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The 2008 Racial and Gender Report Card: National Basketball Association

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EXECUTIVE SUMMARY

Orlando, FL...May 29, 2008 – The Racial and Gender Report Card for the National Basketball Association for the 2007-08 season showed that the NBA remains the industry leader on issues related to race and gender hiring practices.

The NBA has had the top grade among the men's leagues for race for all 15 previous reports over nearly two decades. Based on the total points used in the weighted scales, the NBA earned its highest grade ever for gender at 84.5, tied its highest grade ever for race with 96.2 and had the first ever **A** (90.3) for a combined grade for race and gender in men's pro sports. In the 2006-07 Racial and Gender Report Card, the NBA had an **A+** for race and a **B** for gender, which combined to give the league an overall grade of **B+**.

Using data from the 2007-08 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 2006-07 season. The 2008 Report Card is updated through April 1, 2008 for owners, head coaches, team presidents and general managers.

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

The Report Card asks, 'Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to make a basket or run the business of basketball?'

It is imperative that sports teams play the best athletes they have available to win games. The Institute strives to emphasize the value of diversity to sports organizations when they choose their team on the court and in the office. Diversity initiatives such as diversity management training can help change attitudes and increase the applicant pool for open positions. The NBA was the first league to do diversity management training. A diverse staff can provide a different perspective, and possibly a competitive advantage for a win in the board room as well as on the court.

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

REPORT HIGHLIGHTS

- The NBA achieved the highest percentages for people of color in the history of men's professional sport in the category of team CEOs/presidents at 23 percent (team vice-presidents at 15 percent and league office professionals at just over 34 percent tied last year's percentages).
- In the NBA, almost 80 percent of the players were people of color. The percentage of African-American players increased to 76 percent from last year's 75 percent mark. The percentage of Latinos and Asians remained constant at three percent and less than one percent respectively. International players were down one percentage point to 18 percent.
- Professional opportunities for people of color in the NBA League Offices – at 34 percent – stayed the same as the previous Report Card. This tied the highest percentage in the NBA's history and the highest in the history of any professional sport from last season.
- Women held 41 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.
- Robert Johnson, who owns the NBA Charlotte Bobcats, remains men's pro sports only African-American team majority owner.
- There were 12 African-American head coaches at the beginning of the 2007-08 NBA season, the same as in the 2006-07 season. The NBA continues to have the highest percentage in all pro sports at 40 percent of the total. This season matched the second-highest in NBA history, equaling the 40 percent of the 2004-05 and 2006-07 seasons. No other sport has exceeded that figure.
- The 55 African-American head coaches 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 26 managers of color.
- At 42 percent the NBA set its highest percentage of assistant coaches of color ever.
- As of the end of the 2007-08 regular season, there were seven African-American CEOs/presidents in the NBA, surpassing the previous high of four in 2006-07 and 2005-06. Susan O'Malley, the only female president in the history of the NBA, left the Washington Wizards organization before the beginning of the 2007-08 season.

- In the season under review, the NBA had seven African-American general managers in the 2007-08 season, one less than in the previous season.
- The NBA had 15 percent of its team vice president positions occupied by people of color, the same as last year when it was the highest in the Report Card's history as well as the highest in the history of any professional sport.
- The percentage of people of color holding NBA team senior administrative positions increased to over 22 percent, up two percent from last year, setting the all-time record for the NBA. The percentage of women holding these positions increased from 25 percent to 27 percent during the same period.
- The NBA increased in its percentage of people of color holding team professional administrative positions since the last Report Card with over 28 percent, up two percent from the previous season and setting the all-time record for the NBA for race. The percentage of women holding these posts decreased to 40 percent from last year's 41 percent.
- As of the end of the 2007-08 season, 58 percent of the NBA's referees were white, 37 percent were African-American, and five percent were Latino. Of the 59 referees, one was a woman.

OVERALL GRADES

The NBA earned its highest grade ever for gender, tied its highest grade ever for race and had men's pro sports first ever **A** for a combined grade for race and gender. The NBA had an **A+** for race with 96.2 points (the same as the 2006-07 report) out of a possible 100, a **B+** for gender with 84.5 points (up from 82) 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+**.

For the 2007-08 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 an **A-** for race for team general managers and an **A-/B+** for team senior administration. The **B** for team vice-presidents was the NBA's lowest grade for race. For gender, the NBA earned an **A** in the league office and for professional administrators.

GRADES BY CATEGORY

Players

The percentage of African-American players increased by one percentage point to 76 percent since last year's Racial and Gender Report Card. In the NBA's 2007-08 season, 20 percent were white and three percent were Latino. Asians still comprised less than one percent of NBA rosters, and an additional one percent of players are people of color categorized as "other." The percentage of Latino players remained the same as the last two seasons (three percent) while the percentage of white players decreased slightly from 21 percent in the 2006-07 season. Eighteen percent of the players were international, which was one percent less than last year. The all-time high percentage for African-American NBA players was 82 percent in the 1994-95 season.

NBA Grade for Players: **A+**

See Table 1.

NBA League Office

In the NBA's League Office, as of April 1, 2008, 34 percent of all professional positions were held by people of color, the same percentage as the last Report Card that covered the 2006-07 season. This tied 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, 66 percent

were white, 20 percent were African-American, seven percent were Latino and seven percent were Asian. The percentages of whites, African-Americans, Latinos, and Asians remained unchanged from last season.

Women made up 41 percent of professional employees, a increase of two percentage points from the 2006-07 Report Card, interrupting three consecutive years of declining percentages for women professionals in the NBA League office. The 41 percent is still higher than any other league office for women as professionals in men's professional sport.

There were 24 people of color in vice president positions at the NBA during the 2007-08 season:

- Stuart Jackson, executive vice president, Basketball Operations
- Michael Bantom, senior vice president, Player and Basketball Development
- Kerry Chandler, senior vice president, Human Resources
- Gail Hunter, senior vice president, Events & Attractions
- Stephen O. Richard, senior vice president, Finance
- Mark Tatum, senior vice president, Marketing and Media
- Bernard Tolbert, senior vice president, Security
- Garth Case, vice president, Information Technology
- Linda L. Choong, vice president, Retail Group
- Emilio Collins, vice president, Marketing Partnerships
- Rudy Crew, vice president, Live Programming and Entertainment
- Luis M. Garcia-Vazquez, vice president, International Finance
- Robert Jamieson, vice president, Financial Planning and Analysis
- George Land, Jr., vice president, Business Operations
- Michelle Leftwich, vice president, Assistant General Counsel
- Stephanie A. Murphy, vice president, Retail Sales
- Frank David Nakano, vice president, Marketing Partnerships
- Kenneth J. Payne, vice president, Events and Attractions
- Myles Pistorius, vice president, Legal and Business Affairs
- Rory Sparrow, vice president, Community and Player Programs
- Leah M. Wilcox, vice president, Player and Talent Relations
- Tatia Williams, vice president, Business Affairs
- Dongwei Yang, vice president, Business Development and Marketing Partnerships
- Bob Lanier, special assistant to the Commissioner

Including Chandler, Choong, Hunter, Leftwich, Murphy, Wilcox, and Williams there were 23 women at this level:

- Heidi Ueberroth, president, Global Marketing Partnerships and Int'l. Business Operations
- Carol Albert, senior vice president, Marketing
- Kathleen Behrens, senior vice president, Community and Player Programs
- Ayala Deutsch, senior vice president and Chief Intellectual Property Counsel

- Kimberly Bohuny, vice president, Basketball Operations-International
- Stacy Corbo, vice president, Customer Service
- Donna Daniels, vice president, Marketing and Strategic Planning
- Julie DeJesus-Evans, vice president, Creative Services
- Joy Dellapina, vice president
- Kelly Flatow, vice president, Business Development
- Mary Pat Gillin, vice president, Marketing Services
- Leslie Julich, vice president, Employee Relations
- Stacy McWilliams, vice president, Marketing and Strategic Planning
- Victoria Picca, vice president, Legal and Business Affairs
- Noreen Reilly, vice president, Administration
- 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. Colleen J. Maloof and Adrienne Maloof-Nassif were part of the Maloof family ownership of the NBA's Sacramento Kings. Irene Pollin was co-owner of the NBA's Washington Wizards and WNBA's Washington Mystics with her husband Abe.

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

African-Americans held 12 head coaching jobs at the start of the 2007-08 NBA season, which equaled 40 percent of the total for the past two seasons. The 2001-02 season recorded the highest percentage of African-American head coaches (48 percent) in the history of any sport – collegiate or professional. This season matched the 40 percent in the 2004-05 and 2006-07 seasons. There were 18 white head coaches (60 percent) and no Asian or Latino NBA head coaches during the 2007-08 season.

The 12 African-American head coaches at the start of the 2007-08 NBA season were:

- Mike Woodson, Atlanta Hawks
- Glenn “Doc” Rivers, Boston Celtics
- Sam Vincent, Charlotte Bobcats
- Mike Brown, Cleveland Cavaliers
- Avery Johnson, Dallas Mavericks
- Byron Scott, New Orleans
- Isiah Thomas, New York Knicks
- Nate McMillan, Portland Trail Blazers
- Maurice Cheeks, Philadelphia 76ers
- Reggie Theus, Sacramento Kings
- Sam Mitchell, Toronto Raptors
- Eddie Jordan, Washington Wizards

The 55 African-American head coaches 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 26 managers of color.

NBA Grade for Head Coaches: A+

See Tables 4 and 5.

Assistant Coaches

At 42 percent the NBA set its highest percentage of assistant coaches of color ever. The percentage of African-Americans in assistant coaching positions in the NBA during the 2007-08 season remained at 40 percent while the percentage held by whites decreased from 59 percent during the 2006-07 season to 58 percent during the 2007-08 season. The Latino, Asian and “other” categories each equaled less than one percent of the assistants during the 2007-08 season.

NBA Grade for Assistant Coaches: A+

See Table 6.

Top Management

Chief Executive Officer

As of the end of the 2007-08 regular season, there were seven African-American presidents in the NBA, surpassing last year's all-time high of four. They included team CEOs:

- Terdema Ussery, Dallas Mavericks
- Fred Whitfield, Charlotte Bobcats
- Steve Mills, New York Knicks and New York Liberty
- Billy King, Philadelphia 76ers
- Larry Miller, Portland Trail Blazers

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

- Joe Dumars, Detroit Pistons
- Isiah Thomas, New York Knicks

They are the only African-American CEO/presidents in the history of men's professional sports with the exception of a 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.

Steve Mills is the president of all team operations at Madison Square Garden, making him the CEO of three franchises including the New York Knicks, New York Rangers and New York Liberty.

See Table 7.

General Manager

In what the NBA considers a general manager or a position equivalent to a general manager, during the 2007-08 season, there were seven African-American (23 percent) principals in charge of day-to-day operations/general managers in the NBA. There had been eight African-American GMs in the 2006-07 season. In 2007-08, the following held this position:

- Billy Knight, executive vice president and general manager, Atlanta Hawks
- Rod Higgins, head coach and general manager, Charlotte Bobcats
- Joe Dumars, president of Basketball Operations, Detroit Pistons
- Elgin Baylor, vice president of Basketball Operations and general manager, Los Angeles Clippers
- Isiah Thomas, head coach and general manager, New York Knicks
- Otis Smith, general manager, Orlando Magic

- Billy King, president, Philadelphia 76ers

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: A-

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 last season's Report Card) while Latinos also remained the same at three percent, but increased their total number from eight to nine vice presidents. Whites held 85 percent of the vice president positions, the same as last season, despite increasing their total number by 10. There were three Asian vice presidents. People of color held 15 percent of team vice president positions in 2007-08, the same percentage as the previous season, when the NBA set an all-time high for team vice presidents in men's professional sport.

Women occupied 18 percent of these posts, a one percentage point increase from last year's Report Card and equaling their all-time high for team vice-presidents. Women have made steady increases every year since the Racial and Gender Report Card first kept data in the 1993-94 season, with the exception of last year when there was a one percent decrease.

There were 32 African-American NBA team vice presidents, 11 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
- David Lee, vice president, Business Development, Atlanta Hawks
- Jared F. Bartie, Chief Administrative Officer and General Counsel, Charlotte Bobcats
- Ed Lewis, vice president, Government Relations, Charlotte Bobcats
- Seth J. Bennett, vice president, Experiential Marketing, Charlotte Bobcats
- Bernie Bickerstaff, executive vice president, Basketball Operations, Charlotte Bobcats
- Michael Jordan, managing member, Basketball Operations, Charlotte Bobcats
- Amadou Gallo Fall, vice president, International Affairs, Director of Player Personnel, Dallas Mavericks
- 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

- Earvin “Magic” Johnson, vice president, Los Angeles Lakers
- Michael McCullough, executive vice president/chief marketing officer, Miami Heat
- Steve Martin, senior vice president, Community Investment and External Affairs, New Orleans Hornets
- Mark West, vice president, Player Programs, Phoenix Suns
- Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
- Ian Clarke, executive vice president, chief financial officer and Business Development, Toronto Raptors
- 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:

- LaVerne Henderson, vice president, Community Development, Atlanta Hawks
- LaRita Barber, senior vice president, Community Relations and Executive Director Charlotte Jumper Classic, Charlotte Bobcats
- Marlene Hendricks, vice president, Guest Services and Event Staffing, Charlotte Bobcats
- Donna Julian, senior vice president, Arena and Event Operations, Charlotte Bobcats
- Vivian Mora, vice president, Human Resources, Houston Rockets
- Sonia Harty, vice president, Human Resources, Miami Heat
- Eve Wright, vice president, Associate General Counsel, Miami Heat
- Petra Pope, vice president, Entertainment and Event Marketing, New Jersey Nets
- Karen Buchholz, vice president, Community Relations and Fan Development, New York Knicks
- Sarah Mensah, vice president, Marketing and Sales, Portland Trail Blazers
- Judy Holland-Burton, senior vice president, Community Relations, Washington Wizards

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

- Mario Etemad, executive vice president, Detroit Pistons
- Dana Davis, vice president, Basketball Operations and Team Programs, Memphis Grizzlies
- Tony Coba, senior vice president and chief information officer, Miami Heat
- 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
- Diego Rocca Salva, vice president, Operations, Toronto Raptors
- Maurizio Gherardini, vice president, Assistant General Manager, Toronto Raptors

The two Latina vice presidents were:

- Neda Barrie, executive vice president, Business Development, Golden State Warriors
- Kathryn Jordan, vice president, Team Development, Indiana Pacers

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

- Peter Wong, vice president, Human Resources, Phoenix Suns
- Rich Cho, Assistant General Manager, Seattle SuperSonics

- Kevin Nonomura, vice president, Finance, Toronto Raptors

There was one Asian female vice president:

- Sandra Carreon-John, vice president, Sports Team Publicity, New York Knicks

There were six teams with more than one African-American vice president: the Atlanta Hawks, Charlotte Bobcats, Golden State Warriors, Houston Rockets, Miami Heat, and Washington Wizards. The Golden State Warriors, Miami Heat, Indiana Pacers, New Jersey Nets and Toronto Raptors had Latino and African-American vice presidents.

Including Henderson, Hendricks, Julian, Barber, Mora, Harty, Mensah, Holland-Burton, Wright, Pope, Barrie, Jordan, Buchholz and Carreon-John, there were 55 (18 percent) women vice presidents during the 2007-08 NBA season:

- Ginni Siler, vice president, Human Resources, Atlanta Hawks
- Ailey Penningroth, vice president, Strategic Planning, Atlanta Hawks
- Kay Lowery, vice president, Human Resources, Charlotte Bobcats
- Deb Dowling-Canino, vice president, Community Relations, Fan Development, Denver Nuggets
- Diane Ferranti, vice president, Multimedia, Detroit Pistons
- Ellen Gahagan, vice president, Marketing, Detroit Pistons
- Susan Greenfield, vice president, Legal, Detroit Pistons
- Marilyn Hauser, executive vice president, Detroit Pistons
- Seliece Caldwell, 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
- 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
- Amy Cohen, vice president, Associate General Counsel, 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
- Cathey Moses, vice president, Marketing, 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, vice president, Finance, San Antonio Spurs
- Paula Winslow, vice president, Human Resources, San Antonio Spurs
- Karen Bryant, senior vice president, Community Development, COO of the Seattle Storm, Seattle Supersonics
- Beth Robertson, vice president, Marketing, Executive Director Raptors Foundation, Toronto Raptors
- Robin Brudner, senior vice president, general counsel, and corporate secretary, Toronto Raptors
- Mardi Walker, senior vice president, People, 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 and Portland Trail Blazers led the league with five female vice presidents. The Phoenix Suns, Charlotte Bobcats, Detroit Pistons, and Philadelphia 76ers had four female vice presidents. The Atlanta Hawks, Indiana Pacers, Sacramento Kings, San Antonio Spurs, Toronto Raptors and Washington Wizards were close behind with three each.

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 increased to over 22 percent from less than 20 percent surpassing last year's all-time record high for the NBA. In 2007-08, 78 percent of senior administrators were white, 14 percent were African-American, six percent were Latino and two percent were Asian. The percentages of African-Americans, Latinos and Asians increased by almost one percentage point each. The percentage of women in senior administrative positions increased to 27 percent and reached an all-time high in numbers with 136 women holding such positions.

NBA Grade for Senior Administration

Race: B+/A-
Gender: C

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 reached an all-time record with over 28 percent, up from 26 percent in last year's Report Card. During the 2007-08 NBA season whites holding professional administration positions decreased from 74 percent to 72 percent while African-Americans increased from 15 percent in the 2006-07 season to 16 percent. Latinos increased from eight percent to nine percent, while Asians remained constant at three percent. The percentage of "other" people of color remained the same at less than one percent.

Women occupied 40 percent of these positions in the 2007-08 season, a one percentage point decrease from last year.

NBA Grade for Professional Administration:

Race: A+
Gender: A

See Table 11.

Physicians

In the NBA, people of color held 11 percent of the team physician positions while white team physicians remained the same at 89 percent. There was still one woman serving in this position in the 2007-08 season.

See Table 12.

Head Trainers

In the 2007-08 season, whites held 78 percent of the head trainers positions and African-Americans held 18 percent of these positions which was a two percentage point decrease from the previous year. Among the trainers in 2007-08, there was one Latino, one Asian and no women.

See Table 13.

Radio/TV Broadcasters

In the 2007-08 NBA season, whites filled 73 percent of the radio/TV broadcast posts (down two percentage points), African-Americans held 18 percent (down one percentage point), while Latinos increased by two percentage points and women increased one percentage point to eight and seven percent respectively. Asian broadcasters increased from zero to one percent for the first time in the history of the NBA's Report Card.

See Table 14.

Referees

As of the end of the 2007-08 season, 58 percent of the NBA's referees were white, 37 percent were African-American, and five percent were Latino. Of the 59 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 2008 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 2007-08 season for the NBA. Listings of professional owners, general managers and head coaches were updated as of April 1, 2008. Grades, however, were calculated according to the reporting periods noted herein.

ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 16th 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 fourth 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, Catherine Elkins and Ray Mathew 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					
	%	#		%	#
2007-08			1998-99		
White	20%	89	White	21%	x
African-American	76%	343	African-American	78%	x
Latino	3%	15	Latino	1%	x
Asian	<1%	2	Other	0%	x
Other	1%	5	1997-98		
International	18%	81	White	23%	x
2006-07			African-American	77%	x
White	21%	91	Latino	<1	x
African-American	75%	330	Other	0%	x
Latino	3%	13	1996-97		
Asian	<1%	2	White	20%	x
Other	1%	4	African-American	79%	x
International	19%	82	Latino	<1%	x
2005-06			Other	<1%	x
White	22%	97	1995-96		
African-American	73%	315	White	20%	x
Latino	3%	13	African-American	80%	x
Asian	<1%	2	Latino	0%	x
Other	1%	5	Other	<1%	x
International	19%	82	1994-95		
2004-05			White	18%	x
White	23%	98	African-American	82%	x
African-American	73%	313	Latino	0%	x
Latino	2%	9	Other	0%	x
Asian	<1%	3	1993-94		
Other	1%	6	White	21%	x
International	19%	81	African-American	79%	x
2003-04			Latino	0%	x
White	22%	91	1992-93		
African-American	76%	311	White	23%	x
Latino	1%	5	African-American	77%	x
Asian	<1%	3	Latino	0%	x
Other	0%	0	Other	0%	x
International	17%	68	1991-92		
2001-02			White	25%	x
White	20%	x	African-American	75%	x
African-American	78%	x	Latino	0%	x
Latino	1%	x	1990-91		
Asian	<1%	x	White	28%	x
Other	0%	x	African-American	72%	x
2000-01			Latino	0%	x
White	21%	x	1989-90		
African-American	78%	x	White	25%	x
Latino	1%	x	African-American	75%	x
Other	0%	x	Latino	0%	x
1999-2000					
White	22%	x			
African-American	78%	x			
Latino	<1%	x			
Other	0%	x			

x=Data not recorded

TABLE 1

League Office: Professional Employees

	%	#		%	#
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
2001-02					
White	72%	459			
African-American	17%	11			
Latino	6%	39			
Asian	5%	30			
Other	0%	1			
Women	40%	259			
Total	x	640			

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

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

x= Data not recorded

TABLE 3

Head Coaches

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

TABLE 4

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

NBA (55 coaches as of end of 2007-08 season)

	Team	Year(s)	Record		Team	Year(s)	Record
Bill Russell	Boston	1966-69	162-123	John Lucas	San Antonio	1992-94	94-49
	Seattle	1973-77	162-166		Philadelphia	1994-96	42-122
	Sacramento	1987-88	17-41		Cleveland	2001-03	37-87
Al Attles	San Fran/Golden State	1969-83	557-518	Quinn Buckner	Dallas	1993-94	13-69
Lenny Wilkens	Seattle	1969-72	121-125	Magic Johnson	L.A. Lakers	1993-94	5-11
	Portland	1974-76	75-89	Butch Beard	New Jersey	1994-96	60-104
	Seattle	1977-85	357-277	Alvin Gentry	Miami	1994-95	15-21
	Cleveland	1986-93	316-258		Detroit	1997-2000	73-72
	Atlanta	1993-00	310-232		L.A. Clippers	2000-03	89-133
	Toronto	2000-02	121-142	Bob Lanier	Golden State	1994-95	25-Dec
	New York	2003-05	40-45	M.L. Carr	Boston	1995-97	48-116
Earl Loyd	Detroit	1971-72	22-53	Jim Cleamons	Dallas	1996-98	28-70
Ray Scott	Detroit	1972-76	147-134	Johnny Davis	Philadelphia	1996-97	22-60
K.C. Jones	Capital/Washington	1973-76	155-91		Orlando	2004-05	51-84
	Boston	1983-88	308-102	Eddie Jordan	Sacramento	1996-98	33-64
	Seattle	1990-92	59-59		Washington	2003-present	196-214
Draff Young	Kansas City/Omaha	1973-74	0-3	Darrell Walker	Toronto	1996-98	41-90
Elgin Baylor	New Orleans	1974-75	0-1		Washington	1999-00	15-23
	New Orleans	1976-79	64-98	Butch Carter	Toronto	1998-00	68-64
Bob Hopkins	Seattle	1977-78	5-17	Lionel Hollins	Vancouver	1999-00	18-42
Willis Reed	New York	1977-79	49-47	Doc Rivers	Orlando	1999-03	176-178
	New Jersey	1987-89	33-77		Boston	2004-present	168-160
Tom Sanders	Boston	1977-79	23-39	Leonard Hamilton	Washington	2000-01	19-63
Paul Silas	San Diego	1980-83	78-168	Nate McMillan	Seattle	2000-2004	212-183
	Charlotte/New Orleans	1998-2002	221-171		Portland	2005-present	94-152
	Cleveland	2003-05	69-77	Byron Scott	New Jersey	2000-2003	174-154
Don Chaney	L.A. Clippers	1984-87	53-132		New Orleans	2004-present	151-177
	Houston	1988-92	164-134	Isiah Thomas	Indiana	2000-03	136-125
	Detroit	1993-95	48-116		New York	2006-07	56-108
Bernie Bickerstaff	New York	2001-2003	72-112	Bill Cartwright	Chicago	2001-04	51-100
	Seattle	1985-90	202-208	Maurice Cheeks	Portland	2001-04	165-146
	Denver	1994-96	59-68		Philadelphia	2005-present	113-133
	Washington	1997-99	77-72	Mike Evans	Denver	2001-02	18-38
	Charlotte Bobcats	2004-2006	67-161	Frank Johnson	Phoenix	2001-04	65-75
Gene Littles	Cleveland	1985-86	4-11	Keith Smart	Cleveland	2003	9-31
	Charlotte	1989-91	37-87	Mike Woodson	Atlanta	2004-present	106-222
	Denver	1994-95	3-13	Terry Porter	Milwaukee	2003-2004	71-93
Wes Unseld	Washington	1987-94	202-345	Sam Mitchell	Toronto	2004-present	148-180
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	2003-2004	17-27
	Vancouver	1996-97	6-33	Dwane Casey	Minnesota	2005-2007	53-69
Mack Calvin	L.A. Clippers	1991-92	1-1	Avery Johnson	Dallas	2005-present	194-70
Fred Carter	Philadelphia	1992-94	32-76	Mike Brown	Cleveland	2005-present	145-101
Gar Heard	Dallas	1992-93	23-74	Reggie Theus	Sacramento	2007-present	38-44
	Washington	1999-00	14-30	Sam Vincent	Charlotte	2007-present	32-50
Sidney Lowe	Minnesota	1993-94	33-102				
	Vancouver/Memphis	2001-03	46-126				

Table 5

Assistant Coaches

	%	#		%	#
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	1992-93		
2000-01			White	73%	49
			African-American	27%	18
			Latino	0%	0
			Other	0%	0
			1991-92		
1999-2000			White	67%	51
			African-American	33%	25
White	64%	74			
African-American	36%	41			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

TABLE 6

CEO/President

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

x= Data not recorded

TABLE 7

General Manager/Director of Player Personnel

	%	#		%	#
2007-08			2000-01		
White	77%	23	White	79%	23
African-American	23%	7	African-American	21%	6
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
2006-07			1999-2000		
White	73%	22	White	84%	25
African-American	27%	8	African-American	16%	4
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
2005-06			1998-99		
White	77%	24	White	79%	23
African-American	23%	7	African-American	21%	6
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
2004-05			1997-98		
White	77%	24	White	72%	21
African-American	23%	7	African-American	28%	8
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
2003-04			1996-97		
White	83%	25	White	72%	21
African-American	17%	5	African-American	28%	8
Latino	0%	0	Latino	0%	0
Asian	0%	0			
Women	0%	0	1995-96		
2001-02					
White	83%	25	White	72%	20
African-American	17%	5	African-American	28%	9
Latino	0%	0	Latino	0%	0
Asian	0%	0			
Women	0%	0	1994-95		
			White	69%	20
			African-American	31%	9
			Latino	0%	0

TABLE 8

Vice Presidents

	%	#		%	#
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
1999-2000					
White	89%	164			
African-American	10%	18			
Latino	1%	1			
Asian	0%	0			
Women	13%	24			

TABLE 9

Senior Administrators

	%	#		%	#
2007-08			2001-02		
White	78%	401	White	83%	x
African-American	14%	71	African-American	14%	x
Latino	6%	30	Latino	3%	x
Asian	2%	9	Asian	2%	x
Other	<1%	1	Women	29%	x
Women	27%	136	2000-01		
2006-07			White	83%	x
White	80.2%	377	African-American	12%	x
African-American	13.4%	63	Latino	3%	x
Latino	5.1%	24	Asian	2%	x
Asian	1.3%	6	Women	36%	x
Other	0%	0	1999-2000		
Women	25%	117	White	85%	x
2005-06			African-American	10%	x
White	80%	367	Latino	3%	x
African-American	13%	58	Asian	2%	x
Latino	5%	25	Women	40%	x
Asian	2%	7	1998-99		
Other	0%	0	White	86%	x
Women	23%	107	African-American	11%	x
2004-05			Latino	<2%	x
White	84%	370	Asian	<2%	x
African-American	12%	52	Women	41%	x
Latino	3%	15	1997-98		
Asian	1%	6	White	87%	x
Other	0%	0	African-American	11%	x
Women	24%	108	Other	2%	x
2003-04			Women	31%	x
White	84%	283	1996-97		
African-American	12%	42	White	88%	x
Latino	2%	4	African-American	11%	x
Asian	<1%	4	Other	1%	x
Other	0%	0	Women	23%	x
Women	26%	84			

x=Data not recorded

TABLE 10

Professional Administration

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

x=Data not recorded

TABLE 11

Physicians

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

TABLE 12

Head Trainers

	%	#		%	#
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	1995-96		
Women	0%	0	White	89%	25
			African-American	11%	3
2003-04			1994-95		
White	83%	25	White	93%	25
African-American	17%	5	African-American	7%	2
Latino	0%	0	Other	0%	0
Asian	0%	0			
Other	0%	0	1993-94		
Women	0%	0	White	89%	25
			African-American	7%	1
2001-02			1992-93		
White	85%	24	White	92%	25
African-American	11%	3	African-American	4%	2
Latino	0%	0	Other	4%	0
Asian	4%	1			
Other	0%	0			
Women	0%	0			

TABLE 13

Radio and TV Announcers

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

TABLE 14

NBA Referees

	%	#
<i>2007-08</i>		
White	58%	34
African-American	37%	22
Latino	5%	3
Asian	0%	0
Other	0%	0
Women	2%	1
<i>2006-07</i>		
White	64%	38
African-American	32%	19
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	2%	1
<i>2005-06</i>		
White	62%	38
African-American	34%	21
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	2%	1

TABLE 15

Appendix II

NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

The National Basketball Association has a variety of diversity initiatives impacting a number of areas including 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 online 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. In addition, the NBA participates in the career fair for the National Association for Multi-Ethnicity in Communications (NAMIC) 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 12 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.