



Media Contact: Jessica Bartter
jbartter@bus.ucf.edu, 407-823-4884

The 2009 Racial and Gender Report Card: National Basketball Association

by Richard Lapchick
with Jessica Hanson, Charles Harless and William Johnson
Published June 10, 2009

EXECUTIVE SUMMARY

Orlando, FL...June 10, 2009 – The NBA remains the industry leader on issues related to race and gender hiring practices according to the Racial and Gender Report Card for the National Basketball Association for the 2008-09 season. The NBA has had the best grade among the men's leagues for race for two decades.

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

Based on the total points used in the weighted scales, the NBA earned its highest grade ever for gender at 89 (up from its previous high of 84.5 points). It slipped slightly from its highest grade ever for race (94.9, down from its record 96.2 out of a possible 100 in the 2008 Report Card). The NBA again received men's pro sports only **A** for a combined grade for race and gender with a record combined point total of 92.

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

Richard Lapchick, the Director of TIDES and primary author of the report, noted that "NBA Commissioner David Stern has taken the lead on diversity issues in sport and has done so for decades. He sets the standard in the League Office where 35 percent of the professional positions are held by people of color. This is the highest percentage in the NBA's history and the highest in the history of any professional sport. In addition, women held 43 percent of the professional positions in the NBA League Office, higher than any other men's professional league in any previous Report Card."

Using data from the 2008-09 season, The Institute for Diversity and Ethics in Sport (TIDES) conducted an analysis of racial breakdowns of the players and coaches. In addition, the Report includes a racial and gender breakdown of management in the NBA League Office and, at the team level, top management, senior administration, professional administration, physicians, head trainers, broadcasters, and referees. The previous Report examined data from the 2007-08 season. The listing of owners, head coaches, team presidents and general managers of color for the 2009 Report Card is updated through April 15, 2009.

RICHARD E. LAPCHICK, DIRECTOR • KEITH HARRISON, ASSOCIATE DIRECTOR • FITZ HILL, VISITING SCHOLAR
Tel: 407-823-1516 or 407-823-4887 • Fax: 407-823-3771 • Web: www.tidessport.org

~MAKING WAVES OF CHANGE~

All numerical data and the grades reflect information published in official team literature at the beginning of the 2008-09 season.

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

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

REPORT HIGHLIGHTS

- In the NBA, almost 82 percent of the players were people of color, increasing on last year's 80 percent. This is the highest percentage of players of color since the 1994-1995 season. The percentage of African-American players increased to 77 percent from last year's 76 percent mark. The percentage of Latinos remained constant at three percent, while the percentage of Asians increased to one percent. The percentage of international players remained constant at 18 percent.
- Professional opportunities for people of color in the NBA League Offices – at 35 percent – increased from 34 percent for the 2007-08 season. This is the highest percentage in the NBA's history and the highest in the history of any professional sport.
- Women held 43 percent of the professional positions in the NBA League Office. This increased by two percentage points from the previous Report Card and was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.
- There were 31 women in vice president positions in the NBA League Office during the 2008-09 NBA season, which is an increase of eight.
- Robert Johnson, who owns the NBA Charlotte Bobcats, remains men's pro sports only African-American team majority owner.
- There were one Asian head coach and 11 African-American head coaches at the beginning of the 2008-09 NBA season. The NBA still continues to have the highest percentage of head coaches of color in all pro sports at 40 percent of the total.
- The 59 coaches of color in the history of the NBA are more than twice as many head coaches of color than any other men's pro sport. Major League Baseball is second with 28 managers of color.
- At 42 percent the NBA matched its highest percentage of assistant coaches of color ever.
- At the beginning of the 2008-09 regular season, there were five (15 percent) African-American presidents in the NBA. While it was a decrease from last year's all-time high of seven, it was still the best for any sport by far.
- The percentage of people of color holding NBA team senior administrative positions remained at over 22 percent, tying the all-time record for the NBA.
- The percentage of people of color holding team professional administrative positions with over 28 percent remained the same, tying the all-time record for the NBA for race. The percentage of women holding these posts remained at 40 percent.
- As of the end of the 2008-09 season, 56 percent of the NBA's referees were white, 39 percent were African-American and five percent were Latino. Of the 61 referees, one was a woman.

OVERALL GRADES

The NBA again earned its highest grade ever for gender, slipped slightly from its highest grade ever for race (94.9, down from its record 96.2 out of a possible 100 in the 2008 Report Card) and again received men's pro sports only **A** for a combined grade for race and gender. The NBA had an **A+** for race, a **B+/A-** for gender with 89 points (up from its previous high of 84.5 points) for a combined **A**. In the 2006 Racial and Gender Report Card, the NBA had an **A+** for race and **B** for gender, which combined to give the league an overall grade of **B+**. In last year's report, the NBA had an **A+** for race, a **B+** for gender and a combined **A**.

For the 2008-09 season, the NBA earned an **A+** for race in the categories of players, league office professionals, head and assistant coaches, and professional team administration. It earned a **B** for race for team CEO/presidents and team vice presidents, and an **A-/B+** for team senior administration. The **C** for team general managers was the NBA's lowest grade for race. For gender, the NBA earned an **A+** in the league office and an **A** for professional administrators.

GRADES BY CATEGORY

Players

In the NBA, 82 percent of the players were people of color, increasing from last year's 80 percent and becoming the highest percentage of players of color since the 1994-95 season. The percentage of African-American players increased by one percentage point to 77 percent since last year's Racial and Gender Report Card. It was the highest percentage of African-American players since the 2001-02 season. In the NBA's 2008-09 season, 18 percent were white and three percent were Latino. It was the lowest percentage of white players since the 1994-95 season. Asians comprised one percent of NBA rosters, up from less than one previously, and an additional one percent of players are people of color categorized as "other." The percentage of Latino players remained the same as the last three seasons (three percent) while the percentage of white players decreased from 20 percent in the 2007-08 season. Eighteen percent of the players were international, which was the same as last year.

NBA Grade for Players: **A+**

See Table 1.

NBA League Office

In the NBA's League Office, as of February 23, 2009, 35 percent of all professional positions were held by people of color, up one percent from the last Report Card that covered the 2007-08 season. This is the highest percentage in NBA history and was higher than any other men's professional league in any previous Report Card. Of all professional employees, 65 percent were white, 20 percent were African-American, seven percent were Latino and seven percent were Asian. The percentages of whites decreased by one percentage point while the percentages of African-Americans, Latinos and Asians remained unchanged from last season.

Women made up 43 percent of professional employees, an increase of two percentage points from the 2007-08 Report Card. This was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.

There were 26 people of color in vice president positions at the NBA during the 2008-09 season:

- Stuart Jackson, executive vice president, Basketball Operations
- Mark Tatum, executive vice president, Marketing Partnerships
- Michael Bantom, senior vice president, Player Development
- Kerry Chandler, senior vice president, Human Resources
- Linda L. Choong, senior vice president, Retail Group
- Emilio Collins, senior vice president, International Development & Partnerships
- Gail Hunter, senior vice president, Events & Attractions
- Ronald Johnson, senior vice president, Referee Operations
- Kenneth J. Payne, senior vice president, Events and Attractions
- Stephen O. Richard, senior vice president, Finance
- Bernard Tolbert, senior vice president, Security
- Garth Case, vice president, Information Technology
- Chrysa Chin, vice president, Player Development
- Luis M. Garcia-Vazquez, vice president, International Finance
- George Land, Jr., vice president, Production Operations
- Michelle Leftwich, vice president, Assistant General Counsel
- Shirin Malkani, vice president, Legal & Business Affairs
- Stephanie A. Murphy, vice president, Retail Sales
- Frank David Nakano, vice president, Marketing Partnerships
- Myles Pistorius, vice president, Legal and Business Affairs
- Rory Sparrow, vice president, Player Development
- Andrew Thompson, vice president, Development
- Edward Whang, vice president, Legal & Business Affairs
- Leah M. Wilcox, vice president, Player and Talent Relations
- Tatia Williams, vice president, Business Affairs
- Bob Lanier, special assistant to the Commissioner

Including Chandler, Choong, Chin, Hunter, Leftwich, Malkani, Murphy, Wilcox, and Williams there were 31 women at this level:

- Heidi Ueberroth, president, Global Marketing Partnerships and Int'l. Business Operations
- Kathleen Behrens, executive vice president, Social Responsibility and Player Programs
- Kim Berger, senior vice president, Chief Compliance Officer
- Ayala Deutsch, senior vice president and Chief Intellectual Property Counsel
- Victoria Picca, senior vice president, Licensing and Business Affairs
- Nancy E. Baldwin, vice president, Corporate Services
- Kimberly Bohuny, vice president, Basketball Operations-International
- Melissa Anne Brenner, vice president, Marketing
- Amy M. Brooks, vice president, Team Business Development
- Jean M. Casner, vice president, Compensation & HRIS

- Maureen Coyle, vice president, Basketball Communications
- Donna Daniels, vice president, Team Marketing and Business Operations
- Julie DeJesus-Evans, vice president, Creative Services
- Joy Dellapina, vice president, Footage Licensing
- Kelly Flatow, vice president, Business Development
- Mary Pat Gillin, vice president, Licensing
- Leslie Julich, vice president, Employee Relations
- Carolanne E. McAuliffe, vice president, Marketing
- Stacy McWilliams, vice president, Marketing and Strategic Planning
- Michelle Pujals, vice president, Assistant General Counsel
- Kerry A. Tatlock, vice president, Global Marketing Partnerships
- Nancy Zellner, vice president, Benefits

NBA Grade for League Central Offices:

Race: A+
Gender: A+

See Table 2.

Ownership

There were three women who had majority ownership of NBA franchises, remaining constant from the 2007-08 season. 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 with her husband Abe.

Robert L. Johnson, the owner of the Charlotte Bobcats, is the NBA's only African-American owner. He is also the only African-American majority owner in men's professional sport.

See Table 3.

Head Coaches

Eleven African-Americans and one Asian held head coaching jobs at the start of the 2008-09 NBA season, which equals 40 percent, the same total of people of color as from the 2007-08 season. The 2001-02 season recorded the highest percentage of African-American head coaches (48 percent) in the history of any sport – collegiate or professional. The 2008-09 season matched the 37 percent of African-American coaches in the 2005-06 season, but is a decrease from the 40 percent achieved in the 2006-07 and 2007-08 seasons. There were 18 white head coaches (60 percent) and no Latino NBA head coaches during the 2008-09 season. The number of white and Latino head coaches were held constant, while there was an increase from no Asian coaches last year.

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

- Mike Woodson, Atlanta Hawks

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

Additionally, there were three African-American head coaches whom were hired during the 2008-09 NBA regular season:

- Lionel Hollins, Memphis Grizzlies
- Alvin Gentry, Phoenix Suns
- Kenny Natt, Sacramento Kings

The Asian head coach in the 2008-09 NBA season was Erik Spoelstra of the Miami Heat.

The 59 head coaches of color in the history of the NBA are more than twice as many head coaches of color than there has been in any other men’s pro sport. Major League Baseball is second with 28 managers of color.

NBA Grade for Head Coaches: A+

See Tables 4 and 5.

Assistant Coaches

At 42 percent the NBA remains at its highest percentage of assistant coaches of color ever. The percentage of African-Americans in assistant coaching positions in the NBA during the 2008-09 season increased to 41 percent, up from 40 percent the previous season while the percentage held by whites stayed constant at 58 percent during the 2008-09 season. The percentage of Latinos remained at one percent. There were no Asian assistants during the 2008-09 season.

NBA Grade for Assistant Coaches: A+

See Table 6.

Top Management

Chief Executive Officer

At the beginning of the 2008-09 regular season, there were five (15 percent) African-American presidents in the NBA, decreasing from last year’s all-time high of seven. They included team CEOs:

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

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

- Joe Dumars, Detroit Pistons

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

- Steve Mills, New York Knicks

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

Susan O'Malley, who was the first and only female president in the history of the NBA, left her position as the Washington Sports & Entertainment president before the beginning of the 2007-08 season. As a result, there were no women in this role in 2008-09.

See Table 7.

NBA Grade for CEO/President: B

General Manager

In what the NBA considers a general manager or a position equivalent to a general manager, at the beginning of the 2008-09 season, there were three African-American (10 percent) principals in charge of day-to-day operations/general managers in the NBA. There had been seven African-American GMs in the 2007-08 season. At the beginning of the 2008-09 season, the following held this position:

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

This was the lowest percentage in more than 15 years. The percentage of African-Americans was at its highest percentage in the 1994-95 season when 31 percent of general manager positions were held by African-Americans. There has never been a Latino or Asian general manager in the NBA.

NBA Grade for General Manager: C

See Table 8.

Team Vice Presidents

In the NBA, 11 percent of the team vice president positions were held by African-Americans (the same as the past two season's Report Cards) while Latinos dropped to two percent. Whites held 87 percent of

the vice president positions, an increase of two percentage points from last season. There were two Asian vice presidents. People of color held nearly 14 percent of team vice president positions in 2008-09, one percentage point less than the previous season.

Women occupied 18 percent of these posts. Women have made steady increases every year since the Racial and Gender Report Card first kept data in the 1993-94 season until 2004-05, with the exception of 2006-07 when there was a one percent decrease.

There were 31 African-American NBA team vice presidents, 10 of whom were women.

Male African-American vice presidents on NBA teams included:

- Arthur Triche, vice president, Public Relations, Atlanta Hawks
- Dominique Wilkins, vice president, Basketball Operations, Atlanta Hawks
- Ed Lewis, vice president, Government Relations, Charlotte Bobcats
- Seth J. Bennett, vice president, Event Operations, Charlotte Bobcats
- Michael Jordan, managing member, Basketball Operations, Charlotte Bobcats
- Amadou Gallo Fall, vice president, International Affairs, Director of Player Personnel, Dallas Mavericks
- Perry Scott, vice president, Basketball Operations, Detroit Pistons
- Dwayne Redmon, vice president, Finance, Golden State Warriors
- Travis Stanley, executive vice president, Team Marketing, Golden State Warriors
- Keith Jones, vice president, Basketball Operations, Houston Rockets
- Quinn Buckner, vice president, Communications, Indiana Pacers
- Sam Perkins, vice president, Player Relations, Indiana Pacers
- Earvin "Magic" Johnson, vice president, Los Angeles Lakers
- Dana Davis, vice president, Basketball Operations and Team Programs, Memphis Grizzlies
- Mike Garrison, vice president, Information Technology, Memphis Grizzlies
- Steve Martin, senior vice president, Community External Affairs, New Orleans Hornets
- Jamaal Lesane, vice president, Legal and Business Affairs, New York Knicks
- Mark West, vice president, Player Programs, Phoenix Suns
- Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
- Walt Perrin, vice president, Player Personnel, Utah Jazz
- Milt Newton, vice president, Player Personnel, Washington Wizards

Female African-American vice presidents on NBA teams included:

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

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

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

The two Latina vice presidents were:

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

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

- Peter Wong, vice president, Human Resources, Phoenix Suns
- Kevin Nonomura, vice president, Finance, Toronto Raptors

*In the 2007-08 report, Richard Cho was incorrectly categorized as a VP when he should have been categorized as a Senior Administrator. He has been moved to the correct category.

There are no Asian female vice presidents.

There were eight teams with more than one African-American vice president: the Atlanta Hawks, Charlotte Bobcats, Golden State Warriors, Indiana Pacers, Memphis Grizzlies, Miami Heat, New York Knicks and Washington Wizards.

Including Taylor, Hendricks, Julian, Tomlinson, Landman-Gonzalez, Harty, Mensah, Holland, Wright, Pope, Barrie, and Buchholz, there were 51 (18 percent) women vice presidents during the 2008-09 NBA season:

- Kay Lowery, vice president, Human Resources, Charlotte Bobcats
- Deb Dowling-Canino, vice president, Community Relations, Fan Development, Denver Nuggets
- Diane Ferranti, vice president, Multimedia, Detroit Pistons
- Ellen Gahagan, vice president, Marketing, Detroit Pistons
- Susan Greenfield, vice president, Legal, Detroit Pistons
- Marilyn Hauser, executive vice president, Detroit Pistons
- Holly Olstein-Bernabe, vice president, Corporate Sales/Services, Golden State Warriors
- Seliece Caldwell-Fulweber, vice president, Ticket Sales and Business Communications, Houston Rockets
- Jane Wardle, vice president, Budgeting, Indiana Pacers
- Donna Wilkinson, vice president, Human Resources, Indiana Pacers
- Jeanie Buss, executive vice president, Business Operations, Los Angeles Lakers
- Kim Stone, executive vice president and general manager of American Airlines Arena, Miami Heat
- Raquel Libman, executive vice president and general counsel, Miami Heat
- Jennifer Mallery, vice president, Ticket Operations and Services, Miami Heat
- Audra Hollifield, vice president, Human Resources of Administrative Services, Orlando Magic
- Mary Ann Saleski, senior vice president, Comcast Spectator Foundation, Philadelphia 76ers
- Lara Price, senior vice president, Business Operations, Philadelphia 76ers

- Lane Miller, vice president, Human Resources, Philadelphia 76ers
- Gail Clark, vice president, Project Development, Philadelphia 76ers
- Peggy Moroz, vice president, 3601 Creative Group, Philadelphia 76ers
- Ann Meyers Drysdale, vice president, Phoenix Suns
- Lynn Agnello, senior vice president, Marketing Partnerships, Phoenix Suns
- Julie Fie, vice president, Basketball Communications, Phoenix Suns
- Michele Daterman, vice president, Marketing, Portland Trail Blazers
- Traci Reandeau, vice president, Human Resources, Portland Trail Blazers
- Cheri Hanson, vice president, Communications, Portland Trail Blazers
- Traci Rose, vice president, Community Relations, Portland Trail Blazers
- Dannette Leighton, vice president, Marketing, Brand Development, and Monarchs Business Operations, Sacramento Kings
- Ruth Hill, vice president, Finance, Sacramento Kings
- Donna Ruiz, vice president, Human Resources, Sacramento Kings
- Alison Fox, vice president, Community Relations, Spurs Sports and Entertainment, San Antonio Spurs
- Lori Warren, senior vice president, Finance and Corporate Administration, San Antonio Spurs
- Beth Robertson, vice president, Ticket Sales and Services, Toronto Raptors
- Robin Brudner, senior vice president, general counsel, and corporate secretary, Toronto Raptors
- Mardi Walker, senior vice president, People, Toronto Raptors
- Patti-Ann Tarlton, vice president, Live Entertainment, Toronto Raptors
- Linda Luchetti, vice president, Communications, Utah Jazz
- Rhonda Ballute, vice president, Customer Service and Ticket Operations, Washington Wizards
- Jane Taylor, senior vice president, Chief of Marketing, Washington Wizards

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

NBA Grade for Team Vice Presidents:

Race: B
Gender: F

See Table 9.

Senior Administrators

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

The percentage of people of color holding senior administrative positions on NBA teams remained at just over 22 percent, equaling the NBA's all-time best percentage in this category first achieved in the 2007-08 season. In 2008-09, 77 percent of senior administrators were white, 16 percent were African-

American, five percent were Latino and one percent were Asian. The percentages of African-Americans grew two percentage points, while Latinos and Asians decreased by one percentage point each. The percentage of women in senior administrative positions decreased three percentage points to 24 percent, despite reaching an all-time high in numbers with 137 women holding such positions.

NBA Grade for Senior Administration

Race:	B+/A-
Gender:	D+

See Table 10.

Professional Administration

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

The percentage of people of color holding professional positions on NBA teams remained constant from last year's Report Card at nearly 29 percent. During the 2008-09 NBA season whites holding professional administration positions decreased from 72 percent to 71 percent while African-Americans continued to hold 16 percent of these positions. Latinos and Asians remained constant at nine and three percent, respectively. The percentage of "other" people of color remained the same at less than one percent.

Women occupied 40 percent of these positions in the 2008-09 season, which was the same percentage achieved last year.

NBA Grade for Professional Administration:

Race:	A+
Gender:	A

See Table 11.

Physicians

In the NBA, people of color held more than 12 percent of the team physician positions, which is a one percentage point increase from the 2007-08 season. White team physicians decreased one percentage point to 88 percent. There was still one woman serving in this position in the 2008-09 season.

See Table 12.

Head Athletic Trainers

In the 2008-09 season, whites held 82 percent of the head athletic trainers positions, a four percentage point increase from the previous season. African-Americans now hold 14 percent of these positions, which represents a four percentage point decrease from the 2007-08 season. Among the trainers in 2008-09, there was one Latino, one Asian and no women.

See Table 13.

Radio/TV Broadcasters

In the 2008-09 NBA season, the percentages of whites and African-Americans holding these positions remained constant at 73 and 18 percent, respectively. Latinos and women each increased by one percentage point to nine and eight percent, respectively. Asian broadcasters remained constant at one percent of the total radio/TV posts.

See Table 14.

Referees

As of the end of the 2008-09 season, 56 percent of the NBA's referees were white, 39 percent were African-American and five percent were Latino. Of the 61 referees, one was a woman.

See Table 15.

NBA Diversity Initiatives

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

NBA Grade for Diversity Initiatives: A

HOW GRADES WERE CALCULATED

As in previous reports, the 2009 Racial and Gender Report Card data shows that professional sport's front offices hiring practices do not nearly reflect the number of players of color competing in the game. However, to give it perspective for sports fans, The Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 24 percent of the population being people of color, an **A** was achieved if 24 percent of the positions were held by people of color, **B** if 12 percent of the positions were held by people of color, and **C** if it had only nine percent. Grades for race below this level were assigned a **D** for six percent or **F** for any percent equal to or below five percent.

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

METHODOLOGY

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

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

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

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

The report covers the 2008-09 season for the NBA. Listings of professional owners, general managers and head coaches were updated as of the end of the regular season. Grades, however, were calculated according to the reporting periods noted herein.

ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 17th issue of the ***Racial and Gender Report Card (RGRC)***, which is the definitive assessment of hiring practices of women and people of color in most of the leading professional and amateur sports and sporting organizations in the United States. The full report considers the composition – assessed by racial and gender makeup – of players, coaches and front office/ athletic department employees in our country's leading sports organizations, including the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB), Major League Soccer (MLS) and Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.

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

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

The Institute for Diversity and Ethics in Sport (TIDES)

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

The Institute's founder and director is Dr. Richard Lapchick, a scholar, author and internationally recognized human rights activist and pioneer for racial equality who is acknowledged as an expert on sports issues. Described as "the racial conscience of sport," Lapchick is chair of the DeVos Sport Business Management Program in the College of Business Administration at UCF, where The Institute is located. In addition, Lapchick serves as president and CEO of the National Consortium for Academics and Sports (NCAS), a group of more than 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. It was ranked by the *Wall Street Journal*, *Sports Business Journal* and *ESPN The Magazine* as one of the nation's Top Five sport business management programs.

APPENDIX I

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

x = Data not recorded

TABLE 1

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

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

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

TABLE 2

Majority Owners							
		%	#				
2008-09				2002-03			
	White	98%	43		White	100%	x
	African-American	2%	1		African-American	0%	x
	Latino	0%	0		Latino	0%	x
	Asian	0%	0		Asian	0%	x
	Other	0%	0		Women	0%	x
	Women	7%	3	2001-02			
2007-08					White	100%	x
	White	97%	35		African-American	0%	x
	African-American	3%	1		Latino	0%	x
	Latino	0%	0		Asian	0%	x
	Asian	0%	0		Women	0%	x
	Other	0%	0	2000-01			
	Women	8%	3		White	100%	x
2006-07					African-American	0%	x
	White	98%	44		Latino	0%	x
	African-American	2%	1		Asian	0%	x
	Latino	0%	0		Women	0%	x
	Asian	0%	0	1999-2000			
	Other	0%	0		White	100%	x
	Women	6%	3		African-American	0%	x
2005-06					Latino	0%	x
	White	98%	44		Asian	0%	x
	African-American	2%	1		Women	0%	x
	Latino	0%	0	1998-99			
	Asian	0%	0		White	100%	x
	Other	0%	0		African-American	0%	x
	Women	6%	3		Latino	0%	x
2004-05					Asian	0%	x
	White	91%	50		Women	0%	x
	African-American	9%	1	1997-98			
	Latino	0%	0		White	100%	x
	Asian	0%	0		African-American	0%	x
	Other	0%	0		Latino	0%	x
	Women	5%	3		Asian	0%	x
2003-04					Women	0%	x
	White	96%	25				
	African-American	4%	1				
	Latino	0%	0				
	Asian	0%	0				
	Other	0%	0				
	Women	12%	3				

x= Data not recorded

TABLE 3

Head Coaches					
	%	#		%	#
2008-09			1999-2000		
White	60%	18	White	79%	23
African-American	37%	11	African-American	21%	6
Asian	3%	1	Asian	0%	0
Latino	0%	0	Latino	0%	0
Women	0%	0	Women	0%	0
2007-08			1998-99		
White	60%	18	White	86%	25
African-American	40%	12	African-American	14%	4
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Women	0%	0	Women	0%	0
2006-07			1997-98		
White	60%	18	White	83%	24
African-American	40%	12	African-American	17%	5
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Women	0%	0	Women	0%	0
2005-06			1996-97		
White	63%	19	White	76%	22
African-American	37%	11	African-American	24%	7
Asian	0%	0	Latino	0%	0
Latino	0%	0	1995-96		
Women	0%	0	White	81%	23
2004-05			African-American	19%	6
White	60%	18	Latino	0%	0
African-American	40%	12	1994-95		
Asian	0%	0	White	81%	22
Latino	0%	0	African-American	19%	5
Women	0%	0	Latino	0%	0
2003-04			1993-94		
White	63%	19	White	81%	22
African-American	37%	11	African-American	19%	5
Asian	0%	0	Latino	0%	0
Latino	0%	0	1992-93		
Women	0%	0	White	74%	20
2001-02			African-American	26%	7
White	52%	15	Latino	0%	0
African-American	48%	14	1991-92		
Asian	0%	0	White	93%	25
Latino	0%	0	African-American	7%	2
Women	0%	0	Latino	0%	0
2000-01					
White	66%	19			
African-American	34%	10			
Asian	0%	0			
Latino	0%	0			
Women	0%	0			

TABLE 4

Historical Listing of Head Coaches of Color in the NBA

NBA (60 coaches as of end of 2008-09 regular season)							
	Team	Years	Record		Team	Years	Record
Bill Russell	Boston	1966-69	162-123	Quinn Buckner	Dallas	1993-94	13-69
	Seattle	1973-77	162-166	Magic Johnson	L.A. Lakers	1993-94	5-11
	Sacramento	1987-88	17-41	Butch Beard	New Jersey	1994-96	60-104
Al Attles	San Fran/Golden State	1969-83	557-518	Alvin Gentry	Miami	1994-95	15-21
	Lenny Wilkens	Seattle	1969-72	121-125		Detroit	1997-2000
Portland		1974-76	75-89		L.A. Clippers	2000-03	89-133
Seattle		1977-85	357-277		Phoenix	2008-09	18-13
Cleveland		1986-93	316-258	Bob Lanier	Golden State	1994-95	12-25
Atlanta		1993-00	310-232	M.L. Carr	Boston	1995-97	48-116
Earl Loyd	Toronto	2000-02	121-142	Jim Cleamons	Dallas	1996-98	28-70
	New York	2003-05	40-45	Johnny Davis	Philadelphia	1996-97	22-60
	Detroit	1971-72	22-53		Orlando	2004-05	51-84
Ray Scott	Detroit	1972-76	147-134		Memphis	2009	0-2
K.C. Jones	Capital/Washington	1973-76	155-91	Eddie Jordan	Sacramento	1996-98	33-64
	Boston	1983-88	308-102		Washington	2003-08	197-224
	Seattle	1990-92	59-59	Darrell Walker	Toronto	1996-98	41-90
Druff Young	Kansas City/Omaha	1973-74	0-3		Washington	1999-00	15-23
Elgin Baylor	New Orleans	1974-75	0-1	Butch Carter	Toronto	1998-00	68-64
	New Orleans	1976-79	64-98	Lionel Hollins	Vancouver	1999-00	18-42
Bob Hopkins	Seattle	1977-78	5-17		Memphis	2004-05	0-4
Willis Reed	New York	1977-79	49-47		Memphis	2008-09	13-26
	New Jersey	1987-89	33-77	Doc Rivers	Orlando	1999-03	176-178
Tom Sanders	Boston	1977-79	23-39		Boston	2004-present	249-194
Paul Silas	San Diego	1980-83	78-168	Leonard Hamilton	Washington	2000-01	19-63
	Charlotte/New Orleans	1998-2002	221-171	Nate McMillan	Seattle	2000-2004	220-191
	Cleveland	2003-05	69-77		Portland	2005-present	148-180
Don Chaney	L.A. Clippers	1984-87	53-132	Byron Scott	New Jersey	2000-04	174-154
	Houston	1988-92	164-134		New Orleans	2004-present	207-215
	Detroit	1993-95	48-116	Isiah Thomas	Indiana	2000-03	136-125
	New York	2001-2003	72-112		New York	2006-07	56-108
Bernie Bickerstaff	Seattle	1985-90	202-208	Bill Cartwright	Chicago	2001-04	51-100
	Denver	1994-96	59-68	Maurice Cheeks	Portland	2001-04	165-146
	Washington	1997-99	77-72		Philadelphia	2005-08	122-147
	Charlotte Bobcats	2004-2006	67-161	Mike Evans	Denver	2001-02	18-38
Gene Littles	Cleveland	1985-86	4-11	Frank Johnson	Phoenix	2001-04	65-75
	Charlotte	1989-91	37-87	Dennis Johnson	L.A. Clippers	2002-03	16-Aug
Wes Unseld	Denver	1994-95	3-13	Keith Smart	Cleveland	2003	9-31
	Washington	1987-94	202-345	Terry Porter	Milwaukee	2003-04	71-93
Mel Daniels	Indiana	1988-89	0-2	Randy Ayers	Philadelphia	2003-04	21-31
Stu Jackson	New York	1989-91	52-45	Herb Williams	New York	2003-04	17-27
	Vancouver	1996-97	6-33	Mike Woodson	Atlanta	2004-present	156-261
Mack Calvin	L.A. Clippers	1991-92	1-1	Sam Mitchell	Toronto	2004-present	156-189
Fred Carter	Philadelphia	1992-94	32-76	Dwane Casey	Minnesota	2005-07	53-69
Gar Heard	Dallas	1992-93	23-74	Avery Johnson	Dallas	2005-08	210-85
	Washington	1999-00	14-30	Mike Brown	Cleveland	2005-present	237-137
Sidney Lowe	Minnesota	1993-94	33-102	Reggie Theus	Sacramento	2007-08	44-62
	Vancouver/Memphis	2001-03	46-126	Sam Vincent	Charlotte	2007-08	32-50
John Lucas	San Antonio	1992-94	94-49	Michael Curry	Detroit	2008-present	39-43
	Philadelphia	1994-96	42-122	Kenny Natt	Sacramento	2008-present	11-47
	Cleveland	2001-03	37-87	Ed Tapscott	Washington	2008-present	18-53
				Erik Spoelstra	Miami	2008-present	43-39

TABLE 5

Assistant Coaches					
	%	#		%	#
2008-09			1999-2000		
White	58%	93	White	64%	74
African-American	41%	65	African-American	36%	41
Latino	1%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
2007-08			1998-99		
White	58%	97	White	67%	77
African-American	40%	66	African-American	33%	38
Latino	1%	1	Latino	0%	0
Asian	1%	1	Asian	0%	0
Other	1%	1	Other	0%	0
Women	0%	0	Women	0%	0
2006-07			1997-98		
White	59%	93	White	66%	76
African-American	40%	63	African-American	34%	39
Latino	1%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
2005-06			1996-97		
White	62%	96	White	66%	61
African-American	38%	59	African-American	34%	32
Latino	1%	1	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0			
2004-05			1995-96		
White	66%	100	White	59%	51
African-American	33%	50	African-American	41%	35
Latino	0%	0	Latino	0%	0
Asian	1%	1	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0			
2003-04			1994-95		
White	71%	98	White	60%	45
African-American	29%	40	African-American	40%	30
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0			
2001-02			1993-94		
White	67%	79	White	68%	48
African-American	33%	39	African-American	32%	30
Latino	0%	0	Latino	0%	0
Asian	0%	0	Other	0%	0
Other	0%	0			
Women	0%	0			
2000-01			1992-93		
	Data Not Recorded		White	73%	49
			African-American	27%	18
			Latino	0%	0
			Other	0%	0
			1991-92		
			White	67%	51
			African-American	33%	25

TABLE 6

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

x= Data not recorded

TABLE 7

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

TABLE 8

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

TABLE 9

Senior Administrators							
		%	#				
2008-09				2001-02			
	White	77%	439		White	83%	x
	African-American	16%	89		African-American	14%	x
	Latino	5%	31		Latino	3%	x
	Asian	1%	7		Asian	2%	x
	Other	<1%	1		Women	29%	x
	Women	24%	137	2000-01			
2007-08					White	83%	x
	White	78%	401		African-American	12%	x
	African-American	14%	71		Latino	3%	x
	Latino	6%	30		Asian	2%	x
	Asian	2%	9		Women	36%	x
	Other	<1%	1	1999-2000			
	Women	27%	136		White	85%	x
2006-07					African-American	10%	x
	White	80%	377		Latino	3%	x
	African-American	13.40%	63		Asian	2%	x
	Latino	5.10%	24		Women	40%	x
	Asian	1.30%	6	1998-99			
	Other	0%	0		White	86%	x
	Women	25%	117		African-American	11%	x
2005-06					Latino	<2%	x
	White	80%	367		Asian	<2%	x
	African-American	13%	58		Women	41%	x
	Latino	5%	25	1997-98			
	Asian	2%	7		White	87%	x
	Other	0%	0		African-American	11%	x
	Women	23%	107		Other	2%	x
2004-05					Women	31%	x
	White	84%	370	1996-97			
	African-American	12%	52		White	88%	x
	Latino	3%	15		African-American	11%	x
	Asian	1%	6		Other	1%	x
	Other	0%	0		Women	23%	x
	Women	24%	108	2003-04			
	White	84%	283		White	84%	283
	African-American	12%	42		African-American	12%	42
	Latino	2%	4		Latino	2%	4
	Asian	<1%	4		Asian	<1%	4
	Other	0%	0		Other	0%	0
	Women	26%	84		Women	26%	84

x=Data not recorded

TABLE 10

Professional Administration					
	%	#		%	#
2008-09			1999-2000		
White	71%	761	White	77%	x
African-American	16%	173	African-American	15%	x
Latino	9%	99	Latino	6%	x
Asian	3%	29	Asian	2%	x
Other	<1%	5	Women	52%	x
Women	40%	427	1998-99		
2007-08			White	83%	x
White	72%	777	African-American	12%	x
African-American	16%	172	Latino	4%	x
Latino	9%	95	Asian	1%	x
Asian	3%	27	Women	39%	x
Other	<1%	4	1997-98		
Women	40%	429	White	83%	x
2006-07			African-American	13%	x
White	74%	818	Latino	3%	x
African-American	15%	165	Asian	1%	x
Latino	8%	84	Women	39%	x
Asian	3%	37	1996-97		
Other	<1%	7	White	83%	x
Women	41%	460	African-American	14%	x
2005-06			Other	3%	x
White	74%	672	Women	38%	x
African-American	14%	130	1995-96		
Latino	8%	76	White	84%	x
Asian	3%	28	African-American	13%	x
Other	1%	5	Other	<3%	x
Women	42%	380	Women	45%	x
2004-05			1994-95		
White	77%	684	White	87%	x
African-American	13%	112	African-American	10%	x
Latino	7%	60	Latino	<1%	x
Asian	3%	25	Asian	<1%	x
Other	0%	3	Other	1%	x
Women	43%	381	Women	32%	x
2003-04			1993-94		
White	76%	1192	White	84%	x
African-American	14%	222	African-American	13%	x
Latino	7%	108	Latino	2%	x
Asian	2%	30	Asian	<1%	x
Other	1%	9	Other	<1%	x
Women	39%	602	1992-93		
2001-02			White	86%	x
White	79%	x	African-American	11%	x
African-American	13%	x	Latino	2%	x
Latino	6%	x	Asian	1%	x
Asian	<2%	x	Other	<1%	x
Other	<1%	x			
Women	48%	x			

x=Data not recorded

TABLE 11

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

TABLE 12

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

TABLE 13

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

TABLE 14

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

TABLE 15

APPENDIX II

NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

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

Employee Learning & Development

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

Recruiting

- The NBA has continued to embrace a multi-faceted approach in maintaining a diverse workforce. Year after year, the organization has attained a high level of success in staffing a workforce that is balanced in terms of gender, and broad in terms of ethnic classification. The NBA maintains a diverse applicant pool in its hiring process and encourages all NBA teams to do the same. This is accomplished by the use of on-line job postings at a variety of diversity websites and active recruitment at Historically Black Colleges and Universities (HBCUs), particularly for its entry-level Associate and Intern Programs.
- The NBA uses its Associate and Intern Programs as a feeder pool for diverse candidates – The 2008 Associate class is 50% diverse and 42% female, and the Intern class is 42% diverse and 44% female. Sources include Posse, Prep for Prep, LEAD, and CosmoGirl. The NBA continues to establish relationships with schools that have a diverse student body and organizations that promote job opportunities for diversity candidates including the Howard University and The Black Student Association at Harvard University. In addition, the NBA participates in the career fair for the National Association for Multi-Ethnicity in Communications (NAMIC), Thurgood Marshall Career Fair and other diversity career events for Hispanic and Asian job seekers.

Vendor Diversity

- Consistent with the NBA'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.

NBA and WNBA Cares / Grassroots Initiatives

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

Education

- The **Read to Achieve** program aims to combat global illiteracy and encourage young people to develop a life-long love of reading. Teams and their players participate in reading events at schools, community-based organizations, in arena and at NBA & WNBA Reading and Learning Centers. Throughout the season, the NBA and WNBA and their teams create **Reading and Learning Centers** in schools and communities in need and include extensive renovation work, donation of books, educational software and resources and local NBA team merchandise. These centers provide children in need with the opportunity to access educational and technological resources and provide them with a stimulating and safe place to learn.
- In recognition of Women's History Month, the NBA and WNBA hosted a "**Career in Sports**" program for female students, grades 7-12, from New Orleans Public Schools, in March 2008. The program, led by NBA and WNBA female sports professionals including players, educators, psychologists, social workers, and personal development specialists, includes a motivational message, panel and small group discussions that educate participants about a variety of sports careers. Topics included identifying interests, goal setting, networking, internships, and higher learning opportunities.

Youth And Family Development

- The **Jr. NBA/Jr. WNBA program** supports youth basketball through programs and events such as a national skills competition, tournament series, and summer camp program. The Jr. NBA/Jr. WNBA features a series of free instructional materials distributed to all players, parents and coaches in membership. Over 830,000 players participate, ages 5-14, including boys and girls from all backgrounds and socioeconomic status, with estimated participation of 45% black, 45% white and 10% Hispanic youth. All Jr. NBA/Jr. WNBA initiatives are designed to teach basketball fundamentals, promote sportsmanship and encourage healthy lifestyle choices.

Health-Related Causes

- **NBA and WNBA Fit** is the league's health and wellness platform in which the NBA and WNBA and its partners promote a healthy lifestyle for children and adults through fitness, nutrition and wellness. Programming inspires participants to get started on "being fit" through small changes in their daily routine.
- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including player Public Service Announcements in partnership with UNICEF's "Unite For Children, Unite Against Aids" campaign, grassroots events around the world, and through extensive charitable donations. Additionally, through the HIV/AIDS awareness campaign, "**Get Tested,**" the NBA, HBO, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) and the Kaiser Family Foundation came together to produce a series of television, radio and print Public Service Ads (PSAs) which encourages people in urban communities to learn about their HIV/AIDS status. Participants included NBA players Luke Walton, Lamar Odom, Richard Jefferson, Marcus Williams, Kyle Korver, and Sam Dalembert.
- As one of the founding partners of **Nothing but Nets**, a grassroots campaign to save lives by preventing malaria (the leading killer of children in Africa), the NBA and WNBA have helped raise more than \$18 million to provide life-saving bed nets to those in need. In 2008, the NBA and WNBA supported **World Malaria Day** with all 30 NBA teams, eight WNBA teams, and one D-League team participating. NBA and WNBA players Kyle Korver, Luol Deng, DeSagana Diop, Ruth Riley and retired NBA player Sam Perkins serve as spokespeople for the campaign.
- The WNBA and the American Heart Association have formed an alliance to promote the **Go Red for Women** campaign. Go Red for Women encourages women to learn more about heart health, and raises awareness of the risks of heart disease in women.
- For twelve years, the **WNBA Breast Health Awareness** program has focused on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised more than \$2 million to aid in the fight against breast cancer.

Grassroots Programs

- The NBA has hosted **Basketball without Borders**, an annual basketball instructional camp for young people that promotes leadership, education, sportsmanship and takes place in Asia, Latin and South America, Europe and Africa.

NBA Cares and Other Community Programs

- Since October 2005, through NBA Cares, the league, players and teams raised and contributed more than \$81 million for charity and donated 550,000 hours of hands-on service to communities worldwide.
- Also, in partnership with various organizations such as KaBOOM! and Habitat for Humanity, the NBA and WNBA built more than 300 places where kids and families can live, learn or play in neighborhoods of high need, contributing to the development of urban communities.

- This past NBA season, in partnership with Toyota, the NBA and WNBA have committed to refurbishing basketball courts; building playgrounds and creating earn and play centers in several team markets in deserving schools and communities through the **Toyota Project Rebound Program**.
- League-wide celebrations of the life and legacy of Dr. Martin Luther King take place every January around the NBA. This season, NBA Legends Kareem Abdul Jabbar and Bob Lanier were awarded with the National Award and the International Award, respectively, at the Sports Legacy Awards in Memphis which is held in conjunction with the National Civil Rights Museum. In addition to focusing attention on the life and legacy of Martin Luther King, Jr. and the leaders of the Civil Rights and human rights movements, the NBA's grassroots events, fundraising support and leadership support the building of the MLK Memorial Foundation.
- The NBA was instrumental in the forming of **Thurgood Marshall Scholarship Fund** in 1987 and has provided steady leadership to the organization since then. Commissioner David Stern serves on the TMSF Board and the NBA, TMSF and NBA players collaborate on a number of events and Public Awareness Campaigns. NBA Spokesmen for TMSF, Ray Allen, and Shane Battier have appeared in PSA's for the Fund and provide on-going support for the Fund's activities.

###