005-06				Latino	0%
White	62%	96		Asian	0%
African-American	38%	59		Other	0%
Latino	1%	1	1994-95	White	60%
Asian	0%	0		African-American	40%
Other	0%	0		Latino	0%
Women	0%	0		Asian	0%
2004-05				Other	0%
White	66%	100	1993-94	White	68%
African-American	33%	50		African-American	32%
Latino	0%	0		Latino	0%
Asian	1%	1		Asian	0%
Other	0%	0		Other	0%
Women	0%	0	1992-93	White	73%
2003-04				African-American	27%
White	71%	98		Latino	0%
African-American	29%	40		Other	0%
Latino	0%	0	1991-92	White	67%
Asian	0%	0		African-American	33%
Other	0%	0			
Women	0%	0			
2001-02					
White	67%	79			
African-American	33%	39			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

TABLE 6

CEO/President					
	%	#		%	#
2009-10			2003-04		
White	88%	30	White	90%	27
African-American	12%	4	African-American	10%	3
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	3%	1
2008-09			2001-02		
White	85%	29	White	96%	x
African-American	15%	5	African-American	4%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	0%	0	Women	4%	x
2007-08			2000-01		
White	77%	23	White	90%	x
African-American	23%	7	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	0%	0	Women	3%	x
2006-07			1999-2000		
White	87%	29	White	90%	x
African-American	13%	4	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	3%	1	Women	3%	x
2005-06			1998-99		
White	87.50%	28	White	90%	x
African-American	12.50%	4	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Asian	0%	x
Women	3%	1	Women	3%	x
2004-05			1997-98		
White	90%	28	White	90%	x
African-American	10%	3	African-American	10%	x
Latino	0%	0	Latino	0%	x
Asian	0%	0	Other	0%	x
Women	3%	1	Women	7%	x

x= Data not recorded

TABLE 7

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

TABLE 8

Vice Presidents							
		%	#				
2009-10				1999-2000			
	White	86%	249		White	89%	164
	African-American	11%	32		African-American	10%	18
	Latino	2%	6		Latino	1%	1
	Asian	1%	3		Asian	0%	0
	Women	18%	52		Women	13%	24
2008-09				1998-99			
	White	87%	251		White	90%	170
	African-American	11%	31		African-American	9%	17
	Latino	2%	6		Latino	1%	2
	Asian	1%	2		Asian	0%	0
	Women	18%	51		Women	12%	22
2007-08				1997-98			
	White	85%	258		White	87%	138
	African-American	11%	32		African-American	12%	19
	Latino	3%	9		Latino	1%	2
	Asian	1%	4		Asian	0%	0
	Women	18%	55		Women	12%	16
2006-07				1996-97			
	White	85%	248		White	90%	140
	African-American	11%	32		African-American	10%	15
	Latino	3%	8		Latino	<1%	1
	Asian	1%	4		Other	0%	0
	Women	17%	49		Women	8%	13
2005-06				1995-96			
	White	87%	252		White	92%	132
	African-American	8%	24		African-American	8%	12
	Latino	3%	8		Latino	0%	0
	Asian	1%	4		Other	0%	0
	Women	18%	52		Women	7%	10
2004-05				1994-95			
	White	86%	232		White	87%	109
	African-American	10%	28		African-American	12%	15
	Latino	2%	6		Latino	0%	0
	Asian	1%	3		Asian	<1%	1
	Women	18%	48		Women	6%	8
2003-04				1993-94			
	White	88%	192		White	87%	97
	African-American	9%	19		African-American	12%	14
	Latino	3%	7		Latino	0%	0
	Asian	0%	0		Asian	<1%	1
	Women	17%	39		Women	3%	4
2001-02							
	White	90%	175				
	African-American	7%	13				
	Latino	3%	5				
	Asian	0%	0				
	Women	15%	29				

TABLE 9

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

x=Data not recorded

TABLE 10

Professional Administration					
	%	#		%	#
2009-10			2001-02		
White	74%	871	White	79%	x
African-American	15%	184	African-American	13%	x
Latino	8%	89	Latino	6%	x
Asian	3%	32	Asian	<2%	x
Other	<1%	7	Other	<1%	x
Women	39%	462	Women	48%	x
2008-09			1999-2000		
White	71%	761	White	77%	x
African-American	16%	173	African-American	15%	x
Latino	9%	99	Latino	6%	x
Asian	3%	29	Asian	2%	x
Other	<1%	5	Women	52%	x
Women	40%	427	1998-99		
2007-08			White	83%	x
White	72%	777	African-American	12%	x
African-American	16%	172	Latino	4%	x
Latino	9%	95	Asian	1%	x
Asian	3%	27	Women	39%	x
Other	<1%	4	1997-98		
Women	40%	429	White	83%	x
2006-07			African-American	13%	x
White	74%	818	Latino	3%	x
African-American	15%	165	Asian	1%	x
Latino	8%	84	Women	39%	x
Asian	3%	37	1996-97		
Other	<1%	7	White	83%	x
Women	41%	460	African-American	14%	x
2005-06			Other	3%	x
White	74%	672	Women	38%	x
African-American	14%	130	1995-96		
Latino	8%	76	White	84%	x
Asian	3%	28	African-American	13%	x
Other	1%	5	Other	<3%	x
Women	42%	380	Women	45%	x
2004-05			1994-95		
White	77%	684	White	87%	x
African-American	13%	112	African-American	10%	x
Latino	7%	60	Latino	<1%	x
Asian	3%	25	Asian	<1%	x
Other	0%	3	Other	1%	x
Women	43%	381	Women	32%	x
2003-04			1993-94		
White	76%	1192	White	84%	x
African-American	14%	222	African-American	13%	x
Latino	7%	108	Latino	2%	x
Asian	2%	30	Asian	<1%	x
Other	1%	9	Other	<1%	x
Women	39%	602	1992-93		
<i>x=Data not recorded</i>			White	86%	x
			African-American	11%	x
			Latino	2%	x
			Asian	1%	x
			Other	<1%	x

TABLE 11

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

TABLE 12

Head Athletic Trainers							
		%	#				
2009-10				2001-02			
	White	76%	39		White	85%	24
	African-American	16%	8		African-American	11%	3
	Latino	2%	1		Latino	0%	0
	Asian	6%	3		Asian	4%	1
	Other	0%	0		Other	0%	0
	Women	0%	0		Women	0%	0
2008-09				1999-2000			
	White	82%	40		White	86%	25
	African-American	14%	7		African-American	14%	4
	Latino	2%	1		Latino	0%	0
	Asian	2%	1		Other	0%	0
	Other	0%	0		Women	0%	0
	Women	0%	0	1998-99			
2007-08					White	90%	26
	White	78%	40		African-American	10%	3
	African-American	18%	9		Latino	0%	0
	Latino	2%	1		Other	0%	0
	Asian	2%	1		Women	0%	0
	Other	0%	0	1997-98			
	Women	0%	0		White	87%	25
2006-07					African-American	13%	4
	White	76%	37		Latino	0%	0
	African-American	20%	10		Other	0%	0
	Latino	2%	1		Women	0%	0
	Asian	2%	1	1996-97			
	Other	0%	0		White	86%	25
	Women	0%	0		African-American	14%	4
2005-06					Other	0%	0
	White	76%	39	1995-96			
	African-American	20%	10		White	89%	25
	Latino	2%	1		African-American	11%	3
	Asian	2%	1		Other	0%	0
	Other	0%	0	1994-95			
	Women	2%	1		White	93%	25
2004-05					African-American	7%	2
	White	77%	40		Other	0%	0
	African-American	21%	11	1993-94			
	Latino	0%	0		White	89%	25
	Asian	2%	1		African-American	7%	1
	Other	0%	0		Other	4%	1
	Women	0%	0	1992-93			
2003-04					White	92%	25
	White	83%	25		African-American	4%	2
	African-American	17%	5		Other	4%	0
	Latino	0%	0				
	Asian	0%	0				
	Other	0%	0				
	Women	0%	0				

TABLE 13

Radio and TV Announcers					
2009-10			2001-02		
White	72%		White	77%	
African-American	18%		African-American	16%	
Latino	9%		Latino	7%	
Asian	1%		Asian	0%	
Other	1%		Other	0%	
Women	5%		Women	3%	
2008-09			1999-2000		
White	73%		White	76%	
African-American	18%		African-American	16%	
Latino	9%		Latino	8%	
Asian	1%		Asian	0%	
Other	0%		Other	0%	
Women	8%		Women	2%	
2007-08			1998-99		
White	73%		White	78%	
African-American	18%		African-American	18%	
Latino	8%		Latino	4%	
Asian	1%		Asian	0%	
Other	0%		Other	0%	
Women	7%		Women	2%	
2006-07			1997-98		
White	75%		White	77%	
African-American	19%		African-American	18%	
Latino	6%		Latino	5%	
Asian	0%		Asian	0%	
Other	0%		Other	0%	
Women	6%		Women	0%	
2005-06			1996-97		
White	74%		White	80%	
African-American	18%		African-American	16%	
Latino	8%		Latino	3%	
Asian	0%		Asian	0%	
Other	0%		Other	0%	
Women	6%		Women	0%	
2004-05			1995-96		
White	74%		White	78%	
African-American	16%		African-American	18%	
Latino	10%		Latino	3%	
Asian	0%		Asian	0%	
Other	0%		Other	0%	
Women	5%		Women	3%	
2003-04			1993-94		
White	75%		White	81%	
African-American	17%		African-American	12%	
Latino	8%		Latino	7%	
Asian	0%				
Other	<1%		1992-93		
Women	3%		White	81%	
			African-American	12%	
			Latino	7%	

TABLE 14

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

TABLE 15

APPENDIX II

NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

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

Employee Learning & Development

- The NBA conducts diversity and respect in the workplace training for all league employees. The program, initially rolled out to all league employees, is completed by all new hires during their first three months of employment. The content is focused on the NBA's core value of respect, and sessions are conducted in small groups to encourage dialogue on respectful treatment and diversity awareness. In addition, all new employees are required to complete an online respect in the workplace program during new hire orientation.
- Since 2006, the NBA has provided all league and team employees with access to GlobeSmart, a web-based tool that provides information on countries and cultures from around the world. This tool helps users better understand the diverse world in which we work and live. Using the GlobeSmart Assessment Profile (GAP), we developed the Cultural Self Awareness workshop in 2008. Available to all employees, this workshop is designed to increase an individual's awareness on their business styles, resulting in enhanced communication with others. In addition, we have partnered with the Multi-Cultural Institute (MCI) to deliver diversity training throughout the year to various groups at the NBA. MCI is comprised of a team of specialists that sees diversity management and inclusion as a business imperative and a key facilitator of corporate success.
- In 2008, in an effort for NBA teams to maintain and adhere to comprehensive policies and procedures in the areas of anti-discrimination and anti-harassment, the league issued respect in the workplace baseline best practices to all teams. Teams have used these best practices to refine their policies and procedures.

Recruiting

- The NBA has continued to embrace a multi-faceted approach in maintaining a 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 diverse applicant pool in its hiring process and encourages all NBA teams to do the same. This is accomplished by the use of on-line job postings at a variety of diversity websites and active recruitment at Historically Black Colleges and Universities (HBCUs), particularly for its entry-level Associate and Intern Programs.
- The NBA uses its Associate and Intern Programs as a feeder pool for diverse candidates – The 2009 Associate class is 33% diverse and 66% female, and the Intern class is 23% diverse and 42% female. Sources include Posse, Prep for Prep, and NJ Seeds. The NBA continues to establish relationships with schools that have a diverse student body and organizations that promote job opportunities for diversity candidates including Howard University, Spelman and Morehouse University, and The Black Student Association at Harvard University. In addition, the NBA participates in the career fair for the

National Association for Multi-Ethnicity in Communications (NAMIC), Thurgood Marshall Career Fair and other diversity career events for Hispanic and Asian job seekers.

Vendor Diversity

- The NBA takes steps to further its goal of maximizing contracting opportunities for Women/Minority Business Enterprises to participate in the business opportunities generated by the NBA. The NBA has implemented a process by which potential suppliers who are Women/Minority Business Enterprises can be identified for inclusion in the NBA's vendor procurement process.
- The NBA maintains the following vendor diversity-sourcing initiatives in connection with the NBA's annual All-Star event: (i) building alliances in the All-Star host city with business advocacy organizations, tourism officials and local business regulatory agencies; (ii) informing prospective local business entities of the types of contracting opportunities available by conducting vendor diversity seminars in the host city; and (iii) compiling and publishing a comprehensive vendor resource guide to aid the NBA, its sponsors and local contractors in identifying prospective vendors.

NBA Cares and WNBA Cares / Grassroots Initiatives

NBA Cares and WNBA Cares are the league's social responsibility initiatives that build on the NBA's long tradition of addressing important issues in the United States and around the world. The NBA and WNBA work to use their unique position to bring attention to important social issues focusing on education, youth and family development and health-related causes.

Education

- Through NBA Cares and WNBA Cares, the league's work to combat global illiteracy and encourage young people to develop a life-long love of reading. Teams and players participate in reading events during visits to schools and community organizations. The NBA, WNBA and their teams also create **Reading and Learning Centers** in schools and communities in need. These projects include reading rooms, libraries and computer centers. They also include extensive renovation work, book donations, educational software and resources. These centers provide children with the opportunity to access educational and technological resources and provide them with a stimulating and safe place to learn.
- In partnership with the Thurgood Marshall College Fund and the Hispanic Scholarship Fund, Bacardi Gold and the NBA have created a **new scholarship program** that will provide financial assistance to young leaders from the African American and Hispanic communities. In addition to excelling in the classroom, these students are leaders in the community who exemplify the values of volunteerism and service.
- Launched during the beginning of the 2009-10 school year, the NBA partnered with Hewlett-Packard to create the **HP Digital Assist Program**. This innovative "learning through sports and technology" competition was hosted for more than 5,000 middle school students in Dallas, the Bay Area, Miami, Houston, Chicago and Washington, D.C. Students created projects that made classroom concepts real by combining the power of technology and the excitement of basketball.

Youth and Family Development

- Through NBA Cares, in partnership with various organizations such as KaBOOM!, Rebuilding Together, and Habitat for Humanity, the league and its teams and players have **built more than 465 places in more than 20 countries** where kids and families can live, learn or play, contributing to the development of urban communities. These projects include new and refurbished basketball courts, houses, libraries, technology centers, and more.

Health-Related Causes

- **NBA FIT and WNBA FIT** are the league's comprehensive health and wellness platforms promoting healthy, active lifestyles for children and adults. The initiatives encourage physical activity and healthy living through products, events and programs for children and families. NBA FIT and WNBA FIT utilize players, coaches, trainers and nutritionists to share important health and fitness tips with kids, parents and families.
- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including player Public Service Announcements in partnership with UNICEF's "Unite For Children, Unite Against Aids" campaign, grassroots events, and through extensive charitable donations. Additionally, through the HIV/AIDS awareness campaign, "**Get Tested,**" the NBA, HBO, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) and the Kaiser Family Foundation came together to produce a series of television, radio and print Public Service Ads (PSAs) which encourages people in urban communities to learn about their HIV/AIDS status. Participants included NBA players Luke Walton, Lamar Odom, Richard Jefferson, Marcus Williams, Kyle Korver, and Sam Dalembert. The PSA won the 2008 Public and Community Service Emmy Award.
- NBA/WNBA Cares are founding partners of the UN Foundation's **Nothing but Nets campaign**, which is a grassroots movement to save lives by preventing malaria (the leading killer of children in Africa). The NBA and WNBA have helped raise more than \$30 million to provide life-saving bed nets to those in need.
- Launched in February 2009, **Vaccines for Teens** is a national multimedia campaign designed to educate teens and their parents about the importance of vaccination against serious, potentially life-threatening diseases. Vaccines for Teens is a partnership between the NBA, WNBA, the Society for Adolescent Medicine (SAM) and sanofi Pasteur.
- For fourteen years, the **WNBA Breast Health Awareness** program has focused on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised more than \$2 million to aid in the fight against breast cancer.

Grassroots Programs

- **Basketball without Borders** (BWB) is the NBA and FIBA's global basketball development and community outreach program that unites young basketball players to promote the sport and encourage positive social change in the areas of education, health, and wellness. Since its inaugural year in 2001, 24 BWB camps have taken place in 13 cities and 11 countries on five continents. To promote friendship and diversity, participating campers are divided into teams without regard to race and nationality. As part of Basketball without Borders, the NBA has created 47 places to live, learn or play.

- In partnership with the **U.S. Department of State's Bureau of Educational and Cultural Affairs**, current and former NBA and WNBA players and coaches travel overseas each summer as ambassadors of sport, conducting clinics, visiting schools and speaking to youth. Additionally, the NBA and WNBA support the State Department's efforts in spending time with young people visiting the United States.

NBA Cares and Other Community Programs

- Since October 2005, through NBA Cares, the league, players and teams have raised and contributed more than **\$130 million** for charity and donated **one million hours** of hands-on service to communities worldwide.
- During the **2009 NBA Cares Week of Service** from Oct. 19-26, each NBA team hosted a variety of hands-on service events in a collaborative effort to give back to children, families, and the community and to increase fan awareness about the importance of service. Throughout the week, NBA teams joined community members and partners in an effort to support a variety of events, projects and programs.
- League-wide celebrations of the life and legacy of **Dr. Martin Luther King** take place every January around the NBA. In addition to focusing attention on the life and legacy of Martin Luther King, Jr. and the leaders of the Civil Rights and human rights movements, the NBA's grassroots events, fundraising support and leadership support the building of the MLK Memorial Foundation. On Martin Luther King Day 2010, Timberland employees, Dallas Mavericks staff members, and 200 local high school students participated in community volunteer prep days on homes that were later completely refurbished during the NBA Cares All-Star Day of Service.
- The NBA was instrumental in the forming of **Thurgood Marshall Scholarship Fund** (now Thurgood Marshall College Fund) in 1987 and has provided steady leadership to the organization since then. Commissioner David Stern serves on the TMSF Board and the NBA, TMSF and NBA players collaborate on a number of events and Public Awareness Campaigns. NBA Spokesmen for TMSF, 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.

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