



The 2004 Racial and Gender Report Card: National Basketball Association

by Richard Lapchick
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EXECUTIVE SUMMARY

The 2004 Racial and Gender Report Card for the National Basketball Association showed that the NBA continued to be the industry leader on issues related to race and gender hiring practices. The Report Card asks, 'Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to make and run the team?'

When all categories were combined for the men's leagues, the NBA was the only league with an **A** for race and was tied with Major League Soccer for gender with a **B**. Its **B+** combined grade was also the best in sport. The NBA has had the top grade among the men's leagues for race for all 12 previous reports.

Using data from the 2003-04 season, the Institute for Diversity and Ethics in Sport conducted an analysis of racial breakdowns of the players, managers 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 team management, senior administration, professional administration, support staff, physicians and head trainers, and broadcasters.

Tables for the Report are included in Appendix I. The NBA's diversity initiatives are listed in Appendix II.

UCF's Institute for Diversity and Ethics in Sport 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.

There is clearly significant room for progress in all sports, particularly in professional sports. With continued emphasis on diversity, not only by changing numbers but also by changing attitudes through diversity management training and other diversity initiatives, we believe sports organizations can be as dedicated in their hiring practices as they are on the playing field, to play the best people they have available.

REPORT HIGHLIGHTS

While the percentage of white men playing in the NBA increased, 78 percent of the players were people of color – this was the highest percentage in the professional sports covered by the Report.

Professional opportunities for people of color in the NBA League Offices – at 29 percent – were the best among the men’s leagues. This was the highest percentage in the NBA’s history.

Professional opportunities for women in the men’s leagues were also best in the NBA League Office, where 43 percent of the professionals were women.

Robert Johnson, who owns the NBA expansion franchise Charlotte Bobcats, operated last season as the NBA’s first African-American team owner.

In the NBA, the number of African-American head coaches decreased from last year’s all-time high of 14 to 11 in the 2003-04 season and 12 as of January 1, 2005. As the 2004-05 season ended, there were 10 African-American head coaches.

There were three African-American CEO/presidents in the men’s leagues, which is two less than the record high of five. All were in the NBA.

In the seasons under review, the NBA led the way with five African-American general managers.

The NBA had the highest percentage of team vice presidents of color with 12 percent.

In the NBA, women occupied 17 percent of team vice president jobs in the 2003-04 season, the highest among the men’s leagues.

The NBA had the best record for people of color in team professional administrative positions at 24 percent.

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

- Players at 78 percent
- League Office vice presidents with 12
- League Office professional staff at 29 percent
- Limited partners as owners with six
- Head coaches with 40 percent
- CEOs/ team presidents with 10 percent
- General managers with 17 percent
- Team vice presidents with 12 percent
- Team professional administration with 24 percent

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

League Office vice presidents at 13

League Office professional staff at 44 percent

Owners for women at three (tied with the NFL)

Limited partners as owners with 18

Team vice presidents with 17 percent

OVERALL GRADES

The NBA had an **A** for race and **B** for gender, which combined to give the league an overall grade of **B+**. This overall grade was by far the best out of all the professional men's leagues. The only **A** for race in men's professional sport's was earned by the NBA.

GRADES BY CATEGORY

Players

In the NBA's 2003-04 season, 76 percent of the players were African-American, 22 percent were white and more than one percent was Latino. Asians still comprised less than one percent of NBA rosters. The percentage of African-American players decreased by two percentage points; it was the lowest percentage of African-American players since the 1991-92 season, when it was 75 percent. There was a two percentage point increase for whites from the 2001-02 season covered in the last Report.

Seventeen percent of the players were international, which was an increase of three percentage points from last season and continued to be an important trend. Most of the additional white players in the NBA are from Eastern Europe, not the United States.

NBA Grade for players: A+

National Basketball League Office

In the NBA's League Office, 29 percent of all professional positions were held by people of color, a one percentage point gain from the 2002-03 season. Of all professional employees, 71 percent were white, 18 percent were African-American, six percent were Latino and five percent were Asian-American. Since the previous RGRC, the percentages of Latinos and Asian-Americans remained the same, while African-Americans increased by one percentage point. Women made up 43 percent of professional employees, an increase of three percentage points from last year.

There were 13 people of color in vice president positions at the NBA:

Michael Bantom, senior vice president, Player and Basketball Development

Linda L. Choong, vice president, Retail Group

Stuart Jackson, senior vice president, Basketball Operations

Stephen O. Richard, senior vice president, Finance

Gail Hunter, vice president, Events and Attractions

Robert Jamieson, vice president, Financial Planning and Analysis

Stephanie A. Murphy, vice president for Retail Sales

Kenneth J. Payne, vice president, Events and Attractions

Thomas Sanders, vice president, Player Programs

Bernard Tolbert, vice president, Security

Mark Tatum, vice president, Marketing and Media

Leah M. Wilcox, vice president, Player and Talent Relations

Bob Lainer, special assistant to the Commissioner

Including Choong, Hunter, Murphy and Wilcox, there were 13 women at this level:

Carol Albert, vice president, Advertising Group
Kathleen Behrens, vice president, Community Relations
Donna Daniels, vice president, Marketing and Strategic Planning
Kimberly Bohuny, vice president, Basketball Operations-International
Ayala Deutsch, vice president and Senior Intellectual Property Counsel
Randy Hersh Hanlon, vice president, Team Marketing and Business Operations
Noreen Reilly, vice president, Administration
Brenda Spoonemore, senior vice president, Internet Services
Heidi Ueberroth, executive vice president, Global Media Properties and Marketing Partnerships

At the support staff level in the NBA League Office, 47 percent were white, 37 percent were African-American, 14 percent were Latino and two percent were Asian-American. The percentage of whites increased by three percentage points, while the percentage of African-Americans increased by one percentage point to reach an all-time high. Both Latinos and Asians decreased by two percentage points. The percentage of women decreased significantly from last year's high of 67 percent to 47 percent.

NBA Grade for League Central Offices:

Race: **A+**
Gender: **A**

Ownership

There were three women who have majority ownership of NBA franchises. Colleen J. Maloof and Adrienne Maloof-Nassif were part of the Maloof family ownership of the NBA's Sacramento Kings. Irene Pollin was co-owner of the NBA's Washington Wizards and WNBA's Washington Mystics with her husband Abe.

In the 2003-04 season there were six people of color who have a minority-share ownership on four NBA teams. Five were African-American:

Edward Gardner, Chicago Bulls
Bettiann Gardner, Chicago Bulls
Earvin "Magic" Johnson, Los Angeles Lakers
Fred Jones, Memphis Grizzlies
Charles Ewing, Memphis Grizzlies

The one Latino minority-share owner is Julio Iglesias of the Miami Heat.

Including Bettiann Gardner, there were 18 women, including five for the Orlando Magic, who currently have minority shares in five NBA franchises:

Ann Lurie, Chicago Bulls
Carol P. Norton, Chicago Bulls
Norma Hunt, Chicago Bulls
Dorothy Gerson, Detroit Pistons
Miriam Mondry, Detroit Pistons
Ann Newman, Detroit Pistons

Barbara Rosser Hyde, Memphis Grizzlies
Teri E. Popp, Minnesota Timberwolves
Joyce Sexton, Minnesota Timberwolves
Glenda Taylor, Minnesota Timberwolves
Betsy DeVos, Orlando Magic
Helen DeVos, Orlando Magic
Maria DeVos, Orlando Magic
Pam DeVos, Orlando Magic
Cheri Vander Weide, Orlando Magic
Liza Cartmell, San Antonio Spurs
Karen Jennings, San Antonio Spurs

Head Coaches

African-Americans held 12 head coaching jobs in the NBA as of January 1, 2005, which represented 40 percent of the total. This was an eight percentage point decrease from the last Racial and Gender Report Card, which reported the highest percentage of African-American head coaches in the history of any sport – collegiate or professional. However, the current percentage of African-American head coaches in the NBA is the second-highest in history. There were 18 white head coaches (60 percent) and no Asian-American or Latino NBA head coaches.

In the 2003-04 season, there were 11 African-American head coaches in the NBA:

Bill Cartwright, Chicago Bulls
Paul Silas, Cleveland Cavaliers
Terry Porter, Milwaukee Bucks
Byron Scott, New Jersey Nets
Don Cheaney, New York Knicks
Doc Rivers, Orlando Magic
Randy Ayers, Philadelphia 76ers
Frank Johnson, Phoenix Suns
Maurice Cheeks, Portland Trail Blazers
Nate McMillan, Seattle SuperSonics
Eddie Jordan, Washington Wizards

As of January 1, 2005, there were 12 African-American head coaches:

Mike Woodson, Atlanta Hawks
Doc Rivers, Boston Celtics
Bernie Bickerstaff, Charlotte Bobcats
Paul Silas, Cleveland Cavaliers
Terry Porter, Milwaukee Bucks
Byron Scott, New Orleans Hornets
Lenny Wilkens, New York Knicks
Johnny Davis, Orlando Magic
Maurice Cheeks, Portland Trail Blazers
Nate McMillan, Seattle SuperSonics
Sam Mitchell, Toronto Raptors
Eddie Jordan, Washington Wizards

At the season's end, Silas, Davis and Cheeks were no longer coaching. Herb Williams replaced Wilkens and Avery Johnson took over the Mavericks leaving 10 African-American head coaches at the end of the 2004-05 season.

NBA Grade for Head Coaches: A+

Historical Listing of African-American Professional Head Coaches in the NBA

NBA (52 coaches as of end of 2004-05 regular season)

Bill Russell	Boston	1966-69	162-123
	Seattle	1973-77	162-166
	Sacramento	1987-88	17-41
Al Attles	San Fran/Golden State	1969-83	557-518
Lenny Wilkens	Seattle	1969-72	121-125
	Portland	1974-76	75-89
	Seattle	1977-85	357-277
	Cleveland	1986-93	316-258
	Atlanta	1993-00	310-232
	Toronto	2000-02	121-142
	New York	2003-05	
Earl Loyd	Detroit	1971-72	22-53
Ray Scott	Detroit	1972-76	147-134
K.C. Jones	Capital/Washington	1973-76	155-91
	Boston	1983-88	308-102
	Seattle	1990-92	59-59
Draff Young	Kansas City/Omaha	1973-74	0-3
Elgin Baylor	New Orleans	1974-75	0-1
	New Orleans	1976-79	64-98
	Seattle	1977-78	5-17
Bob Hopkins	New York	1977-79	49-47
Willis Reed	New Jersey	1987-89	33-77
	Boston	1977-79	23-39
Tom Sanders	San Diego	1980-83	78-168
Paul Silas	Charlotte/New Orleans	1998-2002	221-171
	Cleveland	2003-05	
	L.A. Clippers	1984-87	53-132
Don Chaney	Houston	1988-92	164-134
	Detroit	1993-95	48-116
	New York	2001-2003	72-112
	Seattle	1985-90	202-208
Bernie Bickerstaff	Denver	1994-96	59-68
	Washington	1997-99	77-72
	Charlotte Bobcats	2004-present	First season
	Cleveland	1985-86	4-11
Gene Littles	Charlotte	1989-91	37-87
	Denver	1994-95	3-13
	Washington	1987-94	202-345
Wes Unseld	Indiana	1988-89	0-2
Mel Daniels	New York	1989-91	52-45
	Vancouver	1996-97	6-33
Stu Jackson	L.A. Clippers	1991-92	1-1
Mack Calvin	Philadelphia	1992-94	32-76
Fred Carter	Dallas	1992-93	9-44
	Washington	1999-00	14-30
Gar Heard			

Sidney Lowe	Minnesota	1993-94	33-102
	Vancouver/Memphis	2001-03	46-126
John Lucas	San Antonio	1992-94	94-49
	Philadelphia	1994-96	42-122
	Cleveland	2001-03	37-87
Quinn Buckner	Dallas	1993-94	13-69
Magic Johnson	L.A. Lakers	1993-94	5-11
Butch Beard	New Jersey	1994-96	60-104
Alvin Gentry	Miami	1994-95	15-21
	Detroit	1997-2000	73-72
	L.A. Clippers	2000-03	89-133
Bob Lanier	Golden State	1994-95	12-25
M.L. Carr	Boston	1995-97	48-116
Jim Cleamons	Dallas	1996-98	28-70
Johnny Davis	Philadelphia	1996-97	22-60
	Orlando	2004-05	
Eddie Jordan	Sacramento	1996-98	33-64
	Washington	2003-present	25-57
Darrell Walker	Toronto	1996-98	41-90
	Washington	1999-00	15-23
Butch Carter	Toronto	1998-00	68-64
Lionel Hollins	Vancouver	1999-00	18-42
Doc Rivers	Orlando	1999-03	176-178
	Boston	2004-present	First season
Leonard Hamilton	Washington	2000-01	19-63
Nate McMillan	Seattle	2000-present	162-156
Byron Scott	New Jersey	2000-2003	174-154
	New Orleans	2004-present	First season
Isiah Thomas	Indiana	2000-03	136-125
Bill Cartwright	Chicago	2001-04	51-100
Maurice Cheeks	Portland	2001-05	
Mike Evans	Denver	2001-02	18-38
Frank Johnson	Phoenix	2001-04	65-75
Keith Smart	Cleveland	2003	9-31
Mike Woodson	Atlanta	2004-present	First season
Terry Porter	Milwaukee	2003-present	42-45
Sam Mitchell	Toronto	2004-present	First season
Randy Ayers	Philadelphia	2003-04	21-31
Herb Williams	New York	2005-present	
Avery Johnson	Dallas	2005-present	

Assistant Coaches

The percentage of African-Americans in assistant coaching positions in the National Basketball Association during the 2003-04 season decreased from 33 to 29 percent. The percentage of assistant coaching positions held by whites in the NBA slightly increased from 67 to 71 percent.

NBA Grade for Assistant Coaches: A+

Top Management

Chief Executive Officer

As of publication, there were three African-American presidents/CEOs in the NBA:

Terdema Ussery, Dallas Mavericks
Steve Mills, New York Knicks and New York Liberty
Billy King, Philadelphia 76ers

There also were two African-American presidents of basketball operations in the NBA:

Joe Dumars, Detroit Pistons
Isiah Thomas, New York Knicks

The above-listed individuals represent the only presidents/CEOs of color in all of major professional sports.

It is important to note that Steve Mills is the president of all team operations at Madison Square Garden, making him the CEO of three franchises: the New York Knicks, New York Rangers and New York Liberty. Additionally, Susan O'Malley is the Washington Sports & Entertainment president, overseeing all business operations for the Washington Wizards and Washington Mystics.

General Manager

As of this publication, there were five African-American (17 percent) principals in charge of day-to-day operations/general managers in the NBA:

Billy Knight, general manager, Atlanta Hawks
Billy King, president and general manager, Philadelphia 76ers
Elgin Baylor, vice president of Basketball Operations, Los Angeles Clippers
Joe Dumars, president of Basketball Operations, Detroit Pistons
Isiah Thomas, president and general manager, New York Knicks

NBA Grade for General Manager: B/B+

Team Vice Presidents

In the NBA, nine percent of the vice president positions were held by African-Americans while Latinos held three percent (up one percentage point for African-Americans). Whites held 88 percent of the vice president positions. Women occupied 17 percent of these jobs in the 2003-

04 season, up two percentage points from the last Racial and Gender Report Card and the highest of the men's leagues.

There were 20 African-American NBA team vice presidents, six of whom were female.

Male African-American vice presidents in the NBA included:

Tim Goodly, vice president, Human Resources, Atlanta Hawks
Arthur Triche, vice president, Communications, Atlanta Hawks
Steve Martin, senior vice president, Community and Public Affairs, New Orleans Hornets
Alvin Attles, vice president/assistant general manager, Golden State Warriors
Travis Stanley, executive vice president, Team Marketing, Golden State Warriors
Keith Jones, vice president, Basketball Operations, Houston Rockets
Elgin Baylor, vice president, Basketball Operations, Los Angeles Clippers
Earvin "Magic" Johnson, vice president, Los Angeles Lakers
Michael McCullough, executive vice president/chief marketing officer, Miami Heat
Orin Anderson, vice president, Ticket Sales and Services, Sacramento Kings
Willis Reed, vice president, Basketball Operations, New Orleans Hornets
Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
Billy McKinney, executive vice president, Seattle SuperSonics
Ian Clarke, senior vice president/chief financial officer, Toronto Raptors

Female African-American vice presidents in the NBA included:

Kathryn Jordan, vice president, Communications, Indiana Pacers
Anucha Browne-Sanders, senior vice president, Marketing and Business Operations, New York Knicks
Sarah Mensah, vice president, Sponsor Sales & Services, Portland Trail Blazers
Judy Holland-Burton, vice president, Community Relations, Washington Wizards
Karin Buchholz, vice president, Community Relations and Fan Development, New York Knicks
Nona Lee, vice president and associate general counsel, Phoenix Suns

There were seven Latino vice-presidents in the NBA, including:

Mario Etemad, senior vice president, Detroit Pistons
Tony Coba, vice president and chief information officer, Miami Heat
Alex Diaz, vice president, Facilities and general manager of American Airlines Arena, Miami Heat
Leo Gomez, vice president, External Affairs, San Antonio Spurs
Robert Peche, vice president, External Affairs, Antonio Spurs

Latina vice presidents included:

Sandy Tacas, vice president, Business Systems and Technology, Golden State Warriors
Lorisse Garcia, vice president, Human Resources, Orlando Magic

The Atlanta Hawks, Golden State Warriors, Sacramento Kings and New York Knicks were the only teams with more than one African-American vice president. The Golden State Warriors and Miami Heat both had Latino and African-American vice presidents.

Including Browne-Sanders, Buchholz, Garcia, Holland-Burton, Jordan, Lee, Mensah and Tacas, there were 39 (17 percent) women vice presidents during the 2003-04 NBA season:

Michelle Foley, vice president, Human Resources, Detroit Pistons

Susan Greenfield, vice president, Legal, Detroit Pistons
 Jessica Guyor, vice president, Community Relations, Detroit Pistons
 Marilyn Hauser, senior vice president, Bookings/Marketing, Detroit Pistons
 Deb Dowling-Canino, vice president, Community Relations, Denver Nuggets
 Stacy Humphries, vice president, Legal Affairs, Houston Rockets
 Jane Wardle, vice president, Budgeting, Indiana Pacers
 Donna Wilkinson, vice president, Human Resources, Indiana Pacers
 Donna Johnson, vice president, Finance, Los Angeles Clippers
 Jeanie Buss, executive vice president, Business Operations, Los Angeles Lakers
 Kim Stone, chief of staff and vice president, Business Development, Miami Heat
 Lorraine Mondich, vice president, Fan Experience, Miami Heat
 Barbara Booth, vice president, Finance, New Orleans Hornets
 Kristy McKearn, vice president, Corporate Affairs and Strategic Planning, New Orleans Hornets
 Suzanne Werdann, vice president of Community Relations, New Orleans Hornets
 Karen Frasca, vice president, Communications, Philadelphia 76ers
 Lara Price, senior vice president, Business Operations, Philadelphia 76ers
 Lynn Agnello, vice president, Corporate Sales, Phoenix Suns
 Julie Fie, vice president, Basketball Communications, Phoenix Suns
 Debra Stevens, vice president, Community Relations, Phoenix Suns
 Maureen Fisher, vice president, Ticket Sales & Customer Service, Portland Trail Blazers
 Marta Monetti, vice president, Marketing & Communications, Portland Trail Blazers
 Alison Fox, executive vice president, Community Relations, Spurs Sports and Entertainment, San Antonio Spurs
 Lori Warren, vice president, Finance, San Antonio Spurs
 Paula Winslow, vice president, Human Resources, San Antonio Spurs
 Laura Kussick, senior vice president of Sales, Seattle Supersonics
 Robin Brudner, vice president and general counsel, Toronto Raptors
 Mardi Walker, vice president, People, Toronto Raptors
 Rhonda Ballute, vice president, Customer Service and Ticket Operations, Washington Wizards
 Ann Nicholaides, vice president, Marketing, Washington Wizards
 Donna Ruiz, vice president, Human Resources, Sacramento Kings

The Detroit Pistons and Phoenix Suns led the league in numbers of female vice presidents with four. The Indiana Pacers, Washington Wizards, San Antonio Spurs, Portland Trail Blazers and New Orleans Hornets were close behind with three each.

NBA Grade for Team Vice Presidents:

Race: **B-**
 Gender: **F**

Senior Administrators

In the NBA, 84 percent of senior administrators were white, 12 percent were African-American, two percent were Latino and less than one percent was Asian-American. Women held 26 percent of the positions at this level. The percentages of African-Americans, Asians and Latinos each decreased since the last Report.

Chief Financial Officer

Whites held 92 percent while African-Americans held eight percent of CFO positions in the NBA. For African-Americans this was a four percentage point increase since the last Report Card. There were no Latino or Asian-American CFOs in the NBA. The percentage of women holding the position of CFO increased to 13 percent, a 10 percentage point increase.

Public Relations Director

For the 2003-04 NBA season, whites held 79 percent, African-Americans held 14 percent, Latinos and Asians each held a little more than three percent of the positions of public relations director. Women held 28 percent of the positions. Compared to last year's Report, the percentage of African-Americans in the position remained the same, there was a four percentage point decrease for Latinos and the percentage of Asians increased by three percentage points. There was a three percentage point decrease for women since the 2003 Report.

Community Relations Director

The NBA had the highest percentage of African-Americans in the position of director of community relations at 45 percent. Three percent of the positions were occupied by Asian-Americans, with the remaining 52 percent being white. Women held 66 percent of these posts in the NBA, representing an 11 percentage point increase.

NBA Grade for Senior Administration

Race: **B/B+**
Gender: **D**

Professional Administration

During the 2003-04 NBA season whites holding professional administration positions decreased three percentage points from 79 to 76 percent. African-Americans increased by one percentage point to 14 percent. Latinos increased one percentage point to seven percent and Asian-Americans again occupied two percent, while "other" people of color remained the same, making up one percent of the total. A very interesting trend is the decrease of women in the professional administration positions. In 2001-02 the percentage decreased by four percentage points, dropping from 52 percent to 48, and in the 2003-04 season the percentage further decreased to 39 percent, which is the same percentage that women held in the 1998-99 season.

NBA Grade for Professional Administration:

Race: **A**
Gender: **A-**

Physicians and Head Trainers

In the NBA, white team physicians decreased from 98 to 97 percent. Asian-Americans and “other” people of color each held less than two percent of these positions. There were no African-Americans or women in these positions.

During the 2001-02 NBA season, there were no Latinos, women or “other” people of color as head trainers. In the 2003-04 season, whites decreased to 83 percent and African-American head trainers increased to 17 percent (up six percentage points). No Latino, Asian-American or woman held these positions.

Radio/TV Broadcasters

In the 2003-04 NBA season, whites filled 75 percent of these posts, African-Americans held 17 percent, Latinos held eight percent, “other” people of color held less than one percent and women held three percent. There were no Asian-American broadcasters.

Support Staff

At the support staff level in the 2003-04 NBA season, whites held 70 percent, African-Americans held 23 percent, Latinos held six percent, and Asians held two percent of the positions. Women continue to hold the majority of these support staff positions with 66 percent.

NBA Grade for Support Staff:

Race: **A**
Gender: **A-**

The National Basketball Players Association

Eighty-nine percent of the NBPA Executive Committee were African-Americans and 11 percent were white in 2004. African-Americans held 89 percent and whites held 11 percent of the vice president positions. Of the department head posts, whites held 36 percent, African-Americans held 55 percent, Latinos held nine percent and women held 36 percent.

NBPA Grade:

Race: **A**

HOW GRADES WERE CALCULATED

As in previous reports, the 2004 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. There were no grades for race below this level.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B** for 35 percent, **C** for 30 percent, **D** for 25 percent and **F** for anything below that. 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 2004 season for the NBA. Listings of professional owners, general managers and head coaches were updated as of February 1, 2005. Grades, however, were calculated according to the reporting periods noted herein.

ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 13th 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), National Hockey League (NHL), Major League Soccer (MLS) and Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.

This marks the first time the Report Card is being issued sport-by-sport; reports for MLB and MLS have already been released. The complete Racial and Gender Report Card, including all the leagues and college sport, will be issued after the release of subsequent individual reports on the WNBA, NFL, NHL 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 and now at UCF. (Until 1998, the report was known as the *Racial Report Card*.)

Institute for Diversity and Ethics in Sport

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 220 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 is the only program in a business college to offer 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.

APPENDIX I

Players					
		%	#		
2003-04				1996-97	
White		22.0%	91	White	20% x
African-American		76.0%	311	African-American	79% x
Latino		1.0%	5	Latino	<1% x
Asian-American		1.0%	3	Other	<1% x
Other		0.0%	0	1995-96	
International		17.0%	68	White	20% x
2001-02				African-American	80% x
White		20%	x	Latino	0% x
African-American		78%	x	Other	<1% x
Latino		1%	x	1994-95	
Asian-American		<1%	x	White	18% x
Other		0%	x	African-American	82% x
2000-01				Latino	0% x
White		21%	x	Other	0% x
African-American		78%	x	1993-94	
Latino		1%	x	White	21% x
Other		0%	x	African-American	79% x
1999-2000				Latino	0% x
White		22%	x	1992-93	
African-American		78%	x	White	23% x
Latino		<1%	x	African-American	77% x
Other		0%	x	Latino	0% x
1998-99				Other	0% x
White		21%	x	1991-92	
African-American		78%	x	White	25% x
Latino		1%	x	African-American	75% x
Other		0%	x	Latino	0% x
1997-98				1990-91	
White		23%	x	White	28% x
African-American		77%	x	African-American	72% x
Latino		<1	x	Latino	0% x
Other		0%	x	<i>x = Data not recorded</i>	

League Office Professional Employees							
		%	#		%	#	
2003-04				1996-97			
	White	71%	484		White	77%	377
	African-American	18%	129		African-American	17%	83
	Latino	6%	39		Latino	3%	14
	Asian-American	5%	33		Asian-American	3%	12
	Other	0%	0		Other	0%	0
	Women	43%	303		Women	44%	214
	Total	x	685		Total	x	486
2001-02				1995-96			
	White	72%	459		White	79%	306
	African-American	17%	11		African-American	16%	61
	Latino	6%	39		Latino	<2.0%	7
	Asian-American	5%	30		Asian-American	3%	10
	Other	0%	1		Other	<1.0%	3
	Women	40%	259		Women	49%	188
	Total	x	640		Total	x	387
1999-2000				1994-95			
	White	75%	434		White	77%	251
	African-American	18%	105		African-American	19%	52
	Latino	4%	25		Latino	<2%	6
	Asian-American	3%	15		Asian-American	<2.0%	5
	Other	<1.0%	1		Other	<1.0%	1
	Women	42%	246		Women	46%	151
	Total	x	580		Total	x	325
1997-98				<i>Note: The NBA League data includes the League Office, NBA Properties and NBA Entertainment. Data provided by the NBA League Office. X = Data not recorded</i>			
	White	78%	415				
	African-American	16%	86				
	Latino	4%	19				
	Asian-American	2%	13				
	Other	0%	0				
	Women	45%	239				
	Total	x	533				

League Office Support Staff Personnel						
		%	#		%	#
2003-04				1997-98		
	White	47%	60		White	50% 94
	African-American	37%	47		African-American	31% 59
	Latino	14%	18		Latino	15% 29
	Asian-American	2%	3		Asian-American	3% 12
	Other	0%	0		Women	65% 123
	Women	47%	61		Total	x 188
	Total	x	128	1996-97		
2002-03					White	60% 126
	White	44%	54		African-American	30% 63
	African-American	36%	44		Latino	9% 18
	Latino	16%	20		Asian-American	<2.0% 3
	Asian-American	4%	5		Women	60% 127
	Other	0%	0		Total	x 210
	Women	67%	83	1995-96		
	Total	x	123		White	63% 132
2000-01					African-American	26% 54
	White	80%	160		Latino	9% 18
	African-American	12%	24		Asian-American	2% 4
	Latino	6%	12		Women	63% 132
	Asian-American	2%	5		Total	x 208
	Women	31%	63	<i>Note: The NBA League data includes the League Office, NBA Properties and NBA Entertainment. Data provided by the NBA League Office. X = Data not recorded</i>		
	Total	x	201			
1999-2000						
	White	50%	99			
	African-American	34%	66			
	Latino	13%	26			
	Asian-American	3%	5			
	Women	64%	127			
	Total	x	196			

Majority Owners		
	%	#
2003-04		
White	96%	25
African-American	4%	1
Latino	0%	0
Asian-American	0%	0
Other	0%	0
Women	12%	3
2001-02		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian-American	0%	x
Women	0%	x
2000-01		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian-American	0%	x
Women	0%	x
1999-2000		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian-American	0%	x
Women	0%	x
1998-99		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian-American	0%	x
Women	0%	x
1997-98		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian-American	0%	x
Women	0%	x

x = Data not recorded

Head Coaches					
		%	#		% #
2003-04	White	63%	19	1996-97	White 22
	African-American	37%	11		African-American 7
	Asian-American	0%	0		Latino 0
	Latino	0%	0	1995-96	White 23
	Women	0%	0		African-American 6
2001-02	White	52%	15		Latino 0
	African-American	48%	14	1994-95	White 22
	Asian-American	0%	0		African-American 5
	Latino	0%	0		Latino 0
	Women	0%	0	1993-94	White 22
2000-01	White	66%	19		African-American 5
	African-American	34%	10		Latino 0
	Asian-American	0%	0	1992-93	White 20
	Latino	0%	0		African-American 7
	Women	0%	0		Latino 0
1999-2000	White	79%	23	1991-92	White 25
	African-American	21%	6		African-American 2
	Asian-American	0%	0		Latino 0
	Latino	0%	0	1990-91	White 21
	Women	0%	0		African-American 6
1998-99	White	86%	25		Latino 0
	African-American	14%	4	<i>x= Data not recorded</i>	
	Asian-American	0%	0		
	Latino	0%	0		
	Women	0%	0		
1997-98	White	83%	24		
	African-American	17%	5		
	Asian-American	0%	0		
	Latino	0%	0		
	Women	0%	0		

Assistant Coaches							
		%	#		%	#	
2003-04				1996-97			
	White	71%	98		White	66%	61
	African-American	29%	40		African-American	34%	32
	Latino	0%	0		Latino	0%	0
	Asian-American	0%	0		Asian-American	0%	0
	Other	0%	0		Other	0%	0
	Women	0%	0	1995-96			
2001-02					White	59%	51
	White	67%	79		African-American	41%	35
	African-American	33%	39		Latino	0%	0
	Latino	0%	0		Asian-American	0%	0
	Asian-American	0%	0		Other	0%	0
	Other	0%	0	1994-95			
	Women	0%	0		White	60%	45
2000-01			Data Not Recorded		African-American	40%	30
1999-2000					Latino	0%	0
	White	64%	74		Asian-American	0%	0
	African-American	36%	41		Other	0%	0
	Latino	0%	0	1993-94			
	Asian-American	0%	0		White	68%	48
	Other	0%	0		African-American	32%	30
	Women	0%	0		Latino	0%	0
1998-99					Other	0%	0
	White	67%	77	1992-93			
	African-American	33%	38		White	73%	49
	Latino	0%	0		African-American	27%	18
	Asian-American	0%	0		Latino	0%	0
	Other	0%	0		Other	0%	0
	Women	0%	0	1991-92			
1997-98					White	67%	51
	White	66%	76		African-American	33%	25
	African-American	34%	39	<i>x = Data not recorded</i>			
	Latino	0%	0				
	Asian-American	0%	0				
	Other	0%	0				
	Women	0%	0				

CEOs/Presidents			
		%	#
2003-04			
	White	90%	27
	African-American	10%	3
	Latino	0%	0
	Asian-American	0%	0
	Women	3%	1
2001-02			
	White	96%	x
	African-American	4%	x
	Latino	0%	x
	Asian-American	0%	x
	Women	4%	x
2000-01			
	White	90%	x
	African-American	10%	x
	Latino	0%	x
	Asian-American	0%	x
	Women	3%	x
1999-2000			
	White	90%	x
	African-American	10%	x
	Latino	0%	x
	Asian-American	0%	x
	Women	3%	x
1998-99			
	White	90%	x
	African-American	10%	x
	Latino	0%	x
	Asian-American	0%	x
	Women	3%	x
1997-98			
	White	90%	x
	African-American	10%	x
	Latino	0%	x
	Other	0%	x
	Women	7%	x

x = Data not recorded

General Managers/Directors of Player Personnel							
		%	#				
2003-04	White	83%	25	1998-99	White	79%	23
	African-American	17%	5		African-American	21%	6
	Latino	0%	0		Latino	0%	0
	Asian-American	0%	0		Asian-American	0%	0
	Women	0%	0		Women	0%	0
2001-02	White	83%	25	1997-98	White	72%	21
	African-American	17%	5		African-American	28%	8
	Latino	0%	0		Latino	0%	0
	Asian-American	0%	0		Asian-American	0%	0
	Women	0%	0		Women	0%	0
2000-01	White	79%	23	1996-97	White	72%	21
	African-American	21%	6		African-American	28%	8
	Latino	0%	0		Latino	0%	0
	Asian-American	0%	0	1995-96	White	72%	20
	Women	0%	0		African-American	28%	9
1999-2000	White	84%	25		Latino	0%	0
	African-American	16%	4	1994-95	White	69%	20
	Latino	0%	0		African-American	31%	9
	Asian-American	0%	0		Latino	0%	0
	Women	0%	0	1993-94	White	69%	20
					African-American	31%	9
					Latino	0%	0

x = Data not recorded

Team Vice Presidents							
		%	#			%	#
2003-04				1996-97			
	White	89%	192		White	90%	140
	African-American	9%	19		African-American	10%	15
	Latino	3%	7		Latino	<1%	1
	Asian-American	0%	0		Other	0%	0
	Women	17%	39		Women	8%	13
2001-02				1995-96			
	White	90%	175		White	92%	132
	African-American	7%	13		African-American	8%	12
	Latino	3%	5		Latino	0%	0
	Asian-American	0%	0		Other	0%	0
	Women	15%	29		Women	7%	10
1999-2000				1994-95			
	White	89%	164		White	87%	109
	African-American	10%	18		African-American	12%	15
	Latino	1%	1		Latino	0%	0
	Asian-American	0%	0		Asian-American	<1%	1
	Women	13%	24		Women	6%	8
1998-99				1993-94			
	White	90%	170		White	87%	97
	African-American	9%	17		African-American	12%	14
	Latino	1%	2		Latino	0%	0
	Asian-American	0%	0		Asian-American	<1%	1
	Women	12%	22		Women	3%	4
1997-98				<i>x = Data not recorded</i>			
	White	87%	138				
	African-American	12%	19				
	Latino	1%	2				
	Asian-American	0%	0				
	Women	12%	16				

Team Senior Administrators			
		%	#
-			
2003-04	White	84%	283
	African-American	12%	42
	Latino	2%	4
	Asian-American	<1%	4
	Other	0%	0
	Women	26%	84
2001-02	White	83%	x
	African-American	14%	x
	Latino	3%	x
	Asian-American	2%	x
	Women	29%	x
2000-01	White	83%	x
	African-American	12%	x
	Latino	3%	x
	Asian-American	2%	x
	Women	36%	x
1999-2000	White	85%	x
	African-American	10%	x
	Latino	3%	x
	Asian-American	2%	x
	Women	40%	x
1998-99	White	86%	x
	African-American	11%	x
	Latino	<2%	x
	Asian-American	<2%	x
	Women	41%	x
1997-98	White	87%	x
	African-American	11%	x
	Other	2%	x
	Women	31%	x
1996-97	White	88%	x
	African-American	11%	x
	Other	1%	x
	Women	23%	x

x = Data not recorded

Team Key Positions							
	PRD	DCR	CFO		PRD	DCR	CFO
2003-04				1996-97			
White	79%	52%	92%	White	93%	52%	93%
African-American	14%	45%	8%	African-American	7%	48%	<4%
Latino	3%	0%	0%	Other	0%	0%	<4%
Asian-American	3%	3%	0%	Women	17%	31%	7%
Other	0%	0%	0%	1995-96			
Women	28%	66%	13%	White	93%	58%	96%
2001-02				African-American	7%	42%	0%
White	79%	57%	93%	Other	0%	0%	4%
African-American	14%	36%	<4%	Women	19%	10%	14%
Latino	7%	0%	0%	1994-95			
Asian-American	0%	7%	<4%	White	93%	46%	96%
Other	0%	0%	0%	African-American	7%	54%	0%
Women	31%	55%	3%	Latino	0%	0%	4%
1999-00				Women	19%	38%	15%
White	86%	52%	90%	1993-94			
African-American	1%	48%	7%	White	92%	50%	96%
Latino	0%	0%	0%	African-American	8%	46%	0%
Asian-American	3%	0%	3%	Latino	0%	4%	0%
Other	0%	0%	0%	Asian-American	0%	0%	4%
Women	31%	55%	3%	1992-93			
1998-99				White	92%	41%	95%
White	90%	55%	86%	African-American	8%	56%	0%
African-American	3%	45%	7%	Latino	0%	0%	0%
Latino	3%	0%	3%	Asian-American	0%	0%	5%
Asian-American	3%	0%	3%				
Other	0%	0%	0%				
Women	17%	48%	0%				
1997-98							
White	93%	55%	97%				
African-American	7%	45%	0%				
Latino	0%	0%	3%				
Asian-American	0%	0%	0%				
Other	0%	0%	0%				
Women	14%	38%	3%				

Note: PRD - Public Relations Director/
DCR - Director of Community Relations/
CFO - Chief Financial Officer
x - Data not recorded

Team Professional Administration							
		%	#				
2003-04	White	76%	1192	1996-97	White	83%	x
	African-American	14%	222		African-American	14%	x
	Latino	7%	108		Other	3%	x
	Asian-American	2%	30		Women	38%	x
	Other	<1%	9	1995-96	White	84%	x
	Women	39%	602		African-American	13%	x
2001-02	White	79%	x		Other	<3%	x
	African-American	13%	x		Women	45%	x
	Latino	6%	x	1994-95	White	87%	x
	Asian-American	<2%	x		African-American	10%	x
	Other	<1%	x		Latino	<1%	x
	Women	48%	x		Asian-American	<1%	x
1999-2000	White	77%	x		Other	1%	x
	African-American	15%	x		Women	32%	x
	Latino	6%	x	1993-94	White	84%	x
	Asian-American	2%	x		African-American	13%	x
	Women	52%	x		Latino	2%	x
1998-99	White	83%	x		Asian-American	<1%	x
	African-American	12%	x		Other	<1%	x
	Latino	4%	x	1992-93	White	86%	x
	Asian-American	1%	x		African-American	11%	x
	Women	39%	x		Latino	2%	x
1997-98	White	83%	x		Asian-American	1%	x
	African-American	13%	x		Other	<1%	x
	Latino	3%	x	<i>x = Data not recorded</i>			
	Asian-American	1%	x				
	Women	39%	x				

Physicians							
		%	#		%	#	
2003-04	White	97%	60	1996-97	White	92%	45
	African-American	0%	0		African-American	2%	1
	Latino	0%	0		Latino	2%	1
	Asian-American	2%	1		Other	4%	2
	Other	2%	1		Women	0%	0
	Women	0%	0	1995-96	White	94%	45
2001-02	White	98%	65		African-American	0%	0
	African-American	0%	0		Latino	0%	0
	Latino	0%	0		Other	6%	3
	Asian-American	2%	1		Women	0%	0
	Other	0%	0	1994-95	White	97%	109
	Women	0%	0		African-American	0%	0
1999-2000	White	96%	48		Latino	<2%	1
	African-American	2%	1		Other	<2%	1
	Latino	0%	0		Women	<2%	1
	Asian-American	2%	1	1993-94	White	95%	59
	Women	2%	1		African-American	<2%	1
1998-99	White	92%	65		Latino	<2%	1
	African-American	3%	2		Other	<2%	1
	Latino	1%	1	1992-93	White	99%	66
	Asian-American	3%	2		African-American	<2%	1
	Women	1%	1		Latino	0%	0
1997-98	White	95%	96	<i>x = Data not recorded</i>			
	African-American	2%	2				
	Latino	1%	1				
	Asian-American	2%	2				
	Women	2%	2				

Head Trainers							
		%	#			%	#
2003-04				1997-98			
	White	83%	25		White	87%	25
	African-American	17%	5		African-American	13%	4
	Latino	0%	0		Latino	0%	0
	Asian-American	0%	0		Other	0%	0
	Other	0%	0		Women	0%	0
	Women	0%	0	1996-97			
2001-02					White	86%	25
	White	85%	24		African-American	14%	4
	African-American	11%	3		Other	0%	0
	Latino	0%	0	1995-96			
	Asian-American	4%	1		White	89%	25
	Other	0%	0		African-American	11%	3
	Women	0%	0		Other	0%	0
1999-2000				1994-95			
	White	86%	25		White	93%	25
	African-American	14%	4		African-American	7%	2
	Latino	0%	0		Other	0%	0
	Other	0%	0	1993-94			
	Women	0%	0		White	89%	25
1998-99					African-American	7%	1
	White	90%	26		Other	4%	1
	African-American	10%	3	1992-93			
	Latino	0%	0		White	92%	25
	Other	0%	0		African-American	4%	2
	Women	0%	0		Other	4%	0

x = Data not recorded

Radio and TV Announcers

2003-04		1997-98	
White	75%	White	77%
African-American	17%	African-American	18%
Latino	8%	Latino	5%
Asian-American	0%	Asian-American	0%
Other	1%	Other	0%
Women	3%	Women	0%
2001-02		1996-97	
White	77%	White	80%
African-American	16%	African-American	16%
Latino	7%	Latino	3%
Asian-American	0%	Asian-American	0%
Other	0%	Other	0%
Women	3%	Women	0%
1999-2000		1995-96	
White	76%	White	78%
African-American	16%	African-American	18%
Latino	8%	Latino	3%
Asian-American	0%	Asian-American	0%
Other	0%	Other	0%
Women	2%	Women	3%
1998-99		1993-94	
White	78%	White	81%
African-American	18%	African-American	12%
Latino	4%	Latino	7%
Asian-American	0%		
Other	0%	1992-93	
Women	2%	White	81%
		African-American	12%
		Latino	7%

x = Data not recorded

Team Support Staff Personnel							
		%	#				
2003-04	White	70%	195	1996-97	White	71%	x
	African-American	23%	63		African-American	16%	x
	Latino	6%	16		Latino	9%	x
	Asian-American	2%	6		Asian-American	4%	x
	Other	0%	0		Other	0%	x
	Women	66%	185		Women	62%	x
2001-02	White	66%	x	1995-96	White	80%	x
	African-American	23%	x		African-American	15%	x
	Latino	10%	x		Other	5%	x
	Asian-American	1%	x		Women	63%	x
	Other	0%	x	1994-95	White	76%	x
	Women	83%	x		African-American	16%	x
1999-2000	White	80%	x		Latino	4%	x
	African-American	12%	x		Asian-American	0%	x
	Latino	6%	x		Other	3%	x
	Asian-American	2%	x		Women	62%	x
	Other	0%	x	1993-94	White	79%	x
	Women	51%	x		African-American	12%	x
1998-99	White	72%	x		Latino	7%	x
	African-American	18%	x		Asian-American	2%	x
	Latino	7%	x		Other	0%	x
	Asian-American	2%	x	1992-93	White	78%	x
	Other	<1%	x		African-American	14%	x
	Women	60%	x		Latino	5%	x
1997-98	White	78%	x		Other	3%	x
	African-American	17%	x	<i>X = Data not recorded</i>			
	Latino	3%	x				
	Asian-American	2%	x				
	Other	<1%	x				
	Women	67%	x				

Appendix II

NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

The NBA League office was the first to undertake mandatory diversity management training. In 1997, all 730 employees at the time went through an eight-hour session in groups of 25 or less.

The NBA conducts periodic mandatory diversity and respectful workplace training programs for league employees. The NBA's new employee orientation also includes a diversity awareness component.

The NBA maintains diverse applicant pools in its hiring process and encourages all NBA teams to do so as well. This includes, among other things, active recruitment at historically black colleges and universities and posting job openings on diversity websites.

Consistent with the National Basketball Association's Vendor Diversity Policy Statement, 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 a vendor diversity-sourcing program in connection with the NBA's annual All-Star event. This includes: (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.