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## The 2010 Racial and Gender Report Card: Major League Baseball

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*Released April 29, 2010*

### EXECUTIVE SUMMARY

**Orlando, FL – April 29, 2010...**Major League Baseball had its best year ever with continued improvement of its record on the issue of racial and gender hiring practices. This remains especially true in the League's Central Offices and in the positions of manager and general manager where Commissioner Bud Selig has the most direct influence. Baseball received an **A** for race and a **B** for gender in the 2010 Report. In 2009, Baseball received its first ever full **A** for race and a **B** for gender after receiving an **A-** for race and a **C+** for gender in the 2008 Report Card.

The Racial and Gender Report Card annually asks, "Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance at bat or to operate a team?"

MLB started the 2010 season with nine managers of color and five general managers of color. The five general managers of color tied the 2009 RGRC's all-time high for MLB. These were among the key factors that helped MLB raise its overall grade for race from 91.5 to 92.5 for its second consecutive full **A** grade for racial hiring practices.

Baseball made its second consecutive improvement in gender. In the 2009, RGRC it went from 76 to 81 points for a **B**. In the 2010 RGRC, MLB increased to 82 points for a **B**.

This gave MLB its best ever combined grade of 87.3 points for a solid **B+**.

Richard Lapchick, Director of The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida which released the study, said "Bud Selig has helped make MLB's central and team front offices look like America.

"The Commissioner and his team in the league office that creates programs on diversity have led MLB in a remarkable period of improvement in the last three Racial and Gender Report Cards. There are strong

records for race in the Commissioner's office as well as at the levels of manager, coach, general manager and the professional administrators of teams. Baseball received no grade below a **B** in any category. MLB continues to have an outstanding record for Diversity Initiatives which include the fourth annual Civil Rights Game, Jackie Robinson Day and Roberto Clemente Day."

Lapchick noted that "Jackie Robinson's dream was to see more African-Americans playing, coaching and in the front office. It has been ironic that as the role of people of color dramatically increases regarding who runs the game, African-American players decreased for almost 15 years. The percent of African-American players decreased to 9.0 percent in 2009, down from 10.2 percent in the 2008 season. This has been a concern of Major League Baseball and leaders in the African-American community. However, the 40.2 percent also make the playing fields look more like American with its dramatically increasing Latino population. There is no doubt that the best players are on the field irrespective of their heritage. We started the RGRC to encourage more diversity in who runs the game. MLB has made great strides in that direction and is now one of the best in sports."

Baseball received an **A** for gender in the league office and an **A-** for professional administration at the team level.

Using data from the 2009 season, The Institute for Diversity and Ethics in Sport conducted an analysis of the racial breakdown of the players, managers and coaches. In addition, the Report Card includes a racial and gender breakdown of the owners, management in the Central Office as well as the team level, top team management, senior administration, professional administration, physicians, head trainers and broadcasters. An overview of player stacking is also included. Listings of professional owners, general managers, managers and players were updated as of March 1, 2010.

Tables for the Report are included in Appendix I. MLB's extensive Diversity Initiatives are listed in Appendix II.

It is imperative that sports teams play the best athletes they have available to win games. The Institute strives to emphasize the business value of diversity to sports organizations when they choose their team on the field and in the office. Diversity initiatives like diversity management training can help change attitudes and increase the applicant pool for open positions. It is obviously the choice of the organization regarding which applicant is the best fit for their ball club, but The Institute wants to illustrate how important it is to have a diverse organization involving individuals who happen to be of a different race or gender because it can provide a different perspective, and possibly a competitive advantage for a win in the board room as well as on the field.

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.

## REPORT HIGHLIGHTS

### Players

- At the start of the 2010 season, the total players of color were 40.2 percent. That was close to MLB's record high of 40.6 percent in the 2008 season.
- The 2009 season showed a decrease of African-American players in MLB over the previous season. Amidst the debates of why African-Americans are abandoning the field of baseball, the 2008 season had a two percentage point increase of African-American players to 10.2 percent over the 2007 season. It was the first increase after many years of declining. However, in the 2009 season, this percentage fell back down by 1.2 percentage points to 9.0 percent.
- African-American players were back up slightly to 9.1 percent of total players on the 2010 Opening Day season rosters.
- In the 2009 season, the total population of Major League Baseball players of color (38.3 percent) was comprised of Latinos (27 percent), African-Americans (9 percent), and Asians (2.3 percent).
- Between the 1998 and the 2009 seasons, between 59 to 61 percent of the players have been white in each season with the exception of 2004 when 63 percent of the players were white. At the start of the 2010 season this trend stayed true with 59.8 percent of players being white.
- The percentage of Latino players in 2009 remained constant at 27.0 percent, while Asian players declined by 0.1 percentage point. Percentages went up for both in 2010 with 28.3 percent Latino, 2.4 percent Asian. Native Americans or Native Alaskans were at 0.4 percent.
- The percentage of international players in MLB in 2009 was 28.2 percent, a drop of 0.5 percentage points from 2008. The percentage of international players in MLB on 2010 Opening Day rosters was 27.7 percent, spanning 14 countries and territories. In addition, of Minor League players under contract, 48.0 percent were born outside of the United States. Minor League players span 43 countries and territories, up from 41 a year ago.

### MLB Central Office

- 32 percent of the staff in MLB's Central Office were people of color while women made up 39 percent of the positions based on 2009 MLB workforce data.
- According to MLB, at the director and managerial level, 20 percent of the employees were people of color, while women occupied 34 percent of the front-office positions at the MLB Central Office based on 2009 MLB workforce data.

### Teams

- Arturo Moreno, who owns the Los Angeles Angels, remains the only person of color to own a Major League Baseball team.
- MLB had nine managers of color for the start of 2010; three African-American, five Latino, and one Asian-American. Thus 30 percent of MLB Managers are people of color as of the start of the 2010 season, a decrease of 3.3 percentage points from 2009.

- MLB had 10 managers of color for the start of 2009 season; five African-American, four Latino, and one Asian. At the start of the 2010 season MLB has nine managers of color; four African-American, four Latino, one Asian.
- In the 2009 MLB season, people of color held 32 percent of coaching positions in MLB (down 2.0 percentage points from 2008). African-Americans held 14 percent (up two percentage points), Latinos held 17 percent (down four percentage points). One person of Asian descent held an assistant coaching job in 2009.
- According to the MLB, people of color constitute 44 percent of the coaching positions within the combined Major and Minor Leagues based on 2009 MLB workforce data.
- Pam Gardner is the President of Business Operations for the Houston Astros and is the only female CEO/President in MLB. There is no person of color as either CEO or team president of an MLB team.
- At the start of the 2010 season, there were two Latino and three African-American general managers. Ruben Amaro Jr. is the second Latino general manager in MLB history. The 2010 season started with 17 percent of the general managers being people of color. These five individuals remained unchanged from the 2009 season. There is additional racial and gender diversity at the assistant general manager level: Lou Avila, Detroit Tigers; Bill Geivett, Colorado Rockies; De Jon Watson, Los Angeles Dodgers; Peter Woodfork, Arizona Diamondbacks; Jean Afterman, New York Yankees; and Kim Ng, Los Angeles Dodgers.
- The Boston Red Sox and the San Francisco Giants led MLB with seven and six women in vice president positions, respectively. The Houston Astros had five and the Toronto Blue Jays had three in 2009. Twenty-one MLB teams have at least one woman in a vice president position.
- In the 2009 MLB season, 17.6 percent of team vice presidents were people of color and 19.6 percent were women, indicating an increase of two percentage points for female and one percentage points for people of color representation in the vice president positions.
- In the 2009 MLB season, 16 percent of senior team administrators were people of color, a decrease of two percentage points from the previous year. Women held 19 percent of senior administration positions, an increase of one percentage point from the previous year.
- In 2009, the percentage of people of color holding professional positions with teams was 15 percent, the same as the previous year. The percentage of women in those positions was 31 percent, an increase of two percentage points.

### **Diversity Initiatives**

- The strategic implementation of MLB's Diverse Business Partners Program has resulted in well over \$700 million being spent with thousands of minority- and women-owned businesses.
- The 2010 Civil Rights Game will take place in Cincinnati, OH again on May 15<sup>th</sup> as a part of a regular season game between the Cincinnati Reds and the St. Louis Cardinals. Sports pioneer Billie Jean King, MLB Hall of Famer Willie Mays, and award-winning entertainer and activist Harry Belafonte will receive Major League Baseball Beacon Awards during the 2010 Gillette Civil Rights Game Weekend.

## OVERALL GRADES

Overall, MLB earned an **A** for race and a **B** for gender. This gave MLB a combined **B+**.

In the 2009 Major League Baseball Racial and Gender Report Card, MLB earned an **A** for race and a **B** for gender for a combined **B+**. MLB received an **A-** for race and a **C+** for gender in the 2008 Report Card. In the 2007 Major League Baseball Racial and Gender Report Card, MLB earned a **A-** for race and a **C+** for gender. This gave MLB a combined **B**. In 2005, MLB earned a low-range **B+** for race, a **D+** for gender and a combined **C+**.

This year, MLB earned **A**'s for race in the MLB Central Office, for managers and coaches, for players and for professional team administrators. It received **B+**'s for general managers and senior team professionals. MLB's 92.5 points for race was its best.

It earned **A**'s for gender in the MLB Central Office and for professional team administrators which together account for 70 percent of the weight for gender. MLB received an **F** for team vice-presidents (five percent of the total score for the report), a **D+** for gender senior team administrators which accounted for 20 percent. MLB received an **A** for Diversity Initiatives which counted for five percent of the total.

Baseball made its second consecutive improvement in gender. In the 2009 RGRC it went from 76 to 81 points for a **B**. In the 2010 RGRC, MLB had 82 points for a **B**.

This gave MLB its best ever combined point total of 87.3 points for its combined **B+**.

## GRADES BY CATEGORY

### Players

African-American players took what could be considered a step back in 2009 from 2008, which was the first season in which there was an increase of African-American players in MLB over the previous season since 1995. Amidst the debates of why African-Americans are abandoning the field of baseball, the 2008 season had a two percentage point increase of African-American players to 10.2 percent over the 2007 season, thus increasing optimism. However, in the 2009 season, there was a 1.2 percentage point decrease from the 2008 season to 9.0 percent.

In the 2009 MLB season, 61.6 percent of the players were white, 9.0 percent were African-American, 27 percent were Latino and 2.3 percent were Asian. This was a 1.2 percentage point increase for white players and no change for Latinos. There were 28 Asian baseball players in the entire league, a decrease of one from the previous season.

In the 2010 MLB season, 59.8 percent of the players were white, 9.1 percent were African-American, 28.3 percent were Latino, 2.4 percent were Asian and 0.4 percent were of Native American or Native Alaskan descent.

The percentage of international players in MLB in 2009 was 28.2 percent, spanning 14 countries and territories. In addition, of Minor League players under contract, 48 percent were born outside of the US. Minor League players span 43 countries and territories, up from 41 a year ago.

The percentage of international players on 2010 MLB Opening Day rosters was 27.7 percent, again representing 14 countries and territories. In addition, of Minor League players under contract, 48 percent were born outside of the United States. Minor League players span 43 countries and territories, up from 41 a year ago.

MLB has been remarkably consistent in terms of the percentage of white players. Between the 1998 and the 2009 seasons, 59 to 61 percent of the players have been white in each season with the exception of 2004 which saw 63 percent of the players being white. The 2009 season fell very close to this trend as 61.6 percent of players were white. In 2010 59.8 percent of players were white on Opening Day.

**MLB Grade for Players:           A+**

See Table 1.

### **Major League Central Office**

According to Major League Baseball, of the 416 front-office employees, 10 percent are African-American, 17 percent are Latino, four percent are Asian, and less than one percent is Native American. Women make up 39 percent of the total workforce, while people of color make up 32 percent. The corresponding on-field employee population is comprised of umpires and scouts (98 total, 13.3 percent people of color). This information is based on the 2009 MLB workforce data.

At the senior executive level, 18 percent of the 55 employees were people of color, while women occupied 22 percent of the positions. At the director and managerial level, 20 percent of the 108 employees were people of color, while women occupied 34 percent of the posts.

The following people of color are executive vice presidents in the MLB Central Office:

- Jonathan Mariner, executive Vice-President and Chief Financial Officer
- Jimmie Lee Solomon, executive Vice-President of Baseball Operations

The following women were senior vice presidents in the MLB League Office:

- Katy Feeney, senior vice president, Scheduling and Club Relations
- Phyllis Merhige, senior vice president, Club Relations
- Marla Miller, senior vice president, Special Events
- Jacqueline Parkes, senior vice president, Chief Marketing Officer- Marketing and Advertising
- Kathleen Torres, senior vice president, Finance
- Wendy Lewis, senior vice president, Diversity and Strategic Alliances

The following people of color are vice presidents in the MLB Central Office:

- Tom Brasuell, vice president, Community Affairs
- Earnell Lucas, vice president, Security & Facilities Management

- Lou Melendez, vice president, Baseball Operations, International
- Christopher Park, vice president, Labor Economics & Labor Relations
- John Quinones, vice president, Recruitment
- Ray Scott, vice president, Human Resources
- Bob Watson, vice president, Standards & On-Field Operations

The following women were vice presidents in the MLB Central Office:

- Domna Candido, vice president, Deputy General Counsel
- Bernadette McDonald, vice president, Broadcast Operations
- Ellen Miller-Wachtel, vice president, Deputy General Counsel
- Anne Occi, vice president, Design Services
- Elizabeth Scott, vice president, Programming and Business Affairs

#### **MLB Grade for League Central Offices:**

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

See Table 2.

#### **Ownership**

Arturo Moreno continues to be the only Latino majority owner in MLB, as well as the only person of color to own a Major League Baseball team. There are no women who hold a majority ownership.

See Table 3.

#### **Managers**

Major League Baseball started the 2010 season with nine managers of color which was a decrease from the record setting number of 10 from the 2009 season. There had been a steady increase from 2007 to 2009 until this small decrease in the 2010 season.

MLB went from eight to 10 managers of color in the 2009 season. During the 2009 MLB season, the 10 (33 percent) managers of color were:

- Dusty Baker, Cincinnati Reds (African-American)
- Manny Acta, Washington Nationals (Latino)
- Cecil Cooper, Houston Astros (African-American)
- Cito Gaston, Toronto Blue Jays (African-American)
- Fredi Gonzalez, Florida Marlins (Latino)
- Ozzie Guillen, Chicago White Sox (Latino)
- Jerry Manuel, New York Mets (African-American)
- Lou Piniella, Chicago Cubs (Latino)
- Don Wakamatsu, Seattle Mariners (Asian)
- Ron Washington, Texas Rangers (African-American)

There had been eight managers of color (26 percent) in the 2008 season:

- Manny Acta, Washington Nationals (Latino)
- Dusty Baker, Cincinnati Reds (African-American)
- Cecil Cooper, Houston Astros (African-American)
- Fredi Gonzalez, Florida Marlins (Latino)
- Ozzie Guillen, Chicago White Sox (Latino)
- Lou Piniella, Chicago Cubs (Latino)
- Willie Randolph, New York Mets (African-American)
- Ron Washington, Texas Rangers (African-American)

In the 2008 season, 13 percent were African-American and 13 percent were Latino at the Major League level. In 2009, 17 percent of managers were African-American, 13 percent were Latino, and three percent were Asian.

At the start of the 2010 MLB season, the nine managers of color were:

- Dusty Baker, Cincinnati Reds (African-American)
- Manny Acta, Cleveland Indians (Latino)
- Cito Gaston, Toronto Blue Jays (African-American)
- Fredi Gonzalez, Florida Marlins (Latino)
- Ozzie Guillen, Chicago White Sox (Latino)
- Jerry Manuel, New York Mets (African-American)
- Lou Piniella, Chicago Cubs (Latino)
- Don Wakamatsu, Seattle Mariners (Asian)
- Ron Washington, Texas Rangers (African-American)

Don Wakamatsu is the first Asian manager in MLB history and the first Asian to be a head coach in any of the professional sports covered in the Racial and Gender Report Card. Al Lopez was the first Latino manager in MLB history when he was hired by the Cleveland Indians in 1951. He managed the Indians until 1956 and then served the Chicago White Sox as manager from 1957 to 1965 and from 1968 to 1969.

According to MLB, people of color constitute 33 percent of the manager positions within the combined Major and Minor Leagues based on 2009 MLB workforce data.

The grade is based on the 2009 season.

**MLB Grade for Managers:      A+**

See Tables 4 and 5.

## **Coaches**

In the 2009 MLB season, people of color held 32 percent (down two percentage points from 2008) of the MLB coaching positions for the 30 major league teams. African-Americans held 14 percent (up two percentage points); Latinos held 17 percent (down four percentage points) and Asians remained at 0.4 percent of the coaching positions.



**MLB Grade for Coaches:           A+**

See Table 6.

### **Top Management**

This category includes team CEOs/presidents, general managers and vice presidents.

#### Chief Executive Officers/Presidents

There was one woman and no people of color serving as CEOs/Presidents on MLB teams in 2009 and in 2010. Pam Gardner is President of Business Operations for the Houston Astros.

No person of color since Ulice Payne Jr. (Milwaukee Brewers, 2003 season) has been a CEO or team president of a MLB team.

See Table 7.

#### General Manager/Principal-in-Charge

At the start of the 2010 season, there were two Latino and three African-American general managers. Ruben Amaro Jr. is the second Latino General Manager in MLB history. The 2010 season started matching the historical best of 17 percent of the general managers in MLB being people of color in 2009.

The 2009 and 2010 MLB general managers were:

- Ruben Amaro Jr., Philadelphia Phillies
- Michael Hill, Florida Marlins
- Omar Minaya, New York Mets
- Tony Reagins, Los Angeles Angels
- Ken Williams, Chicago White Sox

The 2008 MLB season had already been a landmark year with four general managers of color. The combination of three African-Americans and one Latino comprised 13 percent of the General Managers in MLB:

- Michael Hill, Florida Marlins
- Omar Minaya, New York Mets
- Tony Reagins, Los Angeles Angels
- Ken Williams, Chicago White Sox

Omar Minaya was appointed by MLB in 2001 to run the day-to-day operations of the Montreal Expos, thus becoming the first Latino general manager in MLB history. He was hired in the same position for the New York Mets at the end of the 2004 season. In 2006, Omar Minaya's Mets played in Game 7 of the NL Championship Series. Ken Williams' White Sox won the 2005 World Series. In their first year as GMs, Michael Hill's Marlins had a .522 win percentage and Tony Reagins' Angels had a .617 win percentage winning over 100 games during the season. Ruben Amaro Jr. in his first year as GM also enjoyed a highly successful regular- and post-season with the Philadelphia Phillies in 2009.

**MLB Grade for General Manager/Principal-in-Charge: B+**

See Table 8.

### Team Vice Presidents\*

The percentage of people of color holding team vice president positions increased by 7.6 percentage points to 17.6 percent in the 2009 season, while the percentage of women in these positions was 19.6 percent, up from 17 percent. Of the vice presidents of color, 23 were African-American, 20 were Latino, and seven were Asian.

The 23 African-American senior vice presidents and vice presidents in MLB were:

- Dave Winfield, executive vice president and senior advisor, San Diego Padres
- Henry Aaron, senior vice president, Atlanta Braves
- Gilbert Hight, senior vice president, Chief Security Office, New York Yankees
- Alphonso Maldon, Jr., senior vice president, External Affairs and President of Nationals Dream Foundation, Washington Nationals
- Brian Smith, senior vice president, Corporate and Community Relations, New York Yankees
- Kenny Williams, senior vice president and general manager, Chicago White Sox
  
- Randy Baker, vice president, Security, New York Yankees
- Robert Brown, vice president & CFO Accounting, New York Yankees
- Chartese Burnett, vice president, Communications, Washington Nationals
- Michael Hall, vice president, Cardinals care and community relations department, St. Louis Cardinals
- Marian Harper, vice president, Community Development, Houston Astros
- Michael Hill, vice president and general manager, Florida Marlins
- Ellen Hill Zeringue, vice president, Marketing, Detroit Tigers
- Derek Jackson, vice president and general counsel, Florida Marlins
- Damon Jones, vice president and general counsel, Washington Nationals
- Nona Lee, vice president and general counsel, Arizona Diamondbacks
- Elaine Lewis, vice president, Community & Public Affairs, Detroit Tigers
- Norm Lyons, vice president, External Affairs, Texas Rangers
- Marian Rhodes, vice president, Human Resources, Arizona Diamondbacks
- Larry Stokes, vice president, Human Resources, Houston Astros
- Elaine Steward, vice president and club counsel, Boston Red Sox
- Peter Woodfork, vice president and assistant general manager, Arizona Diamondbacks
- Marco White, vice president, Information Technology, Los Angeles Dodgers

The 20 Latino senior vice presidents and vice presidents in MLB were:

- Omar Minaya, executive vice president and general manager, New York Mets
- Ruben Amaro Jr., senior vice president and general manager, Philadelphia Phillies
- Jorge Costa, senior vice president, Ballpark Operations, San Francisco Giants
- Sam Fernandez, senior vice president and general counsel, Los Angeles Dodgers
- Eugene Fernandez, senior vice president and chief sales officer, Tampa Bay Rays

- Felix M. Lopez, Jr., senior vice president, New York Yankees
- Robert Alvarado, vice president, Marketing and Ticket Sales, Los Angeles Angles
- Paul Ascencio, vice president, Corporate Sales & Services, New York Mets
- Al Avila, vice president and assistant general manager, Detroit Tigers
- Tony Bernazard, vice president, Player Development, New York Mets
- Diann Blanco, vice president, Administration, New York Yankees
- Mario Coutinho, vice president, Stadium Operations/Security, Toronto Blue Jays
- Dave Curry, vice president, Information Systems, Seattle Mariners
- Sergio Del Prado, vice president, Sales, Los Angeles Dodgers
- Bettina Deynes, vice president, Human Resources, Washington Nationals
- Oneri Fleita, vice president, Player Personnel, Chicago Cubs
- Rosi Hernandez, vice president, Market Development, Houston Astros
- Kevin Martinez, vice president, Marketing, Seattle Mariners
- Ray Maytorena, vice president, Security, Los Angeles Dodgers
- Elizabeth Stecklein, vice president, Human Resources, Colorado Rockies

The seven Asian senior vice presidents and vice presidents in MLB were:

- Jonathan Gilula, senior vice president, Business Affairs, Boston Red Sox
- Susan Jaison, senior vice president, Finance, Florida Marlins
- Richard Wong, senior vice president, Stadium Operations, Toronto Blue Jays
- Alan Chang, vice president and deputy general counsel, New York Yankees
- Bill Geivett, vice president, Baseball Operations, and assistant general manager, Colorado Rockies
- Kim Ng, vice president and assistant general manager, Los Angeles Dodgers
- Paul Wong, vice president, Finance, Oakland Athletics

The percentage of women vice presidents grew to 19.6 percent. There were a total of 56 women holding team senior vice president and vice president positions in MLB:

- Kellie Fischer, executive vice president and chief financial officer, Texas Rangers
- Katie Pothier, executive vice president and general counsel, San Diego Padres
- Laura Day, senior vice president, Business Development, Minnesota Twins
- Karen Forcus, senior vice president, Public Affairs, Cincinnati Reds
- Susan Jaison, senior vice president, Finance, Florida Marlins
- Staci A. Slaughter, senior vice president, Communications, San Francisco Giants
- Janet Marie Smith, senior vice president, Planning and Development, Boston Red Sox
- Jennifer Steinbrenner-Swindal, senior vice president, NY Stadium Public Affairs, New York Yankees
- Jackie Traywick, senior vice president, Finance/Administration, Houston Astros
- Deborah Tymon, senior vice president, Marketing, New York Yankees
- Meg Vaillancourt, senior vice president, Corporate Relations, Boston Red Sox
- Jean Afterman, vice president and assistant general manager, New York Yankees
- Michele Anderson, vice president, Community Relations, San Diego Padres
- Sally Andrist, vice president, Human Resources and Office Management, Milwaukee Brewers
- Wilna Behr, vice president, Sports and Entertainment at Rogers Centre, Toronto Blue Jays

- Diann Blanco, vice president, Administration, New York Yankees
- Vicki Bryant, vice president, Event Services Merchandising, San Diego Padres
- Chartese Burnett, vice president, Communications, Washington Nationals
- Debbie Castaldo, vice president, Corporate and Community Partnerships, Arizona Diamondbacks
- Bonnie Clark, vice president, Communications, Philadelphia Phillies
- Bettina Deynes, vice president, Human Resources, Washington Nationals
- Nancy Donati, vice president, Publications/Creative Services, San Francisco Giants
- Raenell Dorn, vice president, Human Resources and Diversity, Minnesota Twins
- Paige Farragut, vice president, Luxury Suite Sales, Texas Rangers
- Jennifer Flynn, vice president, Club Counsel, Boston Red Sox
- Susan Goodenow, vice president, Public Affairs, Boston Red Sox
- Marian Harper, vice president, Community Development, Houston Astros
- Annemarie Hastings, vice president, Client Relations, San Francisco Giants
- Rosi Hernandez, vice president, Marketing Development, Houston Astros
- Ellen Hill Zenringue, vice president, Marketing, Detroit Tigers
- Therese Jenkins, vice president, Risk Management, New York Yankees
- Kelly Keyes, vice president, Building Services, Toronto Blue Jays
- Kathy Killian, vice president, Employee Services and Customer Service, Philadelphia Phillies
- Nona Lee, vice president and general counsel, Arizona Diamondbacks
- Melanie Lenz, vice president, Development, Tampa Bay Rays
- Elaine Lewis, vice president, Community and Public Affairs, Detroit Tigers
- Laurel Lindsay, vice president, Consumer Marketing, Toronto Blue Jays
- Laura Lukin, vice president, Marketing, Los Angeles Dodgers
- Sue Ann McClaren, vice president, Ticket Sales, Operations/Services, Colorado Rockies
- Sarah McKenna, vice president, Services and Entertainment, Boston Red Sox
- Elizabeth R. Murphy, vice president and deputy general counsel, San Francisco Giants
- Kim Ng, vice president and assistant general manager, Los Angeles Dodgers
- Lisa Pantages, vice president, Finance, San Francisco Giants
- Patty Paytas, vice president, Communications, Pittsburgh Pirates
- Jennifer Randall, vice president, Marketing, Houston Astros
- Marian Rhodes, vice president, Human Resources, Arizona Diamondbacks
- Marianne Short, vice president, Human Resources, Seattle Mariners
- Kala Sorenson, vice president, Conference Center/Special Events, Houston Astros
- Mary Sprong, vice president, Human Resources and Administration, Boston Red Sox
- Elizabeth Stecklein, vice president, Human Resources, Colorado Rockies
- Elaine Steward, vice president/club counsel, Boston Red Sox
- Molly Taylor Jolly, vice president, Finance/Administration, Los Angeles Angels
- Joyce Thomas, vice president, Human Resources, San Francisco Giants
- Frances Traisman, vice president, Sales, Seattle Mariners
- Marlo Vandemore, vice president, Finance & Accounting, Los Angeles Dodgers
- Marti Wronski, vice president, General Counsel, Milwaukee Brewers

The Boston Red Sox and the San Francisco Giants led MLB with seven and six women in vice president positions, respectively. The Houston Astros have five, and the Toronto Blue Jays have three. Twenty one MLB teams have a woman in a vice president position.

**MLB Grade for Team Vice Presidents**

**Race:** B+  
**Gender:** F

See Table 9.

**Senior Administration\***

This category includes the following titles, but is not restricted to: directors, assistant general managers, senior managers, general counsel, legal counsel, senior advisors, assistant vice presidents, public relations directors, and directors of community relations.

In the 2009 MLB season, 16 percent of senior team administrators were people of color, a decrease of two percentage points from 2008. Five percent were African-American, eight percent were Latino, and two percent were Asian. In 2009, the percentage of women who were senior team administrators was 19 percent, a one percentage point increase over the previous year.

According to MLB's internal records, in the 2009 MLB season, 18 percent of senior team administrators were people of color. Women held 27 percent of senior administration positions.

**MLB Grade for Senior Administration\*:**

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

See Table 10.

**Professional Administration\***

Positions categorized as professional administration include, but are not restricted to: managers, coordinators, supervisors, and administrators in business operations such as marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, receptionists, administrative assistants, and staff assistants.

In 2009, 15 percent of professional positions were held by people of color, the same as in from 2008. African-Americans remained at eight percent, Latinos remained at five percent, and Asians and people categorized as "other" remained at one percent. Women held 31 percent of these positions, an increase of two percentage points from 2008.

According to internal calculations, in the 2009 MLB season the percentage of people of color holding professional administrative positions increased to 31 percent. MLB also listed the percentage of women holding team professional administration positions at 46 percent.

**MLB Grade for Professional Administration\*:**

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

See Table 11.

*\*In the last two categories, TIDES continued the policy of combining our data with that of MLB and averaging the two.*

### **Diversity Initiatives**

As can be seen in Appendix II, MLB has outstanding diversity initiatives.

**MLB Grade for Diversity Initiatives: A**

See Appendix II.

### **Physicians**

In 2009, physicians of color with MLB teams grew from 13 to 14 percent. African-Americans increased from five to six percent, but Asians fell from seven to six percent. There were no Latino team physicians in 2009. The percent of women physicians in MLB remained constant at four percent.

See Table 12.

### **Head Trainers**

In 2009, people of color held 16 percent of head trainer positions, the same as in 2008. African-Americans increased from five to seven percent, Latinos remained at seven percent, and Asians fell to two percent. This category included both head athletic trainers and head strength and conditioning coaches/trainers. There were still no women.

See Table 13.

### **Radio/TV Broadcasters**

During the 2009 MLB season, African-Americans held four percent of broadcast positions, a decrease of one percentage point from 2008, while the percentage of Latinos remained at 17 percent. There are still only two Asian broadcasters in MLB accounting for one percent. The percentage of women broadcasters increased from two to three percent.

See Table 14.

### **Stacking**

The Racial and Gender Report Card examines the issue of stacking for the positions of pitcher, catcher, and infielder filled by African-Americans. These are baseball's primary "thinking positions." Four percent

of pitchers (down one percentage point) and nine percent of infielders (remained constant) were African-American.

Twenty-eight percent of outfielders, who rely on speed and reactive ability, were African-American during the 2009 MLB season. This percentage was more than three times the total percentage of African-Americans in MLB. Historically, there have been almost no African-American catchers, but that improved slightly in 2009 by increasing to one percent from zero in 2008.

See Table 15.

## 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 Sport Business Management Program.

Baseline data was gathered from media guides for Major League Baseball 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 Central 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 in statistics from previous years.

The report draft was sent to the Central 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. MLB responded with updates and corrections that were then incorporated into the final report.

The report covers the 2009 season for Major League Baseball. Listings of professional owners, general managers and head coaches were updated as of March 1, 2009. Grades were calculated according to the reporting periods noted herein.



## ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 18<sup>th</sup> 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 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 Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.

This marks the sixth time the Report Card is being issued sport-by-sport. The complete Racial and Gender Report Card, including all the leagues and college sport, will be issued after the release of individual reports on the NBA and WNBA, NFL, NHL, 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 and now at UCF. (Until 1998 the report was known as the *Racial Report Card*.) In addition to Lapchick, Christopher Kaiser, Daniel Caudy, and Wayne Wang 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. TIDES researches and publishes annual studies on hiring practices in coaching and sport management, student-athlete graduation rates and racial attitudes in sports. Additionally, TIDES 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 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.

**APPENDIX I**

<b>Players</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2010</b>			<b>2001</b>		
White	59.8%	x	White	59%	x
African-American	9.1%	x	African-American	13%	x
Latino	28.3%	x	Latino	26%	x
Asian	2.4%	x	Other	1%	x
Other	0.0%	x	<b>2000</b>		
International	28.2%	x	White	60%	x
<b>2009</b>			African-American	13%	x
White	61.6%	758	Latino	26%	x
African-American	9.0%	111	Other	1%	x
Latino	27.0%	332	<b>1999</b>		
Asian	2.3%	28	White	60%	x
Other	0.0%	0	African-American	13%	x
International	28.2%	347	Latino	26%	x
<b>2008</b>			Other	<1%	x
White	60.4%	719	<b>1998</b>		
African-American	10.2%	121	White	59%	x
Latino	27.0%	322	African-American	15%	x
Asian	2.4%	29	Latino	25%	x
Other	0.0%	0	Other	1%	x
International	28.7%	342	<b>1997</b>		
<b>2007</b>			White	58%	x
White	59.8%	714	African-American	17%	x
African-American	8.2%	98	Latino	24%	x
Latino	29.1%	348	Other	1%	x
Asian	2.8%	34	<b>1996</b>		
Other	0.0%	0	White	62%	x
International	31.0%	370	African-American	17%	x
<b>2006</b>			Latino	20%	x
White	59.5%	707	Other	1%	x
African-American	8.4%	100	<b>1995</b>		
Latino	29.4%	350	White	62%	x
Asian	2.4%	29	African-American	19%	x
Other	0.3%	3	Latino	19%	x
International	31.0%	368	Other	0%	x
<b>2005</b>			<b>1994</b>		
White	60%	709	White	64%	x
African-American	9%	101	African-American	18%	x
Latino	29%	339	Latino	18%	x
Asian	3%	30	<b>1993</b>		
Other	0%	4	White	67%	x
International	30%	358	African-American	16%	x
<b>2004</b>			Latino	16%	x
White	63%	789	Other	<1%	x
African-American	9%	111	<b>1992</b>		
Latino	26%	326	White	68%	x
Asian	2%	26	African-American	17%	x
Other	0%	1	Latino	14%	x
International	27%	338	<b>1991</b>		
<b>2002</b>			White	68%	x
White	60%	x	African-American	18%	x
African-American	10%	x	Latino	14%	x
Latino	28%	x	<b>1990</b>		
Asian	2%	x	White	70%	x
Other	0%	x	African-American	17%	x
International	25%	x	Latino	13%	x

**Table 1**

MLB Central Office Staff					
	%	#		%	#
<b>2009</b>			<b>2002</b>		
White	66%	x	White	68%	250
African-American	10%	x	African-American	13%	48
Asian	4%	x	Asian	4%	15
Latino	17%	x	Latino	15%	54
Native American	<1%	x	Native American	1%	1
Women	39%	x	Women	46%	169
Total		416	Total		368
People of color total	32%	x	People of color total	32%	118
<b>2008</b>			<b>2000</b>		
White	66%	x	White	74%	x
African-American	12%	x	African-American	14%	x
Asian	3%	x	Asian	2%	x
Latino	16%	x	Latino	14%	x
Native American	<1	x	Native American	1%	x
Women	40%	x	Women	47%	x
Total		385	Total		314
People of color total	34%	x	People of color total	26%	x
<b>2007</b>			<b>1997</b>		
White	72%	342	White	78%	x
African-American	11%	53	African-American	13%	x
Asian	3%	15	Asian	1%	x
Latino	13%	62	Latino	8%	x
Native American	<1%	2	Women	53%	x
Women	42%	199	Total		215
Total		474	People of color total		22%
People of color total	28%	127	<b>1995</b>		
<b>2006</b>			White	72%	x
White	72.4%	340	African-American	18%	x
African-American	10.4%	50	Asian	1%	x
Asian	3.0%	14	Latino	9%	x
Latino	13.2%	62	Women	54%	x
Native American	<1%	2	Total		141
Women	43.0%	201	People of color total		28%
Total		468	<b>1994</b>		
People of color total	27.6%	127	White	78%	x
<b>2005</b>			African-American	16%	x
White	73%	336	Asian	0%	x
African-American	10%	48	Latino	6%	x
Asian	3%	14	Women	56%	x
Latino	13%	61	Total		188
Native American	<1%	2	People of color total		22%
Women	34%	157	<b>1990</b>		
Total		462	White	79%	x
<b>2004</b>			African-American	14%	x
People of color total	27%	125	Asian	0%	x
<b>2004</b>			Latino	7%	x
White	71%	252	Women	55%	x
African-American	11%	40	Total		116
Asian	4%	14	People of color total		21%
Latino	13%	48			
Native American	<1%	2			
Women	40%	144			
Total		356			
People of color total	29%	104			

Note: Data provided by MLB league office.

x= Data not recorded

Table 2

<b>Majority Owners</b>		
	<b>%</b>	<b>#</b>
<b>2010</b>		
White	97%	29
African-American	0%	0
Latino	3%	1
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2009</b>		
White	97%	29
African-American	0%	0
Latino	3%	1
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2008</b>		
White	97%	29
African-American	0%	0
Latino	3%	1
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2007</b>		
White	97.0%	30
African-American	0%	0
Latino	3.4%	1
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2006</b>		
White	96.6%	27
African-American	0%	0
Latino	3.4%	1
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2005</b>		
White	96.9%	31
African-American	0%	0
Latino	3.0%	1
Asian	0%	0
Other	0%	0
Women	0%	0

**Table 3**

Managers							
			%	#			
<b>2010</b>					<b>2001</b>		
	White	70.0%	21		White	77%	25
	African-American	13.3%	4		African-American	20%	6
	Asian	3.3%	1		Asian	0%	0
	Latino	13.3%	4		Latino	3%	1
	Women	0.0%	0		Women	0%	0
<b>2009</b>					<b>2000</b>		
	White	67%	20		White	83%	25
	African-American	17%	5		African-American	13%	4
	Asian	3%	1		Asian	0%	0
	Latino	13%	4		Latino	3%	1
	Women	0%	0		Women	0%	0
<b>2008</b>					<b>1999</b>		
	White	73.0%	22		White	90%	27
	African-American	13.0%	4		African-American	7%	2
	Asian	0.0%	0		Asian	0%	0
	Latino	13.0%	4		Latino	3%	1
	Women	0.0%	0		Women	0%	0
<b>2007</b>					<b>1998</b>		
	White	80.0%	24		White	87%	26
	African-American	6.7%	2		African-American	10%	3
	Asian	0.0%	0		Asian	0%	0
	Latino	13.3%	4		Latino	3%	1
	Women	0.0%	0		Women	0%	0
<b>2006</b>					<b>1997</b>		
	White	83.3%	25		White	86%	24
	African-American	10.0%	3		African-American	11%	3
	Asian	0.0%	0		Latino	3%	1
	Latino	6.7%	2		<b>1996</b>		
	Women	0.0%	0		White	86%	24
<b>2005</b>					African-American	11%	3
	White	77%	23		Latino	3%	1
	African-American	13%	4		<b>1995</b>		
	Asian	0%	0		White	86%	24
	Latino	10%	3		African-American	11%	3
	Women	0%	0		Latino	3%	1
<b>2004</b>					<b>1994</b>		
	White	77%	23		White	82%	23
	African-American	10%	3		African-American	14%	4
	Asian	0%	0		Latino	3%	1
	Latino	13%	4		<b>1993</b>		
	Women	0%	0		White	79%	22
<b>2002</b>					African-American	14%	4
	White	68%	21		Latino	7%	2
	African-American	26%	8		<b>1992</b>		
	Asian	0%	0		White	89%	23
	Latino	6%	2		African-American	7%	2
	Women	0%	0		Latino	<4%	1
					<b>1991</b>		
					White	89%	23
					African-American	7%	2
					Latino	<4%	1

Table 4

<b>Historical Listing of Managers of Color</b>			
<b>Major League Baseball</b>			
<b>(27 managers)</b>			
	<b>Team</b>	<b>Year(s)</b>	<b>Record</b>
Manny Acta	Washington	2007-present	132-191
Felipe Alou	Montreal	1992-01	691-717
	San Francisco	2003-2006	342-304
Dusty Baker	San Francisco	1992-02	840-715
	Chicago Cubs	2003-2006	322-326
	Cincinnati	2008-present	74-88
Don Baylor	Colorado	1993-98	439-469
	Chicago Cubs	2000-02	187-220
Cecil Cooper	Houston	2007-present	101-91
Larry Doby	Chicago White Sox	1978	37-50
Cito Gaston	Toronto	1989-97	683-616
Preston Gomez	San Diego	1969-72	180-316
	Houston	1974-75	128-161
	Chicago Cubs	1980	38-52
Fredi Gonzalez	Florida	2007-present	155-168
Mike Gonzalez	St. Louis	1938, 1940	9-13
Ozzie Guillen	Chicago White Sox	2004-present	433-378
Davey Lopes	Milwaukee	2000-02	141-189
Jerry Manuel	Chicago White Sox	1997-2003	500-471
Lloyd McClendon	Pittsburgh	2001-2005	336-446
Hal McRae	Kansas City	1991-94	286-277
	Tampa Bay	2001-02	113-196
Tony Pena	Kansas City	2002-2005	259-389
Tony Perez	Cincinnati	1993	20-24
	Florida	2001	54-60
Lou Piniella	New York Yankees	1986-88	224-193
	Cincinnati	1990-92	255-231
	Seattle	1993-02	840-711
	Tampa Bay	2003-05	200-285
	Chicago Cubs	2007-present	182-141
Luis Pujols	Detroit	2002	55-100
Willie Randolph	NY Mets	2005-present	302-253
Frank Robinson	Cleveland	1975-77	186-189
	San Francisco	1981-84	264-277
	Baltimore	1988-91	230-285
	Montreal	2002-2004	233-253
	Washington	2005-2006	152-172
Cookie Rojas	California	1988	76-79
Jerry Royster	Milwaukee	2002	53-94
Carlos Tosca	Toronto	2002-04	144-127
Don Wakamatsu	Seattle	2009	1st season
Ron Washington	Texas	2007-present	154-170
Maury Wills	Seattle	1980	26-56

Table 5

Coaches							
			%	#			
<b>2009</b>					<b>2000</b>		
	White	68%	158		White	70%	139
	African-American	14%	32		African-American	19%	38
	Latino	17%	40		Latino	11%	21
	Asian	<1%	1		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	0%	0		Women	0%	0
<b>2008</b>					<b>1999</b>		
	White	67%	152		White	71%	129
	African-American	12%	27		African-American	18%	33
	Latino	21%	47		Latino	10%	19
	Asian	<1%	1		Asian	1%	1
	Other	0%	0		Other	0%	0
	Women	0%	0		Women	0%	0
<b>2007</b>					<b>1998</b>		
	White	69%	150		White	75%	151
	African-American	13%	30		African-American	17%	34
	Latino	17%	39		Latino	8%	16
	Asian	1%	1		Asian	<1%	1
	Other	0%	0		Other	0%	0
	Women	0%	0		Women	0%	0
<b>2006</b>					<b>1997</b>		
	White	70%	150		White	75%	120
	African-American	16%	34		African-American	14%	23
	Latino	13%	29		Latino	11%	18
	Asian	1%	2		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	0%	0		Women	0%	0
<b>2005</b>					<b>1996</b>		
	White	71%	154		White	74%	119
	African-American	15%	33		African-American	18%	29
	Latino	14%	30		Latino	7%	12
	Asian	1%	1		Asian	<1%	1
	Other	0%	0		Other	0%	0
	Women	0%	0		Women	0%	0
<b>2004</b>					<b>1995</b>		
	White	73%	165		White	72%	114
	African-American	12%	28		African-American	18%	29
	Latino	13%	31		Latino	9%	14
	Asian	1%	2		Asian	0%	0
	Other	0%	0		Other	<1%	1
	Women	0%	0		Women	0%	0
<b>2002</b>					<b>1994</b>		
	White	72%	150		White	78%	126
	African-American	16%	34		African-American	14%	22
	Latino	11%	23		Latino	8%	13
	Asian	1%	2		Other	<1%	1
	Other	0%	0		Women	0%	0
	Women	0%	0		<b>1993</b>		
					White	80%	133
					African-American	13%	22
					Latino	6%	10
					Other	1%	2
					Women	0%	0

Table 6

CEO/President							
			%	#			
<b>2010</b>					<b>2004</b>		
	White	100%	29		White	97%	31
	African-American	0%	0		African-American	3%	1
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Women	3%	1		Women	3%	1
<b>2009</b>					<b>2002</b>		
	White	100%	29		White	100%	x
	African-American	0%	0		African-American	0%	x
	Latino	0%	0		Latino	0%	x
	Asian	0%	0		Asian	0%	x
	Women	3%	1		Women	3%	x
<b>2008</b>					<b>2001</b>		
	White	100%	29		White	100%	x
	African-American	0%	0		African-American	0%	x
	Latino	0%	0		Latino	0%	x
	Asian	0%	0		Asian	0%	x
	Women	7%	2		Women	3%	x
<b>2007</b>					<b>2000</b>		
	White	100%	26		White	100%	x
	African-American	0%	0		African-American	0%	x
	Latino	0%	0		Latino	0%	x
	Asian	0%	0		Asian	0%	x
	Women	8%	2		Women	3%	x
<b>2006</b>					<b>1999</b>		
	White	100%	32		White	100%	x
	African-American	0%	0		African-American	0%	x
	Latino	0%	0		Latino	0%	x
	Asian	0%	0		Asian	0%	x
	Women	7.1%	2		Women	3%	x
<b>2005</b>							
	White	100%	33				
	African-American	0%	0				
	Latino	0%	0				
	Asian	0%	0				
	Women	6%	2				

Table 7



<b>General Manager/Director of Player Personnel</b>							
		<b>%</b>	<b>#</b>			<b>%</b>	<b>#</b>
<b>2010</b>				<b>2002</b>			
	White	83%	25		White	94%	28
	African-American	10%	3		African-American	3%	1
	Latino	7%	2		Latino	3%	1
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
<b>2009</b>				<b>2001</b>			
	White	83%	25		White	97%	29
	African-American	10%	3		African-American	3%	1
	Latino	7%	2		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
<b>2008</b>				<b>2000</b>			
	White	87%	26		White	100%	30
	African-American	10%	3		African-American	0%	0
	Latino	3%	1		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
<b>2007</b>				<b>1999</b>			
	White	93%	28		White	100%	30
	African-American	3%	1		African-American	0%	0
	Latino	3%	1		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
<b>2006</b>				<b>1998</b>			
	White	93%	28		White	100%	30
	African-American	3%	1		African-American	0%	0
	Latino	3%	1		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
<b>2005</b>				<b>1997</b>			
	White	93%	28		White	97%	29
	African-American	3%	1		African-American	3%	1
	Latino	3%	1		Latino	0%	0
	Asian	0%	0				
	Women	0%	0	<b>1996</b>			
<b>2004</b>					White	96%	27
	White	94%	28		African-American	3%	1
	African-American	3%	1		Latino	0%	0
	Latino	3%	1	<b>1995</b>			
	Asian	0%	0		White	96%	27
	Women	0%	0		African-American	4%	1
					Latino	0%	0
				<b>1994</b>			
					White	96%	27
					African-American	4%	1
					Latino	0%	0

**Table 8**

<b>Vice Presidents</b>					
	<b>%</b>	<b>#</b>		<b>%</b>	<b>#</b>
<b>2009</b>			<b>2004</b>		
White	82.5%	235	White	89%	199
African American	8.1%	23	African-American	4%	11
Latino	7.0%	20	Latino	4%	10
Asian	2.5%	7	Asian	3%	5
Women	19.6%	56	Women	14%	32
<b>2008</b>			<b>2002</b>		
White	90%	246	White	89%	178
African American	4%	10	African-American	5%	9
Latino	4%	11	Latino	4%	7
Asian	2%	5	Asian	2%	4
Women	17%	45	Women	12%	23
<b>2007</b>			<b>2000</b>		
White	90.0%	225	White	90%	170
African American	3.6%	9	African-American	6%	10
Latino	4.4%	11	Latino	3%	6
Asian	2.0%	5	Asian	1%	2
Women	16.0%	39	Women	6%	12
<b>2006</b>			<b>1999</b>		
White	87.0%	223	White	92%	176
African American	4.3%	11	African-American	5%	9
Latino	5.1%	13	Latino	2%	4
Asian	3.1%	8	Asian	1.60%	3
Women	15.0%	37	Women	8%	16
<b>2005</b>			<b>1998</b>		
White	88%	218	White	92%	123
African-American	4%	10	African-American	5%	7
Latino	5%	12	Latino	<2%	2
Asian	3%	8	Asian	<2%	2
Women	13%	31	Women	5%	6

**Table 9**

Senior Administrators					
	%	#		%	#
<b>2009</b>			<b>2005</b>		
White	84%	370	White	84%	246
African-American	5%	22	African-American	8%	22
Latino	8%	36	Latino	6%	18
Asian	2%	9	Asian	2%	6
Other	<1%	2	Other	0%	0
Women	19%	83	Women	18%	52
<b>2008</b>			<b>2004</b>		
White	83%	323	White	83%	217
African-American	7%	26	African-American	10%	25
Latino	8%	31	Latino	5%	12
Asian	2%	8	Asian	2%	6
Other	<1%	1	Other	0%	0
Women	18%	70	Women	14%	36
<b>2007</b>			<b>2001</b>		
White	82%	290	White	86%	x
African-American	8%	28	African-American	10%	x
Latino	9%	32	Latino	4%	x
Asian	1%	4	Asian	<1%	x
Other	0%	1	Women	24%	x
Women	19%	67	<b>2000</b>		
<b>2006</b>			White	84%	x
White	84%	248	African-American	8%	x
African-American	7%	20	Latino	6%	x
Latino	7%	22	Asian	3%	x
Asian	1%	3	Women	24%	x
Other	0%	1			
Women	20%	59			

x = Data not recorded

Table 10

<b>Team Professional Administration</b>		
	<b>%</b>	<b>#</b>
<b>2009</b>		
White	86%	522
African-American	8%	46
Latino	5%	33
Asian	1%	6
Other	<1%	2
Women	31%	187
<b>2008</b>		
White	86%	407
African-American	8%	37
Latino	5%	22
Asian	1%	6
Other	1%	3
Women	29%	136
<b>2007</b>		
White	89%	357
African-American	5%	22
Latino	4%	17
Asian	1%	6
Other	0%	1
Women	29%	115
<b>2006</b>		
White	85%	273
African-American	5%	16
Latino	8%	25
Asian	2%	6
Other	0%	1
Women	24%	78
<b>2005</b>		
White	90%	243
African-American	4%	10
Latino	5%	14
Asian	1%	3
Other	0%	0
Women	30%	80
<b>2004</b>		
White	85%	537
African-American	7%	42
Latino	7%	41
Asian	1%	9
Other	0%	0
Women	28%	174
<b>2002</b>		
White	87%	x
African-American	7%	x
Latino	4%	x
Asian	1%	x
Other	1%	x
Women	22%	x
<b>2000</b>		
Minorities	23%	x
Women	32%	x

*x= Data not recorded, totals may not equal 100% due to rounding.*

**Table 11**

<b>Physicians</b>		
	<b>%</b>	<b>#</b>
<b>2009</b>		
White	86%	85
African American	6%	6
Latino	0%	0
Asian	6%	6
Other	2%	2
Women	4%	4
<b>2008</b>		
White	87%	79
African American	5%	5
Latino	0%	0
Asian	7%	6
Other	1%	1
Women	4%	4
<b>2007</b>		
White	89%	76
African American	4%	3
Latino	1%	1
Asian	5%	4
Other	1%	1
Women	4%	3
<b>2006</b>		
White	95%	71
African American	3%	2
Latino	0%	0
Asian	3%	2
Other	0%	0
Women	1%	1
<b>2005</b>		
White	93%	77
African-American	4%	3
Latino	0%	0
Asian	2%	2
Other	1%	1
Women	2%	2
<b>2004</b>		
White	98%	55
African-American	2%	1
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2003</b>		
Data not recorded		
<b>2002</b>		
White	96%	66
African-American	1%	1
Latino	0%	0
Asian	3%	2
Other	0%	0
Women	6%	4

**Table 12**

<b>Head Trainers</b>		
	<b>%</b>	<b>#</b>
<b>2009</b>		
White	84%	49
African-American	7%	4
Latino	7%	4
Asian	2%	1
Other	0%	0
Women	0%	0
<b>2008</b>		
White	84%	49
African-American	5%	3
Latino	7%	4
Asian	3%	2
Other	0%	0
Women	0%	0
<b>2007</b>		
White	85%	52
African-American	5%	3
Latino	8%	5
Asian	2%	1
Other	0%	0
Women	0%	0
<b>2006</b>		
White	87%	53
African-American	3%	2
Latino	8%	5
Asian	2%	1
Other	0%	0
Women	0%	0
<b>2005</b>		
White	86%	49
African-American	4%	2
Latino	9%	5
Asian	2%	1
Other	0%	0
Women	0%	0
<b>2004</b>		
White	100%	30
African-American	0%	0
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2003</b>		
Data not recorded		

**Table 13**

Radio and TV Announcers					
		%			%
<b>2009</b>			<b>2005</b>		
	White	78%		White	79%
	African-American	4%		African-American	4%
	Latino	17%		Latino	17%
	Asian	1%		Asian	1%
	Other	0%		Other	0%
	Women	3%		Women	2%
<b>2008</b>			<b>2004</b>		
	White	78%		White	81%
	African-American	5%		African-American	3%
	Latino	17%		Latino	15%
	Asian	1%		Asian	1%
	Other	0%		Other	0%
	Women	2%		Women	2%
<b>2007</b>			<b>2003</b>		
	White	80%		White	x
	African-American	3%		African-American	x
	Latino	16%		Latino	x
	Asian	1%		Asian	x
	Other	0%		Other	x
	Women	3%		Women	x
<b>2006</b>			<b>2002</b>		
	White	79%		White	83%
	African-American	3%		African-American	4%
	Latino	17%		Latino	12%
	Asian	1%		Asian	1%
	Other	0%		Other	0%
	Women	1%		Women	1%

x=Data not recorded

**Table 14**

MLB by Position								
		P	C	IF	OF			
<b>2009</b>								
	White	68%	64%	53%	53%			
	African-American	4%	1%	9%	28%			
	Latino	26%	33%	35%	16%			
	Asian	2%	2%	3%	3%			
<b>2008</b>								
	White	66%	62%	53%	50%			
	African-American	5%	0%	9%	32%			
	Latino	26%	35%	35%	16%			
	Asian	2%	2%	2%	3%			
<b>2007</b>								
	White	66%	58%	51%	52%			
	African-American	3%	0%	7%	28%			
	Latino	28%	41%	41%	17%			
	Asian	3%	1%	2%	3%			
<b>2006</b>								
	White	67%	61%	50%	51%			
	African-American	3%	0%	9%	28%			
	Latino	28%	37%	39%	18%			
	Asian	3%	2%	2%	3%			
<b>2005</b>								
	White	69%	62%	48%	48%			
	African-American	3%	1%	11%	26%			
	Latino	26%	36%	39%	22%			
	Asian	3%	1%	2%	3%			
		P	C	1B	2B	3B	SS	OF
<b>2004</b>								
	White	72%	65%	64%	53%	75%	28%	46%
	African-American	3%	2%	15%	15%	5%	7%	26%
	Latino	22%	33%	20%	32%	19%	64%	25%
	Asian	3%	0%	2%	0%	0%	1%	3%
<b>2002</b>								
	White	72%	61%	61%	65%	71%	29%	41%
	African-American	3%	1%	14%	21%	0%	11%	31%
	Latino	22%	37%	23%	14%	29%	60%	25%
	Asian	3%	1%	1%	0%	0%	0%	2%

Note: Some totals do not equal 100% due to the 1.4% Asian players.

\*2005 combines categories due to a change in terminology by MLB.

**Table 15**



## APPENDIX II

### MAJOR LEAGUE BASEBALL DIVERSITY INITIATIVES

Major League Baseball's strategic focus of formal commitments to the diversity of its game has not only included employment but also addresses supplier diversity, player development, community relations, education and philanthropic awards. MLB has been widely recognized nationally for their efforts; most notably the 2005 CEO Diversity Leadership award presented to Commissioner Selig by D.C. based Diversity Best Practices. This entity recognizes national and global diversity leadership. In 2007, Commissioner Selig received the Global Diversity and Innovation award from the World Diversity Leadership Council. MLB is the first sport to be awarded by these organizations. Additional diversity award recognitions are listed at the end of the appendix section. These are a few program summaries highlighting MLB's commitment to diversity:

#### **Employment/Workforce Diversity**

Since 1995 MLB has aggressively addressed workplace diversity primarily through its Human Resources practices in both the Commissioner's Office and the Clubs. The industry is staffed throughout by professional HR practitioners who contribute to MLB's benchmark reports that profile all levels of employment within the baseball organizations. The resulting matrix serves as a management tool for strategic planning and performance management.

***Diversity Economic Impact Engagement Initiative (DEIE)*** is one of MLB's newest initiatives to advance the level of MLB's current workforce and supplier diversity efforts as well as create methodologies for cultural assessments, diversity economic platforms and industry-wide diversity training. This internal consultant model approach will be developed throughout the industry's Central Office, member Clubs and eventually the Minor Leagues.

#### **Supplier Diversity**

***Major League Baseball's Diverse Business Partner's Program*** is the leading supplier diversity program in sports. This major league procurement initiative has produced significant economic opportunity for baseball's Commissioner's office, its franchises and local communities. The strategic implementation of MLB's Diverse Business Partners Program has resulted in well over \$700 million being spent with thousands of minority- and women-owned businesses. This award-winning program has continued to enrich baseball's business case for diversity by establishing a procurement environment that economically benefits the league as well as its minority and majority business partners. The DBP program has been awarded the recognition of being listed with "America's TOP 50 Organizations for Multicultural Business Opportunities" for several years running.

#### **Urban Youth Initiatives**

There are several aspects to this component of MLB's mission to grow its game. They are:

- 1) To make meaningful contributions to the development of minority communities.
- 2) To provide safe and organized recreational activities for urban youth.
- 3) To prepare minority high school players for college and professional baseball and softball programs.

One example of this commitment is ***Major League Baseball's Urban Youth Academy*** located on the campus of Compton Community College in Los Angeles, California. The Academy is an actual brick and mortar presence in the community and is now officially open for business. The Academy is home to four fields: two regulation baseball fields, one softball field and one youth field. MLB will operate the facility and work with local youth organizations to identify the Academy's attendees. In addition to offering year-round baseball and softball instruction, MLB will provide academic support and career development through after-school study programs. Baseball's return on investment for this multi-million dollar facility is the marketplace strategy that eventually thousands will participate as members of the Academy and ultimately become players, baseball operation and business operations employees, franchise leaders and fans. The Academy opened on February 28, 2006 and has supported more than 2,000 youth through camps, clinics, tournaments and scout leagues.

The Compton Urban Youth Academy continues to host the annual ***Urban Invitational Tournament*** that spotlights Historically Black Colleges and Universities (HBCU's) and their baseball programs in order to provide them with national exposure. And during the 2009 World Baseball Classic tournament, the Compton Urban Youth Academy hosted Team USA and Team Japan work out sessions.

The Urban Youth Academy recently opened an additional facility in Houston, TX. Located in north Houston, the Houston Astros MLB Urban Youth Academy at Sylvester Turner Park features a show field; permanent seating for 500 fans, with space for an additional 1,800 fans; dugouts and lights; one auxiliary field; two little league/softball fields; and 1,500 square feet of office space and other facilities.

In addition to baseball and softball instruction, boys and girls attending the Houston Astros MLB Urban Youth Academy at Sylvester Turner Park will be given the opportunity to participate in free seminars on umpiring, athletic field management, scouting and player development, sports and broadcast journalism, public relations and statistics, as well as athletic sports training. The Houston Astros MLB Urban Youth Academy at Sylvester Turner Park will create a diversified program for students that will not only concentrate on baseball and softball, but educational opportunities as well. The Academy's goal is to graduate 100 percent of the youth it serves.

The Houston Astros MLB Urban Youth Academy at Sylvester Turner Park will be modeled after the first Urban Youth Academy in Compton. Opening its doors in 2006, the MLB Urban Youth Academy in Compton has proven that it can help to grow the game with more than 75 student-athletes drafted since its inception. In total, 49 student-athletes have signed professional contracts and more than 100 Academy student-athletes have gone on to participate in collegiate baseball and softball programs. Last year, MLB signed an agreement to build another Urban Youth Academy in Hialeah, Florida.

Another example is one of MLB's longest on-going urban youth initiatives, ***Reviving Baseball in Inner Cities (RBI Program) presented by KPMG***. The RBI Program is a youth outreach program for youth ages 5-18 to promote interest in baseball, softball, and encourage academic achievement. 2010 is the 21<sup>st</sup> year of the RBI program and with nearly 300 leagues and 175,000 participants in more than 200 cities worldwide. In 2010 RBI launched the Jr. RBI playing divisions for children ages 5-12. Jr. RBI has had an immediate impact on the demographic make-up of the Program. For the 2010 season, the RBI Program the demographics of the RBI Program are:

**Ages 5-18:** 45 percent African-American, 27 percent Caucasian, 24 percent Hispanic, two percent Asian, one percent Native American, one percent "Other"

**Ages 5-12:** 48 percent African-American, 27 percent Caucasian, 21 percent Hispanic, two percent Asian, two percent "Other", one percent Native American

In 1993 RBI had its inaugural World Series. The 2010 RBI World Series will be hosted by the Florida Marlins in Jupiter FL. Since 1998, MLB has fielded a national RBI team that has participated in the USA Baseball Tournament of Stars. Since RBI's inception in 1989, MLB teams have drafted over 180 RBI participants.

### **Education and Philanthropy**

**"Breaking Barriers: In Sports, In Life"** is a multi-curricular character education program developed by Major League Baseball, The Major League Baseball Player's Trust for Children, and Scholastic Inc. The program utilizes baseball-themed features, activities and lessons to teach children grades 4-8 the values and traits they need to deal with the barriers and challenges in their lives. Using baseball as a metaphor for life, the curriculum is based on the nine values demonstrated by Jackie Robinson. The nine values are: Determination, Commitment, Persistence, Integrity, Justice, Courage, Teamwork, Citizenship and Excellence.

**"The Baseball Tomorrow Fund"** is a joint initiative between Major League Baseball and the Major League Baseball Player's Association. It is designed to promote and enhance the growth of the game throughout the world by funding programs, field improvements and equipment purchases to encourage and maintain youth participation in baseball and softball. Since its inception in 1999, BTF has awarded grants totaling more than \$17 million and has benefited 190,000 youth participating in more than 450 baseball and softball programs across the U.S.

**The MLB "Wanna Play?" program** debuted last year at the groundbreaking of the Houston Astros MLB Urban Youth Academy at Sylvester Turner Park and with events in Cincinnati and Philadelphia. **"Wanna Play?"** encourages boys and girls to increase their physical fitness by focusing on agility, coordination and balance while infusing baseball and softball elements throughout the program. **"Wanna Play?"** features a variety of fun and engaging activities and games to help young people improve their fitness, increase awareness of good nutrition and hydration, and learn basic baseball and softball skills.

MLB also annually celebrates **Jackie Robinson Day** and **Roberto Clemente Day** as additional commemorative events during the baseball season.

### **Game & Market Development**

**The "Civil Rights Game"** was staged by Major League Baseball on March 29th, when the Chicago White Sox played the New York Mets in an exhibition game at AutoZone Park in Memphis, the home of the National Civil Rights Museum and the city where Rev. Martin Luther King Jr. was assassinated on April 4, 1968. This game is now an annual event planned to culminate a day during which baseball celebrates the nation's civil rights movement. The game will return to Cincinnati, OH in 2010 and will be a regular season game between the Cincinnati Reds and the St. Louis Cardinals on May 15th.

### **Diversity Leadership Awards**

From 2009-2010, Commissioner Allan H. (Bud) Selig received the following awards and recognitions:

- 2009 Multicultural Business Opportunity Award

- 2009 New York Urban League's Champions of Diversity Award
- 2009 Negro League Museum Legacy Award
- 2010 The Jackie Robinson Foundation Lifetime Achievement Award