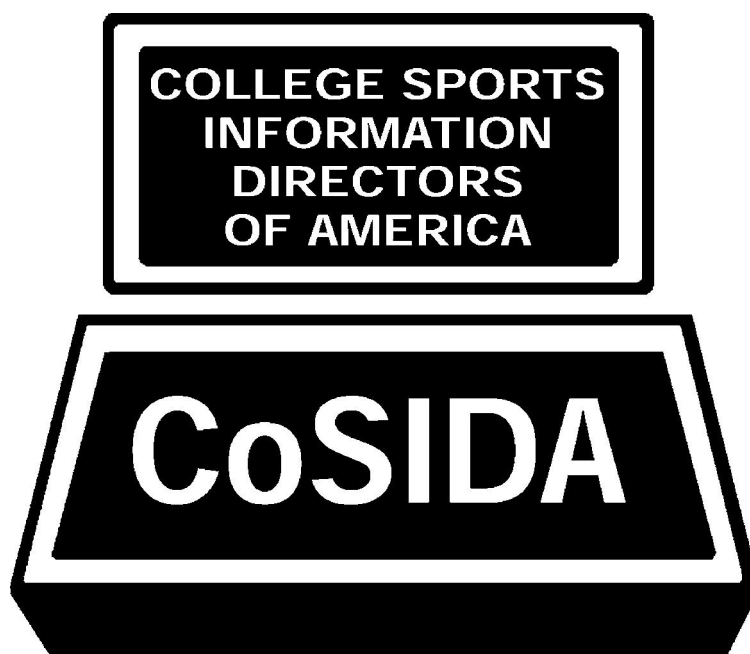


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Intercollegiate Athletics News from Around the Nation



JANUARY 29, 2007

Athletics<http://chronicle.com/weekly/v53/i22/22a02801.htm>

From the issue dated February 2, 2007

Knight Commission to Fight High Salaries and Recruiting Pressures**Commissioners say NCAA may seek an antitrust exemption to control pay**

By BRAD WOLVERTON and SARA LIPKA

Washington

A video of a 6-year-old boy playing basketball has attracted more than 100,000 page views on a popular Internet site. Two college football coaches considered among the game's best recruiters are known cheaters. Another coach, unaware that members of the notorious Crips gang had infiltrated his locker room, tried to recruit a member of the rival Bloods onto his team.

Those were a few of the eyebrow-raising stories and allegations that surfaced here last week during a lively meeting of the Knight Foundation Commission on Intercollegiate Athletics. Commissioners organized the meeting to tackle recruiting problems and gender inequities in college sports, but another topic — the high pay of football and men's basketball coaches — came up repeatedly.

Concern about the escalation of coaches' salaries, in particular the eight-year, \$32-million contract Nick Saban recently signed with the University of Alabama to coach its football team, led two commission members to disclose that the NCAA might seek a federal antitrust exemption for college sports. Such an exemption could help universities cap coaches' salaries but not necessarily their overall compensation, which often includes money from boosters and shoe companies.

According to the commissioners, the NCAA's Division I Board of Directors discussed the possibility at the NCAA Convention in January, and the association has hired lawyers to determine whether it should pursue an antitrust exemption.

"We're seeing renewed interest in looking harder for solutions" to high coaches' pay, says Michael F. Adams, president of the University of Georgia and a member of the NCAA's Division I Board of Directors. "The competitive pressures are as great if not greater than they have ever been."

The association's members have discussed pursuing an antitrust exemption off and on for a couple of decades, says Wallace I. Renfro, a senior adviser to the NCAA's president, Myles Brand. "It has a significant standing in principle," he says, "but the practicality of it seems to be elusive."

Sheldon E. Steinbach, a Washington lawyer specializing in higher education, says that although Mr. Saban's contract "polluted the legislative atmosphere for sympathetic consideration of intercollegiate athletics," he doubts that the NCAA will seek an antitrust exemption from Congress.

"It will not occur in our lifetime," he says.

Blaming Big Sports

In a panel on gender-equity issues, experts pointed out other potential benefits of an antitrust exemption. They blamed escalating coaches' salaries and expensive new facilities for depriving women's teams and men's Olympic sports of resources.

"Men's budgets are being dominated by football and basketball, which leaves little money for the other teams," said Christine Grant, a longtime women's sports advocate and a former director of women's athletics at the University of Iowa.

Between 1985 and 2005, she said, the average budget for NCAA Division I-A football teams more than tripled, and men's basketball budgets more than quadrupled.

Those two sports make up, on average, 76 percent of institutional budgets for men's sports, Ms. Grant said. That expense is the real reason colleges sometimes decide to cut smaller men's programs, like wrestling or gymnastics, she said, even if the official reason is complying with Title IX of the Education Amendments of 1972, which bars sex discrimination at educational institutions that receive federal funds.

"It's not Title IX that's causing this problem," Ms. Grant said. "It's the insatiable appetites of football and basketball."

In addition to pursuing an antitrust exemption, universities should eliminate weeknight contests to help keep budgets in check, and give faculty members more control over athletics departments, Ms. Grant proposed.

Intruding on Recruits' Lives

Faculty members and university admissions officials should also become more involved in the recruitment of athletes, several athletics experts told commission members during two other panel discussions.

Panelists touched on various concerns about the recruiting process, including how the increasing use of text messages and Internet recruiting services are intruding on prospects' lives and sometimes pressuring students to commit to college at younger ages.

Recruiting Web sites, some of which receive millions of visitors a month, often showcase athletes in their early teens, and sometimes far younger, ranking players by how much they can bench-press and how fast they can run, with little news about their academic interests.

"Young kids — some of them in grade school and junior high — are getting taken out of their homes and away from their peer groups and groomed for professional sports," Harry Edwards, professor emeritus of sociology at the University of California at Berkeley, told commissioners. "The elite athlete prospect is almost totally commodified, nothing more than a product to be marketed."

Malcolm Moran, who holds the Knight chair in sports journalism and society at Pennsylvania State University, said that recruiting Web sites were notorious for "dehumanizing" recruits and misstating information about them, and that operators of such sites were often not held accountable for their mistakes.

Bobby Burton, chief operating officer of Rivals.com, a popular recruiting Web site, defended his business, saying it has helped curb recruiting violations on campuses and assisted many high-school athletes in getting college scholarships.

But Andrew Crummey, a football player on scholarship at the University of Maryland, said the recruiting Web sites did him no favors.

"These sites, they all want the numbers — what's your bench, your squat," he said. "You end up thinking that those numbers are all that matter."

IDEAS TO IMPROVE RECRUITING

Constantine Ananiadis, men's and women's tennis coach, Washington College

"I would tighten the calendar in terms of contacting recruits. The problem we face in Division III is that it's nonstop, year-round. It takes up a lot of our time and resources, and because someone else is doing it, you've got to do it."

Claire Bordley, women's lacrosse player, U. of Virginia

"I would change the recent trend for coaches to put pressure on recruits to commit to their school early in their junior year. I think there should be some type of rule that restricts kids from committing too early on in their high-school career, so that way they would be able to explore all of their college options."

Bob Chichester, athletics director, U. of California at Irvine

"My concern is we're reaching out to younger and younger kids, and are they in the best position to decide where they want to spend some of the most important years of their life? We should take a closer look at the appropriate time frame for contacts and decision making."

Tyler Davis, highly recruited tennis player from Father Ryan High School, in Nashville, who has committed to the U. of Notre Dame

"There are so many rules that it gets frustrating to try to follow all of them. The biggest thing is if a player initiates a call with a coach and leaves a voice mail, the coach should be allowed to call him back."

Elana A. Meyers, softball player, George Washington U.

"I would change the format of official visits. At many official visits the itinerary is very rigid, which ... limits self-exploration of the campus by student-athletes. ... I would also mandate that one of the days spent on an official visit must be spent as a typical student-athlete (attending classes, practice, weight training, etc.). Experiencing a day in the life of a student-athlete is much more useful when deciding where to attend than sitting in meetings."

Chris Petrucelli, women's soccer coach, U. of Texas at Austin

"The big thing I'd love to have is more access — more time with the kids to figure out if it's a good match. Most kids are making up their minds in their junior year, but we're not allowed to call them before July of their senior year. That means students are making decisions without enough information."

Julie Roe, director of enforcement, National Collegiate Athletic Association

"In an ideal world, I would simplify the recruiting rules (i.e., Bylaw 13) to a *permissive* list of the Ten Commandments of Recruiting, with the stipulation that if an action is not listed, then you can't do it. Some of the NCAA membership's rules are generated to close unintended loopholes discovered in our bylaws. It is easy to understand the frustration of being disadvantaged if a competitor has found a loophole unknown to others. The goal of simplifying the recruiting rules — but not diluting the regulation and protection of prospects' interests — is to answer those seeking to find a loophole with 'If it's not on the list, you can't do it.'"

Richard M. Southall, assistant professor of sport and leisure commerce, U. of Memphis

"I would want there to be an independent Reality-Check Office on each campus that would explain [to students] the nature of one-year grants-in-aid, majors being manufactured, or athletes being directed into certain majors, ... and the power imbalance inherent in the present system. Point out to them that they need to take charge of their education and work the system, so the system doesn't exploit them."

Turtle Thomas, assistant baseball coach and recruiting coordinator, Arizona State U. at Tempe

"I would change the recruiting calendar to let coaches make visits sooner and take away the quiet period when we can't contact players. March 1 is too late to go out. I suggest no later than February 15, and February 10 would be better."

Erick Willis, vice president, National Athlete, a recruiting company in Tifton, Ga.

"Fans shouldn't have as much access to information about high-school athletes as they do. That information should be limited to the high-school coach and the college recruiter."

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Legal woes big challenge in recruiting

Updated 1/28/2007 11:52 PM ET

By Jack Carey, USA TODAY

When highly regarded football recruit Dennis Godfrey arrived at Wake Forest this month to join the reigni Coast Conference champion, his future was suddenly much brighter than a year ago.

Godfrey, who was a tight end at Lee County High in Sanford, N.C., had signed last year with Wake Fores school deferred his admission because he had been charged with kidnapping and raping a 16-year-old g incident from October 2005.

INSIDE RECRUITING: [Louisville LB enjoys second chance](#)

Those felony charges were dropped Jan. 12 in exchange for what amounted to a no-contest plea to simp obstruction of justice. Godfrey did not admit guilt but acknowledged evidence that could lead to his convic two misdemeanors. He was placed on probation for a year and required to perform community service. A enrolled in school for this semester.

The Wake Forest case points out struggles schools face when recruiting or admitting athletes who are fa or have been in trouble with the law. In recent years football programs including Miami (Fla.), Oregon, Lo Hawaii and Southern Mississippi enrolled such players.

The change of heart by Wake Forest reflected the change in charges, school President Nathan Hatch sai

"We told Dennis and his family last year they needed to get this resolved," Hatch said. "The prosecutor si changed the terms of the case, and the felony charges were dropped. (Godfrey) has vigorously asserted innocence."

But at least one Wake Forest professor is openly questioning that decision. "The second chance is a goo said Earl Smith, a professor of sociology. "If Godfrey weren't a football player, he wouldn't be getting a se They don't give these kinds of second chances to kids who want to come to play piano."

Under NCAA rules, coaches are not permitted to talk about specific recruits until they have signed, but sc and schools are dealing with legal issues now as the Feb. 7 signing day for high school football recruits a

One of the more highly profiled recruits dealing with recent legal issues is linebacker Pat Lazear of Whea High. Lazear served 10 days in jail last month for his role in the robbery of a smoothie store last March w Whitman High in Bethesda, Md., his lawyer, Paul Kemp, said.

Lazear, who has graduated from high school, had pleaded guilty to conspiracy to commit simple robbery and remains on probation, Kemp said.

Some major schools have stopped recruiting him, including national runner-up Ohio State, Buckeyes spokesperson Steve Snapp confirmed.

West Virginia, however, is recruiting Lazear. "We always handle these situations on a case-by-case, fact-finding basis," WVU spokesperson Shelly Poe said.

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Not an easy call

That's the way many schools seem to approach the issue.

"Every situation is different," Georgia President Michael Adams said. "But we have refused to recruit, and we have refused to admit certain people who have had character issues.

"I've seen more academic success stories than I have character success stories."

Said Oklahoma athletics director Joe Castiglione: "Most campuses, if not all, have policies related to student-athletes' conduct and punitive measures. ... So one would have to think that each institution would evaluate the situation and the information that is available and the way the charge is going to be adjudicated ... and then they could have a better confidence level in determining whether to enroll the student."

Oklahoma has instituted a program to check the background of athletes before signing letters of intent, Castiglione said.

"We have found various levels of mischievousness. Generally it's nothing serious: lapses of judgment, hanging out with the wrong people, most of it settled by community service," he said.

"We still have to make the decisions to go ahead and admit them, but at least we make it knowing what might be in a person's background."

Motivated by pressures

Even then, the decisions are not easy.

"You can have compassion for a young man who has made a mistake and provide an opportunity for him to rectify his ways," said Sheldon Steinbach, former general counsel of the American Council on Education. "On the other hand, people who have been involved in violent physical attacks have a greater propensity to engage in those acts.

"What is the responsibility of the institution to evaluate that? The situation is complicated by the fact that juvenile records are expunged, and a school that is out of state may never know about it."

The pressure to win can influence the schools' decision-making process in such situations, said former Syracuse All-America quarterback Don McPherson, founder and executive director of the Sports Leadership Institute at Adelphi (N.Y.) University.

The institute promotes the use of sports as an educational tool and works with community organizations to create self-esteem, substance-abuse and violence-prevention programs for high school and college students.

"Whether they're academic compromises or they're social compromises, there are going to be compromises to compete athletically," McPherson said.

"And when you're a school that's in an (athletics) arms race like some schools are, even some of the smaller programs, where you're investing millions and millions of dollars in facilities, you'd better put a product on the field that justifies the millions."

Some schools ask

Miami (Fla.) came under criticism in 2004 when it granted admission to standout linebacker Willie Williams despite a record of 11 arrests in a period of five years, mainly on theft and burglary charges.

Miami officials said at the time they were unaware of his record when Williams was offered a scholarship, and President Donna Shalala defended the decision to enroll him.

Hampered for a time by injury, Williams avoided trouble but played sparingly at Miami and never lived up to his billing as an All-USA high school player. He left the program before the start of last season and played junior college ball at West Los Angeles College. *The Miami Herald* reported last week that Williams has acknowledged that he will attend Louisville.

Many schools, public and private, ask on applications if prospective students (not only athletes) have been charged with or convicted of criminal offenses.

"We're being held to account for protecting our students from other students," said Jack Blackburn, the director of admissions at Virginia. "We say, 'Even if you're a juvenile, we expect to be told.' We probably won't always get that, but we're expecting them to tell us.

"We take that into account, and every once in a while we run into something that's pretty serious. And it's a very negative factor in the (admissions) discussion."

The state of Virginia has a policy, Blackburn said, that requires schools to send addresses and dates of birth of admitted students to the state police, so they can be checked for sexual offenses.

That can be important for schools in trying to determine if students could be repeat offenders.

"There is no question, if you knowingly bring someone on campus with a violent past and they commit a similar act, (the school's) potential liability is escalated dramatically," Steinbach said.

"But as one reviews a host of such instances over the last half-dozen years, schools seem to be willing to take the risk that with anger management and proper supervision, those who made mistakes in high school will be able to lead a proper existence on campus."

Standards change

At Wake Forest, the football program is coming off an unprecedented season, 11-3 with a trip to the Orange Bowl. That success, Smith said, could be problematic. "Wake Forest was never on the football map," Smith said. "Now that it is moving into this big-time era with the Orange Bowl, things are allowable that wouldn't have been before. They felt they needed (Godfrey), even with the heat he brings."

Before settling his case to become eligible, Godfrey, 19, faced a hard choice in agreeing to his plea, school president Hatch said.

"He would not have gone to trial until next summer, and although he and his lawyer still asserted his innocence, he wanted to get on with his life and not be in limbo any longer," Hatch said.

Although Hatch said he never talked to Godfrey during the process, a key to allowing him to enroll came the same day the plea was reached. The player met with Wake administrators, including athletics director Ron Wellman, Dean of the College Deborah Best and Director of Admissions Martha Allman.

They vouched for Godfrey's character, and Hatch approved the recommendation of the three to admit Godfrey.

"We would not admit someone we deem to be a threat to other students," said Hatch, who also said no special treatment was given to Godfrey because of his status as a football player.

"The strength of this university is we treat each individual as an individual," Wellman said. "He did not plead guilty to any of the original charges, and we are very comfortable with our decision."

Contributing: Erik Brady, Andy Gardiner, Thomas O'Toole, Steve Wieberg

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State of Florida Clearly Has a Handle on Football

By Amy Shipley
Washington Post Staff Writer
Monday, January 29, 2007; E01

MIAMI -- Standing in full pads on the edge of a neatly manicured football field awaiting the start of an all-star practice, Eain Smith, a slender, fleet-footed safety from a private Catholic high school just north of Miami, cannot suppress a grin. He earned a full ride to West Virginia University next fall, so he is feeling good. He recalls his supporters, their fervor. They jammed the stands to watch him play, holding "Go Eain!" signs adorned with his No. 6 and photos of him. They cheered like crazy.

And that, he said, was back in pee-wee football. When he was 4 years old.

When the Indianapolis Colts and Chicago Bears meet in Super Bowl XLI on Sunday to determine the NFL champion, the event will offer merely a more hyped and glamorous version of a typical winter weekend in South Florida.

The region's football tradition might be the richest in the country. Miles from the glittering Art Deco buildings on South Beach and almost forgotten amid statistics that declare metropolitan Miami a mix of transplants, immigrants and outsiders, there are hard-scrabble, close-knit neighborhoods. And in those neighborhoods, easy to get in, difficult to leave, boys have long invested their futures in football.

For many youngsters in South Florida, particularly in the mostly black, inner-city communities, the Super Bowl seems less a glitzy one-time event than a realistic long-term goal. The region provides the largest pipeline to the NFL in the nation. More current NFL players, 42, attended the University of Miami than any other school. Florida State University, in Tallahassee, is second with 41, and the University of Florida, in Gainesville, is seventh with 35.

And of the six high schools that boasted five graduates on opening day NFL rosters, three are located in South Florida: Blanche Ely, Dillard and Miami Senior high schools. A week into the season, Miami Senior High's total went to six.

"Everybody has a chance to go," said Joshua Stanley, a towering offensive lineman from Ely, wearing an extra-large jersey over a hefty midsection as he, Smith and other all-stars prepared for practice just a few miles south of Dolphin Stadium, the Super Bowl site. "At our school, the spring game, we had over 30 or 40 Division I scouts out to our facility. They know where the talent's at."

Stanley says pickup football games often break out on local basketball courts. "That's all we do down here," he said. "It's a football state."

Miami, which is more than 50 percent Latino, defies any singular description. If it's a football town, it's also another dozen things, no label more apt than the next. Gleaming hotels, celebrities and beaches attract tourists. But postcards don't depict the flat expanse between the ocean and Everglades that is jammed with people, congested roadways and precious little green space. And it is replete with football stadiums.

Kids take up the sport as toddlers in youth leagues whose games draw dozens, if not hundreds of family members, friends and bystanders. High school championships attract tens of thousands. The year-round warm weather means players never have to retreat indoors. South Florida high schools allow a 20-day, full-pad spring season that, coaches

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say, effectively gives players a fifth season of experience.

And the speed that is a trademark of Florida football players is attributed in part to the plethora of inner-city track programs and to the early and consistent exposure to the game. Players don't merely have pure speed, they have game quickness, a product of playing constantly against high-caliber competition.

"Speed is the king down here," said Mark Guandolo, head coach at Chaminade-Madonna, Smith's school just north of Miami. "You grow up running. If you're not fast, you won't be playing for very long."

Despite South Florida's ethnic mix and a smattering of local Latino stars such as former University of Miami player and new Florida International University coach Mario Cristobal, a Cuban American, football still is largely a game played by blacks and non-Latino whites, even in South Florida, according to Jomills Henry Braddock II, a sociology professor at the University of Miami.

Braddock said Florida's black community forged strong ties to football during the segregation era decades ago. Florida A&M University in Tallahassee lured the state's best black athletes and won six national black college titles between 1950 and '61.

"Florida A&M was like Florida State in the '90s," Braddock said. "It was the dominant program in black college football."

For FAMU alumni and former NFL stars such as Bob Hayes of the Dallas Cowboys, Ken Riley of the Cincinnati Bengals, Glen Edwards of the Pittsburgh Steelers and Al Denson of the Denver Broncos, football provided a way out.

"Football in Florida is like basketball along the rest of the East Coast," said Riley, a Bartow, Fla., native who played 15 seasons for the Bengals from 1969 to '83. "I saw [kids in my neighborhood] going to college and the next day going on to the pros. I said, if they can do it, I can do it, too. That was a way out back then. You wanted to get a scholarship."

Now it's the major Florida universities, including the University of Miami, that attract the best athletes. Just a 15-minute drive from Miami's toughest neighborhoods, the Coral Gables-based school connects the region's inner city with the sport's pinnacle. Given the multitude of locals who've made it in the NFL, seemingly anybody can take that three- or four-year ride.

And now, the prize is bigger. Houston Texans wide receiver Andre Johnson recently wrote a check for \$10,000 to his alma mater, Miami Senior High, then paid for cleats, shorts and shirts for the entire squad, head coach Frank Ponce said. Johnson also showed up to the fall football banquet and spoke to the team, Ponce said.

Indeed, many of the region's home-grown NFL stars -- such as Sean Taylor and Santana Moss of the Washington Redskins -- return home during the offseason, holding clinics at their former high schools and cruising their old neighborhoods in their Hummers and Escalades. Those players, some of whom also train together at the University of Miami, are a living testament to the potential rewards of a pro football career.

"That motivates kids," said University of Miami strength and conditioning coach Andreu Swasey. "They think, 'All I have to do is go to school and get good grades and maybe I can have a career in the NFL.'"

Said Guandolo: "Football has done so much for our communities. It's the best drop-out prevention program money can buy."

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Hope a rousing success

Uplifted by Kay Yow's recent return, Wolfpack caps its Hoops for Hope event with victory over Eagles

RACHEL CARTER, Staff Writer

RALEIGH - When N.C. State began planning its second Hoops for Hope event, the Wolfpack had no way of knowing what would happen.

It didn't know that women's basketball coach Kay Yow would need intensive chemotherapy and biologic treatments; that she would need two months away from her team; that she would return triumphantly the week of the event.

And for those reasons, it made Yow and the Wolfpack appreciate their 64-46 victory over Boston College on Sunday and the hoopla surrounding the event even more.

"This was such an emotional game, of course, for me with what it stands for with the hope," Yow said. "That's exactly what it's about it -- having hope. Research gives hope."

N.C. State presented a check for \$43,820 to the N.C. Triangle Affiliate of the Susan G. Komen Breast Cancer Foundation, over \$12,000 more than what State raised in February 2006 in the first event. State officials said the number will climb because of late donations.

Yow's excitement for the game was increased by a reunion of former players and staff. More than 100 women's basketball alumni turned up to line the Reynolds Coliseum floor to welcome in the team, coaches and staff.

Although the game they watched wasn't gorgeous, the Pack accomplished what it needed to for the win. Gillian Goring exploited Boston College's foul trouble in the middle for a career-high 20 points, and Ashley Key added 11.

The Eagles (11-10, 1-6 ACC) were held to 28.1 percent shooting because most of their starters were hamstrung by fouls. BC coach Cathy Inglesse said it was hard for her team, which trailed by 25 points with 8:43 left, because it played with combinations of players who don't usually even practice together.

Goring's 20 is perhaps the most encouraging turn in the Wolfpack's season, other than Yow's return. As Yow has said, her Pack is fighting for fourth place -- No. 1 Duke, No. 2 North Carolina and No. 3 Maryland seemingly have a lock on



N.C. State women's coach Kay Yow walks takes to the floor through a crowd of support on Sunday.

Staff Photos by Travis Long

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the top three ACC spots -- and the win helps position the Pack for the last month of conference play.

The Pack is 15-7 overall and 4-3 in the ACC, but the conference losses are to Maryland, Duke and UNC.

Goring, a senior transfer, has been plagued by injuries during her brief tenure at N.C. State. Yow said there were times last season when the staff cried, thinking about how much better they'd be if they could just get Goring in the lineup.

For Goring's part, having Yow back on the sideline is pure inspiration.

"I just came in with the game plan, which was to work hard and be a dominant post," said Goring, who also had 12 rebounds. "Coach Yow is fighting every day, and my little nagging injuries are nothing [compared to] what Coach Yow does."

Yow is still taking treatments to fight her breast cancer. She said she had difficulty eating this weekend because of side effects -- Key immediately told her to drink as much Gatorade as possible -- but that she hopes to get it worked out.

Yow, two wins from 700 overall, was originally diagnosed with breast cancer in 1987 and had a recurrence in late 2004 that sparked the idea of Hoops for Hope.

The Pack announced 7,971 fans at Reynolds Coliseum for the event, and with former Pittsburgh Steelers coach Bill Cowher and new Wolfpack football coach Tom O'Brien in the house, the game produced more star power than the Wolfpack women usually get. At halftime, cancer survivors and those now battling cancer -- like Yow --were honored.

"We gain strength, we gain courage. We're inspired," Yow said of the impact of the support. "We're uplifted, and we're just given hope because we know that we're not in this by ourselves. We're all fighting it together."

Staff writer Rachel Carter can be reached at 829-8953 or rcarter@newsobserver.com.

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Super Bowl economic boost a myth, some say

By [Jeff Ostrowski](#)

Palm Beach Post Staff Writer

Monday, January 29, 2007

The Super Bowl, the nation's most-hyped sporting event, arrives at a different city each year with promises of international media coverage, glamorous pre-game parties and a hefty windfall for the host region.

The South Florida Super Bowl XLI Host Committee touts the economic impact of this year's game - \$350 million to \$400 million - as if the stat were as measurable as Peyton Manning's passer rating or as immutable as the 108 yards Devin Hester covered when he returned that missed field goal attempt for the Chicago Bears in November.

Super Bowl hype?

Economists say taxable sales are the best way to measure the Super Bowl's financial effect. And around the time the most recent Super Bowl was in South Florida, on Jan. 31, 1999, sales rose a bit from 1998, but they rose even more in 2000.

Period: Taxable sales for Miami-Dade, Broward and Palm Beach counties

Jan.-Feb. 1998: \$11.02 billion

Jan.-Feb. 1999: \$11.89 billion

Jan.-Feb. 2000: \$13.13 billion

Source: Florida Department of Revenue, Palm Beach Post research.



[Preview the game](#)

scheduled for Feb. 4 at
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inflated," said Andrew Zimbalist, an economist at Smith College in New York and prolific author of books about the history of sports.

"Nothing but a blip," said Craig Depken, an economist at the University of Texas.

<http://palmbeachpost.printthis.clickability.com/pt/cpt?action=cpt&title=Super+Bowl+economic+boost+a...> 1/29/2007

"Move the decimal one place to the left," said University of Chicago economist Allen Sanderson.

"A bill of goods," said Phil Porter at the University of South Florida.

"Poor economic reasoning," wrote economists Robert Baade of Lake Forest College in Illinois, and Robert Baumann and Victor Matheson of the College of the Holy Cross in Worcester, Mass.

They're among the academics who say the Super Bowl has only a small effect - and perhaps no effect at all - on the fortunes of its host cities.

The last time the Super Bowl came to town, in 1999, the NFL paid for a study that said the game produced a \$396 million windfall for South Florida's economy.

Because there's no central cash register that rings up the meals, hotel rooms and T-shirts sold because of the Super Bowl, the estimate involved surveys of fans followed by extrapolation and the application of a "multiplier," the ever-controversial tool used to calculate the so-called indirect effects of spending.

Like blitzing linemen zeroing in on a quarterback's blind side, Baade, Baumann and Matheson slammed the NFL's report with their own 27-page study. The '99 Super Bowl added no more than \$36.9 million to the South Florida economy, they concluded - and you could almost picture the dismal scientists performing sack dances at their keyboards.

They base their conclusion in part on taxable sales in Palm Beach, Broward and Miami-Dade counties during January and February of 1998, 1999 and 2000.

Sales indeed rose from \$11.02 billion in 1998 to \$11.89 billion in 1999, according to the Florida Department of Revenue, and the official Super Bowl study duly took credit for that increase.

Taxable sales rose even more in 2000, soaring to \$13.13 billion, according to the state, but the NFL didn't tout that South Florida sales rose \$1.2 billion that year, when the Super Bowl was played in Atlanta.

"Cities would be wise to view with caution economic impact estimates provided by sports boosters, who have a clear incentive to inflate these estimates," the economists wrote.

Taxpayers contributed \$2 million

The \$350 million estimate for this year's game is well below the \$396 million figure given for the '99 game, and Kelly mentions \$400 million as the more likely windfall.

"Really, the \$350 million has been kind of a conservative estimate," he said. "It certainly seems like a very comfortable number to go with."

The host committee raised \$10 million to put on this year's game and parties, including \$8 million from private sponsors and \$2 million from Miami-Dade, Broward and Palm Beach county taxpayers, although only \$150,000 came from Palm Beach County, Kelly said.

"It's a tremendous return on investment to basically spend \$10 million to get \$400 million in return, and to only ask for \$2 million of that from the public sector," Kelly said.

To calculate the \$396 million figure for the '99 game, the host committee hired consultant Kathleen Davis, who also is preparing the official report on this year's game. Davis' 1999 study concluded that Super Bowl XXXIII generated \$240 million in direct spending and a \$156 million "indirect" benefit, which accounts for the effect of money as it ripples

through the economy.

A separate study by PricewaterhouseCoopers likewise credits Super Bowls for generating big spending, although it's not as optimistic as Davis' estimates. The accounting and consulting firm says Super Bowl XXXIII created \$157 million in direct spending, a number that it predicts will rise to \$195 million this year.

Robert Canton of PricewaterhouseCoopers acknowledges that analyzing economic impact is "a mix of art and science."

Still, he credits the Super Bowl with raising hotel occupancy rates by five percentage points in the cities it visits, a boost he calls "huge."

"Any destination will experience a significant increase in local economic activity associated with hosting a Super Bowl," Canton said.

Lots of money 'heading out of town'

Although the game might have delivered a jolt of tourism dollars for recent hosts Detroit, Jacksonville and Houston, cities normally bereft of tourists in late January and early February, South Florida hotels already are full and charging high room rates at this time of year. Economists say Super Bowls only "displace" tourists who would have come anyway, perhaps in a way that hurts the local economy.

For example, say someone from New York or Cleveland wants to come to South Florida to fish or play golf; they'll simply avoid the Super Bowl, either by coming earlier or later or by choosing a different destination.

Meantime, Depken, the Texas economist, points to the "leakage" that the official estimates ignore: With Super Bowl attendees spending much of their money with national hotel and rental-car chains, most of the influx of cash is going to corporations headquartered elsewhere, such as Hilton, Marriott, Hertz and Avis.

"Almost all that is going to be pure leakage," Depken said. "The money is heading out of town."

Kelly agrees that out-of-town hotel chains will get the bulk of the Super Bowl-related cash, but he also says the game will create thousands of temporary jobs for caterers, security guards and others who staff the game and other events.

And he stresses that some of the largesse goes to local entrepreneurs. The host committee is careful to solicit bids from local small businesses and to promote them on its Web site.

Patrick Adams, owner of Boynton Beach catering firm Gourmet Design, welcomes the business the Super Bowl brings him. He'll serve jerk chicken and grilled fish at several parties this week.

But Adams acknowledges that he can't exactly build a year-round business on a week of parties. He says the Super Bowl's prestige factor encourages his competitors to low-ball their prices simply to be associated with the game.

"The competition is a little rough," he said. "You get a lot of companies that do it for basically nothing."

For the South Florida Host Committee's estimate of nearly \$400 million to come true, the expected 125,000 visitors would have to spend \$3,200 each.

University of Texas economist Depken finds that figure hard to fathom, unless fans of the Bears and Colts take time out to shop at Louis Vuitton and Coach.

"If you can't pass the groan test or the smell test, then economists start to get a little suspicious," he said. "A little back-of-the-envelope calculation is all you need to poke holes in the believability of the numbers."

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CROWE'S NEST

Some overdue recognition for a basketball trailblazer

By Jerry Crowe
Times Staff Writer

January 29, 2007

When former UCLA basketball player Don Barksdale died of cancer of the esophagus in March 1993, his passing was noted in a two-sentence obituary in The Times, a woefully inadequate summation of an extraordinary life.

Barksdale, a 6-foot-6 center from Berkeley and a Bay Area legend not only as an athlete but also as a TV host, disc jockey, nightclub owner and philanthropist, was an African American trailblazer — "kind of like the Jackie Robinson of basketball," says his friend and unabashed cheerleader, documentary filmmaker Doug Harris.

Harris, a former Golden State Warriors draft pick who wrote, directed and produced a tribute to Barksdale's life that will air next month on FSN Bay Area, believes his late mentor was worthy of much more than a footnote.

Harris, 46, is leading an effort to get Barksdale posthumously inducted into the Naismith Memorial Basketball Hall of Fame in Springfield, Mass.

"This is a person that people need to know about," says Harris, whose exhaustive efforts already have helped land Barksdale in halls of fame honoring California community college athletes, African American athletes, Bay Area athletes and Pacific 10 Conference athletes. "I would like young people to know about Don Barksdale, know about his legacy, the way they know about Jackie Robinson."

As chronicled in Harris' documentary "Bounce: The Don Barksdale Story," which the filmmaker hopes also will air in Southern California, Barksdale was college basketball's first African American consensus All-American — as a senior in 1947. He was the first black basketball player on the U.S. Olympic team, winning a gold medal in London in 1948. He broke the color line in the AAU's national industrial league, which welcomed him when the NBA would not. And although others of his race beat him to the NBA by a year, Barksdale was the first African American to play in the NBA All-Star game, suiting up for the East in 1953.

All this after Barksdale was left off the basketball team at Berkeley High — he was cut three years running — for reasons that had nothing to do with his ability. As Barksdale recounted years later, his friend Em Chapman already was on the team and coach Jack Eadie told Barksdale, "One black is enough."

Undeterred, Barksdale honed his skills at a Berkeley park, starred at Marin Junior College and followed his idols, Robinson and Kenny Washington, to Westwood, where in 1943 he helped UCLA end a 42-game losing streak against USC.

After returning from World War II, where he served in the Army, Barksdale continued to star at UCLA while also kick-starting his business career by opening a record store on Western Avenue.

Though his Olympic coach was Kentucky's Adolph Rupp, a man not known for his racial tolerance, he was the third-leading scorer on the U.S. team in the 1948 Games.

In 1949, the personable Barksdale was hired to be the Bay Area's first black television host, moderating a program called "Sepia Revue" that featured the leading black entertainers of the day, among them Duke Ellington, Count Basie, Nat King Cole, Sammy Davis Jr. and Louis Armstrong.

In 1950, he was one of the first four black players taken in the NBA draft. But he was doing so well financially — by then, he had also opened a beer distributorship — that he didn't sign with the Baltimore Bullets until 1951, when he doubled as a 28-year-old rookie forward and host of the Bullets' postgame radio show.

He played two seasons with the Bullets and two with the Boston Celtics, averaging 11 points and eight rebounds, before ankle injuries forced him to retire in 1955. Before leaving, though, he recommended Bill Russell to Red Auerbach.

"It's a travesty more people don't know about him," Harris says.

After his playing days ended, Barksdale continued his successful business career, opening nightclubs in Oakland. He founded Save High School Sports, a fundraising effort in Oakland that was a savior to prep athletes during a budget crunch in the 1980s. And as a scout for the Warriors, he recommended they draft a 6-foot-8 Berkeley High graduate from Central Washington named Doug Harris.

An eighth-round pick in 1983, Harris never played in the NBA, but he remained indebted to Barksdale and got to know him better through their work with Athletes United for Peace, a Bay Area nonprofit.

Harris' film on Barksdale was an outgrowth of the thesis he put together to complete work toward a master's degree in interdisciplinary studies that he earned from Cal State Monterey Bay in 1998.

His lobbying for Barksdale since has been nothing short of a labor of love. On Feb. 16, he'll find out if Barksdale is among the finalists being considered this year for induction into the Basketball Hall of Fame.

Whatever the result, Barksdale's sister, Pamela Barksdale-Gore, says she is "astounded" by Harris' efforts on behalf of her brother.

"Don would be very pleased and proud of all this," she says.

No big deal, Harris says.

"It's the right thing to do," says the filmmaker, who since 1993 has served as executive director of Athletes United for Peace, which sponsors sports and media-arts programs for disadvantaged youth. "If we're not proactive in telling some of these untold stories, they'll never be told. Everybody will be gone."

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Article published Jan 28, 2007
Jan 28, 2007

More recruits are enrolling early

By Tony Barnhart

Cox News Service

ATLANTA — Sixteen years ago, long before it became the thing to do, a Marietta, Ga. quarterback decided to skip his final semester of high school and get a jumpstart on the competition at Georgia.

And look where it got Eric Zeier.

"Smartest thing I ever did," said Zeier, who went on to start by the midway point of his freshman year and break Georgia's career passing records.



Of course, it was a different college football landscape in 1991. Zeier remembers having "about 30 minutes" to make his decision because classes were about to get under way at UGA. Georgia coaches threw out the idea at the last second, and Zeier figured, "Why not?"

Little did he know then how much of a visionary he was.

In a sport where the pressure to play true freshmen grows greater as more underclassmen leave for the NFL, finding ways to bring in players early is the latest area where schools can get a leg up on the competition.

"The guys, especially those who think they may play in the NFL, want to get on the field as quickly as possible," said Jamie Newberg, a recruiting analyst for Scout.com. "The coaches know that some freshmen are going to have to contribute, and this is a chance to get them ready by the first game. You're going to see more of this."

The numbers are already eye-opening:

- Nine members of the Florida recruiting class that will sign letters of intent on Feb. 7 are already on campus, including Atlanta Westlake quarterback Cameron Newton.
- Georgia has seven recruits already aboard, including four junior college transfers.
- Clemson has five, including highly regarded quarterback Willy Korn, who hopes his participation in spring practice will give him a chance to become the Tigers' starter sooner rather than later.

"I knew I was going to miss out on some things in high school, but playing quarterback at Clemson is what I've always wanted to do," said Korn, who lost only three games as a starter at Byrnes High in Duncan, S.C. "When the time came, I was ready to move on and go to college."

All told, there are 19 SEC recruits and 13 in the ACC who graduated early from high school and are already enrolled in college. Add those totals to the several more who arrived mid-semester via prep schools and junior colleges, and it's clear there will be a lot of new faces vying for jobs when spring practice kicks off in a few months.

"For the guys who can do it academically, it just makes sense," said Virginia Tech coach Frank Beamer, who welcomed two recruits to campus this month. "The fact is that with camps and year-round conditioning, today's high school player is better prepared to come to college.

"It's not for everybody, but for certain guys it can be a big advantage."

Beamer's right: Leaving high school early isn't the smartest move for every budding college football player. First of all, it takes some planning.

"To do it, they basically need to make the commitment no later than the end of their junior year in high school," said Glada Horvat, assistant athletics director for academics and eligibility at Georgia.

Horvat said early enrollees are handled just like recruits who enter school in August. But because they enroll in January, the admissions process has to be completed in a much shorter time frame.

"They have to take enough credits in the fall to graduate from high school, and we have to wait until the high school verifies that," Horvat said. "They have to have their standardized test score and then we have to get them through the NCAA Clearinghouse just like any other signee. It can make for a pretty busy December."

Another thing that has helped make more early entries possible, Horvat said, is the advent of "block" scheduling in high schools. Under block scheduling, credit for subjects can be earned in just one semester instead of the usual two. So if a high school senior needs to take extra classes in the fall to graduate, it's more easily done than in Zeier's days.

Bottom line: The high school athlete has to be in good academic standing as a junior, has to make the commitment to take the necessary classes in the fall, and then has to see it through.

"There is some work involved," Korn said. "You just have to decide if it's important to you."

Korn committed to Clemson in August before his junior year at Byrnes. At the time, Clemson offensive coordinator Rob Spence raised the idea of his coming to school early. Korn, whose father is a doctor, knew academics wouldn't be an issue. The issue was whether he wanted to give up the last half of his senior year in high school.

"My dad and I sat down with a sheet of paper," Korn said. "We listed the positives of staying and the positives of going. I knew regardless of what I did, I was going to have to give up something. I hated to miss my last season of baseball. But this was just too good of an opportunity to pass up."

Tanner Strickland, an offensive lineman who has enrolled early at Georgia, made his decision just before the spring semester of his junior year at Berrien County High.

"If I was going to do it, I knew I had to take extra courses my last two semesters, and I was able to do that," said Strickland, a Class AA all-state player. "I looked at the depth chart at Georgia and thought there might be an opportunity to play early. It took a little extra work to make it happen, but I kept thinking about how much more I would gain by coming in early."

Early jump on competition

Players who have already gone through the experience say the opportunity to get an early start, both

academically and athletically, completely changed their freshman year.

Tim Tebow is Exhibit A of how a player can benefit from coming to college early. One of the nation's most highly recruited quarterbacks coming out of the Jacksonville area, Tebow enrolled at Florida last January and went through spring practice. While senior Chris Leak was Florida's starting quarterback in 2006, Tebow played a major role in the Gators' run to a 13-1 season and the BCS national championship.

He'll begin this spring practice as Florida's No. 1 quarterback.

"You can't measure how much it helps to come in early, learn the coaches and the players and system," Tebow said. "By the time the season came along, I felt like a sophomore. It just gives you such an advantage over the competition."

Myron Rolle always knew he'd enroll early. One of the nation's most accomplished student-athletes at The Hun School in Galloway, N.J., Rolle arrived at Florida State last January. After just one semester, he had enough credits to be a sophomore when fall classes started at FSU in 2006.

He started nine games at safety in 2006 and was named the ACC's defensive freshman of the year.

Rolle, who plans to attend medical school when his playing days are over, said the biggest benefit of coming to college early is learning how to handle the workload of a student-athlete without the immediate pressure of preparing for a game.

"When you get to a new place, you have to learn where everything is," Rolle said. "Where are your classes? Where is the library? And until you get here, you have no idea how demanding it is to be a college football player. I know it's probably not the right decision for everybody, but it was the right decision for me. I was ready to leave high school."

A few drawbacks

So is there any downside to this trend? Dr. Larry Korn, father of Clemson's Willy Korn, sees a few.

"First of all, it's tough on the parents," said Larry Korn, a former college baseball player at Kentucky. "We don't want to give our children up before we have to, even if it is the right thing to do. It's tough seeing that empty chair every night at dinner."

Rolle said homesickness can be an issue for those who travel a long way to play their college football.

"I didn't get to play basketball. I didn't get to go to the senior prom and find out who is taking who," he said. "But I do call home and catch up. I know I made some sacrifices, but it was for the best. I know that some people don't want to do that."

The other potential pitfall: When a player enrolls early expecting playing time as a freshman and ends up sitting on the bench, like most of his classmates.

"If a guy comes in early and he has to redshirt as a freshman, then I could see that he would have some second thoughts," Larry Korn said. "That's why you have to talk about this a lot before you make the decision. You really need to do your homework."

Could we be headed toward a day when most freshman players will graduate early from high school, in part taking all of the drama out of national signing day?

Probably not, experts predict.

"There are still too many guys who want to wait and take all their visits and who still have some work to

do academically," Newberg said. "But there is no doubt that in college football, everybody's looking for an edge. And if a school can do this on a regular basis, it could be an edge."

'You can't measure how much it helps to come in early, learn the coaches and the players and system. By the time the season came along, I felt like a sophomore.'

TIM TEBOW

Gator quarterback

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Posted on Sun, Jan. 28, 2007

Georgia thriving on all levels under Evans

BY DAVID CHING
Staff Writer

Georgia's Damon Evans was 34 years old when he succeeded Vince Dooley in 2004 and became the first African-American athletic director in Southeastern Conference history.

The Bulldogs have enjoyed success both athletically, winning the league's all-sports trophy last year to end Florida's 14-year run atop the standings, and financially, finishing the 2005-06 fiscal year as the nation's most profitable athletic department with a \$23.9 million windfall, since Evans took the helm.

Despite the success in those areas, Evans knows he will be judged by Georgia's ability to graduate its athletes, an area that has been a sore spot for his department in recent history. The most recent set of NCAA graduation success rate (GSR) data, detailing the percentage of athletes who enrolled between 1996 and 1999 and completed their degrees within six years, showed Georgia was the least successful school in the SEC.

"I think there's still a lot to be accomplished in the area of graduation rates. That's my No. 1 priority," Evans said earlier this week. "That will always be my No. 1 priority regardless of how people want to believe it or not."

Graduation rates and the 120,000-square foot expansion of Stegemen Coliseum were among the subjects covered when Evans sat down with Ledger-Enquirer reporter David Ching earlier this week, only days after the details of his new five-year, \$2.11 million contract extension through 2011 were released.

Here is the full text of their 30-minute conversation:

Where do you feel like Georgia has come in your time as AD and what would you like to see in the next couple of years?

I'm pleased with the progress that we've made overall to this point. I think for us, everything we do is about the student-athlete. That's the most integral part to what college athletics is about. I think we've surrounded ourselves with some people that will definitely work to make the overall student-athlete experience here a memorable one for all the young men and women that we have.

That's what's of the utmost importance to me, is how we continue to work in that direction. I'm pleased with some of the accomplishments. I mean, there's one point in time when people talk about us being the most profitable, which is significant. There's also the fact that we captured the SEC all-sports trophy, which was significant for us. The number of championships, SEC and NCAA championships, have been a good thing, but what I feel good about is I believe that this program overall is still on the rise.

I think there's still a lot to be accomplished in the area of graduation rates. That's my No. 1 priority. That will always be my No. 1 priority regardless of how people want to believe it or not. We have got to graduate the young men and young women who participate for us here at the University of Georgia.

Being a former student-athlete, I understand the significance of graduating from this institution. I know how it will help those individuals go out and be successful. So if you want to talk about something that I am gonna focus on, that we are gonna focus on as an institution, it's gonna be the academic side of the equation.

Now, I do understand that the athletic component plays a major role in what we do and that's what a lot of people see, but the most joy I get is seeing a young man or young woman come through this program get a degree and go out and be successful in any endeavor they so choose. When I look to the future, there are a lot of things, too.

I think that we've got to keep our eyes on making sure that we do things with regard to our facilities that are gonna help out our patrons. Our patrons are the ones, whether they be alums or whatnot, are the ones who support us, and I think we've got to take a look at some of our facilities and make sure that we have fan-friendly amenities available, whether it's concessions or restrooms, the accessibility to the events. And overall customer satisfaction is something that's extremely important to me.

With the Stegeman (Coliseum) annex that's being added on, do you feel like that was a step that needed to be taken to show that you're committed to basketball as well? Because it had been quite a while since any kind of basketball improvement had been made, right?

I think that's a huge step. I think we need to do things for all of our sports. My job and our job is to assess priorities, and I felt that that was a significant priority.

Basketball is something that we -- I say this about all of our sports: 'How can we ask people outside the organization to be committed to us if we're not committed to ourselves?' That was a statement. It was a need, building that facility. I want people to know that we're gonna do whatever we can around here to build a basketball power. We want that sport to grow just like all of our other sports, and I'm proud of it. So yeah, it's a statement.

I think it's gonna help us with recruiting, it's gonna give us adequate facilities, but it's gonna touch more than just basketball and gymnastics because of the weight room facility that's there. That was an important step. The goal is you want to make sure that you provide your student-athletes and coaches with all the resources that they need to compete at a high level. And I believe to a certain extent that we're doing that. Now is there always room for improvement? Yes, and I'm gonna go back to the fan's side of things. I do believe now's time to take a look at, maybe whether it's a coliseum concourse or in the stadium, just to take a look at those areas.

Do you think there was a feeling surrounding the basketball program that it was being neglected in recent history?

I don't want to speak for anyone. Maybe there was that perception out there. I'm sure some people did have that perception -- I should say it that way, that some people did have that perception. My job is just to evaluate and assess and do what I think is a priority. We said that and talked about it, and I think it was the right time to come out. It's a program that I think we've got to grow.

I think basketball is one of those programs that can bring a lot of attention to your institution. I think it's a program that we can excel in. As I said with all of our sports, it's one that we've got to provide the resources. This is a resource to help them get to where they want to be.

A lot was made of the whole \$24 million profit in fiscal year 2005-06. From the stories that I've read, you seem to have felt like, 'It's great because it shows that we're in great financial shape, but it's not like this is just money we're stuffing under the mattress.' I think you called it 'unallocated funds...'

Yeah, it's unallocated funds. We're not for profit, let's be realistic here. I like to describe us as an educational enterprise.

What I mean by that is we're first and foremost about education because we're part of an institution of higher learning. However, there are parts of us that must and do operate like a business.

College athletics, let's don't make a mistake about it, it is part big business. People may not want to hear that, but let's be honest here. When we had that profit, or like I said, unallocated funds, it's something that we are proud of. But I look at it from a different angle than a lot of people. I look at it from, all those people who buy tickets or contribute money here, I want them to see that we're fiscally responsible, that we handle their money in a prudent manner.

When you take a look at the expense side of things, I think that's the telltale story. I want people to look and see how we're able to keep our expenses relatively low in comparison to our peer institutions around the country, maybe in this conference or other conferences that have like budgets with the same number of sports, I want them to look and see, 'Boy, the University of Georgia gets a lot of bang for the amount of money, the bang for its buck.'

But I also want people to realize that doesn't mean that we don't need to keep aiming to grow and grow and get better and better, if we sit back and say we're most profitable, next year or two, we could be far behind. We've got to continue to be innovative and creative and that's what we're gonna do. Being innovative and creative and finding new sources of revenue, people always say don't tax the patrons. There are gonna be times when that happens, but I do believe that we do need to try to be a little more innovative and creative to where we don't. That's what we'll work on.

When you start talking about creative sources of revenues and that sort of thing, what have you guys done in the recent past and what do you see in the future as being ways that you guys can come up with new ideas like that?

First, and this may not be that creative, but one thing we need to continue to improve is fundraising. We've got to go out there and fundraise, I think, not just for the Athletic Association, but for the institution as a whole. That is something that's key to a flagship institution like the University of Georgia.

Other creative ways, you've got to go out and look at how you market yourself, how you grow your presence from a national level. That's dealing with your license product deals that you strike, that's dealing with how you utilize the Internet to generate revenue. There are ways through the Internet, also dealing with, I call it sponsorships.

But we've got to be careful and have a balance to where we don't become too overcommercialized. That's a concern. We've got to keep our eyes on that. Then, other deals, when you're dealing with entities such as Nike and so forth, you try to come up with things and be creative that will draw more revenue to you.

We've been fortunate that we've been able to cut some new deals and re-evaluate deals. But I think it's going to be harder as time goes on to be as creative and as innovative when it comes to generating revenue, because as we all know, there are only so many sources that

you can go to.

I talked to Alan Thomas about this back in the fall, about satellite radio. I think Georgia, at the time, was one of only two schools in the SEC that didn't have a satellite radio deal, but it sounds like that's in the offing here pretty soon. Is there any progress that you know of?

Yes, there's a lot of progress on that front. I'm very hopeful that we'll have that in place by next season. That's another way, that's a revenue generator in and of itself right there. But see, what I want people to understand, that's not solely about revenue to me. That's more about making our games available to our fans. That's the most important thing.

I think a lot of times people may say, 'Well you know that's just a way for them to get money.' You know what, this is one of those things that sometimes you look at things that you spend money on so you can get your message or get your information or your games out to your people. So that one is not more about money, but more of less that we didn't have it and this is something that will help us keep up with our competitors and provide a service to our fans.

... It's really just a remarkable service.

It is, it's unbelievable. Time's changing and you've got to change with the times. You've got to keep up. Technology is different these days. That's one of the things you talk about, being innovative. I think over the years to come, technology is gonna play a major role in how innovative we really become as an institution.

I don't know how much GXtra (the exclusive-content portion of Georgia's official athletics Web site) does as a revenue generator, but I guess it's something. How much do you see that side of exclusive content that you guys can offer, is that another...?

Yeah, that is definitely another vehicle for us. It's a start. GXtra is relatively new, it hasn't been around that long. But it's one of those things, again, where it gives us the opportunity to provide content that's just not on the Web site itself.

We've seen that's something that's going around this country, it's something that we're trying. But I'm sure over time, that may be something that's tweaked and we look at getting better. You hear a lot of conferences around the country talking about having their own television networks and so forth, so the horizon could change drastically over the next four years.

You gotta talk not just about GXtras and TV, but then you've got to start talking about bowl relationships and things. There's so much out there on the horizon that we, what intercollegiate athletics looks like and the revenue generators in intercollegiate athletics, could be totally different six, eight years from now.

This is a complete change of direction... You're a young guy, especially for an athletic director... you were 34, right, when you took the job?... I'm sure you have some kind of long-term plan. When you got it, was there something where you said, 'I want to have this accomplished by the time I leave,' was there something you had circled? And how long did you expect to want to do this job?

It's interesting, I've always said I'm fortunate to be in this position. I'm gonna be candid with you, did I really think at the age of 34 that I would be in this position? No. Did I think that I could do the job at the age of 34? Yes.

But I had no idea that I'd be in this position at the University of Georgia. What I wanted to do in getting the job, and I'll be more specific about Georgia, I've always wanted to grow Georgia to what I call a national power. That's not taking away from what has been established. And let me tell you what I mean when I say a national power: I want us to become one of those institutions that has that national/international presence.

I'll give you a couple of examples, schools that everybody seems to know about: Notre Dame, Michigan, Texas, Florida, Ohio State. Georgia needs to be mentioned in that same breath. We need to be in there. How do we get in there, that's through our alums.

Some of those institutions have advantages because we have I think 250,000-something alums, maybe Michigan has 500,000 or Texas has 500,000. That's part of it. But I want Georgia to be on people's minds.

I want this to be regarded as one of the best all-sports programs. I do, I mean this, and this is nothing against any of the other sports, basketball is a program that I think we can really build. I saw it happen at Florida. If you look at Florida 10, 15 years ago, maybe they were kinda like us in basketball.

The AD down there made a commitment to the sport of basketball and look at where they are now. I do see basketball being a sport that we've had some up-and-down times. We've had some good years in basketball, but to get basketball to a level of consistency, competing at a high level consistently is something I'd definitely like to see before I leave.

I'd like to see the graduation rates of our student athletes be on par, if not better, than that of the general student body. I'd like to leave this institution in great financial shape. I hear all these AD's around the country, and I was fortunate to come into a good situation because

the foundation left by (former athletic director Vince) Dooley was unbelievable, I was fortunate to come into a situation, but I'd like to leave this (school) in such good financial shape that it would just continue to run.

It's almost like you build a machine and even if I step away or others step away, we step away, this thing will continue to run like a fine-tuned machine. I think we've got some of those parts in place, but we've got so much to do. I want us to be cutting-edge, I want us to make a difference, I want people to say that they have a great balance between athletics and academics.

They truly understand what it means to be a part of the enterprise, the enterprise being the institution of higher learning. I want to make sure that we move the two communities closer together, academics and athletics, and that we stop -- sometimes we formulate opinions, but I want the faculty to have a better understanding of us. I want to have a better understanding of them. That's just me rambling.

What do you feel like is the secret to having a solid base as far as graduation rates goes?

I think the secret is making it important. It's always been important around here. But I think what happens is you've got to keep on trying to find ways to motivate kids who need motivation in those particular areas.

It's like anything, when you take a look at kids, and you're always talking about, 'Hey great catch, that was a great touchdown that you had,' so they get it fixated in their mind that those are the things I'm gonna get praise on. But we've got to remember to praise them for their academics.

Whether it's doing more things on this campus to honor the academic achievements of our student-athletes, whether it's recognizing them at games for academics, whether it's putting up academic banners like we put up championship banners, to make our student athletes know how important it is.

It starts with me at the top, sending a clear and concise message of why you're here as a student-athlete. It takes some tender loving care, just to be quite honest with you, bringing them in here and sitting them down and talking to them. I meet with a lot of them. I'll give you an example, I meet with every kid that's at a 2.0 (grade point average) or under and I meet with them for 10 minutes each.

(My assistant) said, 'Here's the list Damon, this would be six hours of meetings if you do this.' She said, 'Do you want to do this?' I said, 'Of course, I want to do it.' It's that important to me. Does anyone want to sit down for six hours and go through all that? But if you truly believe that academics is the most important and our student athletes are the most important, then this is the easy part.

I guess with the new rules and regulations that the NCAA has come up with, it's really something that they are putting pretty heavy onus on the schools to make it a priority.

They are. There are so many changes within the NCAA. The NCAA president, the presidents of the various institutions that make up the board of directors, the management council. The emphasis on academics within intercollegiate athletics is huge right now.

And sometimes it's sad that rules like that have to be put in place to make people do what they should be doing. I tell people this, 'You don't need to put a rule in place for us at the University of Georgia because we're gonna do what we need to do.' If you want to know what I want to be most known for, (that) is a guy who cared about student-athletes, a guy who came in here and really took us to another level academically. I mean, that would... I'd smile (as big) as the day is long.

I threw about four questions at you at one time a minute ago and I want to go back to it. Š I'm assuming by getting into athletics administration that being an AD was your goal... So you got that at 34, what do you do now, are you just gonna do it forever?

That's what people always ask. That's a good question. I'm a very goal-oriented person.

The great thing about goals is it's fun to work to achieve those goals. This was a very high goal that I set.

You know, I don't know what's in the future for me. I just don't know. But I do know that my immediate future is staying focused on the University of Georgia. I have to keep that a priority. People say, 'Are you gonna get involved in this? Do you want to do this? Do you want to do that?'

Right now, and I mean this wholeheartedly, I'm focused here. That doesn't mean that I won't develop some other goals and want to do some other things later on, but my focus is here. When those goals do come up and new things happen, I'll put them down.

But there's so much to do here now. There's so much to do here, so I just don't know what's next for me. But I can tell you that tomorrow I'll be at the University of Georgia and I'm glad they saw fit to give me an extension and show some faith in me to stay around a little bit longer.

Speaking of that, it's kind of old news...

It's old. It's very old news. You can put that in the paper and say I said it. That was done a long time ago, but I guess since the contract was just releasedŠ

It was May that (your contract) was approved. Was it just kind of hung up so that everyone could look over it and cross all the T's and that kind of thing?

Yeah, it was dotting all the I's and crossing all the T's. There was really no major hang-ups, I'll really just be quite candid with you. The deal was approved at the board. I shook Dr. Adams' hand and everything was normal.

I knew what my contract was and we just went about our day-to-day business. As I said, we have so much to do here and you get caught up in doing other things, and this is just one thing we didn't get to right away. It's just plain and simple. It wasn't any lack of respect or lack of wanting to get it done, it was approved in the paper, I knew what the deal was. Everybody knew what the deal was, we just finally signed off on it. So, no big deal.

And I guess it was retroactive to when it you guys agreed to it, so there was no stumbling block there?

Yeah, there was nothing.



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Tide set new standard on Saban salary

Vandy economist: UA coach's money doubles acceptable percentage of budget

By Josh Cooper

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These days, landing a football coach has become similar to buying a car.

You look around, spot what you want and decide if you're going to buy.

The only difference between Alabama's hiring of Nick Saban recently and other schools' hiring of coaches — the Crimson Tide stepped in and paid top dollar.

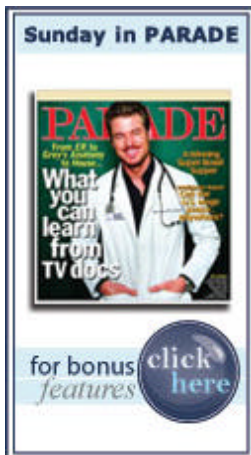
"They paid a premium price for a used car," said John Vrooman, sports economist at Vanderbilt University. "It's a used car because (Saban) wasn't doing well in the NFL and he is a flight risk now. He does have a tendency to leave."

According to Vrooman, most collegiate coaching salaries should be somewhere between four and five percent of the school's football revenue.

This number comes from looking at the relationship between other schools' coaching salaries and football revenue, along with a November 2006 statement by NCAA president Myles

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Brand to Congress saying that the salaries of million-dollar coaches average 3.1 percent of their schools' football budgets.

With Saban's hiring for \$4 million a year, Alabama is paying him 9 percent of its football budget. According to the United States Department of Education, Alabama football generated \$44,426,312 from July 1, 2005, to June 30, 2006.

"This (percentage) is twice of what the acceptable, reasonable salary is I think a school can get away with," Vrooman said.

Auburn football generated \$51,598,921 in revenue during that span. Head coach Tommy Tuberville makes a reported \$2,231,000, which is 4.3 percent.

The University of Florida generated \$48,194,552 in football revenue during that time period and pays its coach, Urban Meyer, \$1,524,550. That's 3.3 percent of its football budget.

Les Miles, who replaced Saban as LSU's head coach, makes \$1.45 million, about 3.7 percent of the Bengal Tigers' football budget.

Tennessee head coach Phillip Fulmer's salary is at 7.3 percent, but the Vols' football revenue has dropped from around \$46 million to \$27,732,427.

Alabama is not the only school with a high percentage level. Oklahoma pays Bob Stoops \$3.45 million, which is at 10 percent, and Notre Dame pay Charlie Weis a reported \$3.3 million, which is 5.3 percent.

Alabama's coaching search alone already has led to a direct correlation with increasing salaries. On top of Saban's contract, the Tide's courtships of South Carolina head coach Steve Spurrier and West Virginia coach Rich Rodriguez led to those two getting raises.

"I joked after the national championship that I'm sure (Florida athletics director) Jeremy Foley was the happiest and saddest athletics director in America," said Vanderbilt vice chancellor for university affairs David Williams, who also oversees the school's athletics department.

"I'm sure he's a little concerned because he has a coach that is an national champion that is making less than a coach in the league."

Mike Shula's contract when he was fired at Alabama paid him about \$1.7 million a year, which was 3.8 percent of the Tide's football budget. The contract Alabama reportedly offered to Rodriguez, around \$2 million a year, would have been 4.5

percent of the football budget.

Schools sometimes follow the model of hiring a coach from a lower-profile program, which Alabama appeared to be doing when it went after Rodriguez.

For example, the University of Louisville hired Tulsa's Steve Kragthorpe following Bobby Petrino's departure to the Falcons, and Michigan State hired Mark Dantonio from Cincinnati.

Boise State's Chris Petersen, a possible hot property in coaching circles after his team beat Oklahoma in the Fiesta Bowl, makes \$511,880 a year.

Even at the NFL level, several coaches who have achieved a high level of professional success are making less than their collegiate counterparts.

In last Sunday's NFC Championship Game, Chicago Bears coach Lovie Smith, who reportedly is the NFL's lowest paid coach at \$1.35 million a year, was pitted against New Orleans' Sean Payton, who makes \$1.8 million.

Smith asked the Bears in the off-season about a contract extension, but the team postponed talks until after the current season finishes.

Combined, Smith and Payton make less than Stoops, Saban and Weiss do by themselves.

"There are a lot of good guys out there who have proven themselves," Vrooman said. "I think Alabama has had too much mud thrown in their faces, and they wanted to make a big splash.

"But you're risking an awful lot — he may not pan out, and you have a guaranteed contract sitting there. You literally have an NFL contract."

The escalating coaches' salaries also might endanger NCAA's tax exempt status.

NCAA tax exempt

Under the Republican Congress, Ways and Means Committee chairman William Thomas, R-Calif., questioned the NCAA and how it could claim to be exempt from taxes if it is such a large money-making enterprise.

Thomas sent Brand a series of questions Oct. 2, 2006, to determine whether to explore the issue more thoroughly.

"There are clear distinctions between the collegiate and professional models of athletics," Brand said as part of a 25-page response sent to Thomas on Nov. 13.

"Professional sports' sole purposes are to entertain the public and make a profit for team owners. The purpose of the collegiate model is to enhance the educational development of student-athletes."

Whether the Ways and Means Committee under the new Democratic-led Congress will look into the NCAA's tax exempt status remains to be seen.

Representative Charles Rangel, D-New York, is committee chairman but has not indicated what his thoughts are on the NCAA.

If the status is stripped, it could cut down on money the NCAA passes to member schools.

What is clear is that the NCAA does not look favorably upon the escalating coaching salaries.

"The fundamental purpose of intercollegiate athletics is the education of student-athletes in both the classroom and on the field or court," the NCAA said in a general statement.

"The NCAA also believes that coaching salaries are market-driven, similar to salaries in other enterprises. There is growing concern in the membership over excessive spending, which includes the rising salaries for coaches."

One of the main arguments for doling out such large bucks on sports is increased visibility for the university.

In some cases it does work. Take Wake Forest University for example.

The 2005 basketball season was one of the better ones in school history.

With future New Orleans Hornets guard Chris Paul starring for them, the Demon Deacons finished the regular season ranked fifth in the final Associated Press poll and garnered a No. 2 seed in the NCAA tournament before falling to West Virginia in the second round.

In between 2004 and 2005, undergraduate applications spiked from 6,289 to 7,484 while enrollment fell from 2,945 to 2,882.

The acceptance rate dropped from 46.8 percent to 38.5

percent.

Also, in the mid-1990s when three-time NBA champion and San Antonio Spurs center played on the Demon Deacons basketball team, the school jumped in US News & World Report's rankings from 31st amongst national universities in 1996 to 25th in 1997.

In 1997, Wake Forest finished ninth in the final AP poll.

While the school can't attribute all of its admissions success to basketball, increases in publicity on a national scale can make a school better known.

"This is one of those things where success breeds success," said Alfred L. Brophy, professor of law at The University of Alabama. "A better football team means more students, probably better students, more money for the school, meaning you can recruit more. If it's a really successful program, it will mean more benefit to the university."

SEC football coaches' salaries

A look at SEC and Bowl Championship Series football coaches' salaries and their schools' football revenue. The revenue figures come from the United States Department of Education and cover July 1, 2005, to June 30, 2006. The salary figures are what have been released by schools. Vanderbilt and Wake Forest are not included because as private institutions, they are not required to make public their figures.

SEC coach	Salary	Football revenue	Percentage
Nick Saban, Alabama	\$4,000,000	\$44,426,312	9.0
Tommy Tuberville, Auburn	2,231,000	51,598,921	4.3
Phillip Fulmer, Tennessee	2,050,000	27,732,427	7.3
Steve Spurrier, South Carolina	1,750,000	33,051,529	5.2
Urban Meyer, Florida	1,525,550	48,194,552	3.1
Les Miles, LSU	1,450,000	39,528,895	3.7
Houston Nutt, Arkansas	1,049,644	28,466,785	3.7
Sylvester Croom, Miss. State	940,000	7,185,069	13.0
Ed Orgeron, Ole	905,000	16,563,825	5.4

Miss

Rich Brooks, Kentucky	729,165	19,793,174	3.6
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Bowl Championship Series coaches' salaries

BCS game coach	Salary	Football revenue	Percentage
Jim Tressel, Ohio State	\$2,013,700	\$60,773,537	3.3
Bobby Petrino, Louisville	1,743,000	16,331,615	9.3
Bob Stoops, Oklahoma	3,450,000	33,757,486	10.0
Chris Peterson, Boise State	511,880	8,542,522	6.0
Lloyd Carr, Michigan	1,454,619	50,365,537	2.9
Pete Carroll, S. California	2,782,320	27,777,249	10.0
Charlie Weis, Notre Dame	3,300,000	61,463,627	5.3

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MY VIEW: MYLES BRAND

NCAA urges, but can't compel, hiring of black coaches

January 29, 2007

It's a good question.

If the NFL can dramatically increase the proportion of African-American head coaches, and if the two head coaches in this year's Super Bowl are African-Americans, why are there so embarrassingly few African-American head coaches in college football?

There has been considerable progress with minority hiring among head basketball coaches in Division I. There are now more than 80 African-American head coaches among the 326 institutions that play men's basketball.

But college football has been intractable on this issue for decades.

If you look beyond the head coaching positions at historically black colleges and universities (HBCUs), the numbers are dismal. There are two African-American head football coaches in Division III, one in Division II and 11 in Division I, including six among the 119 Football Bowl Subdivision (DI-A) schools. All together, 14 African-American head coaches among 616 football playing schools when the HBCU institutions are excluded.

This is simply inexcusable!

Responsibility for the lack of progress rests on the shoulders of those who do the hiring on campus. The NCAA cannot dictate who to hire, nor does it have authority to install the "Rooney Rule" for college football that -- on pain of a significant fine -- would require the inclusion of minority candidates among those interviewed.

As president of the NCAA, however, I do have the bully pulpit, the platform for calling on member institutions to aggressively seek diverse candidate pools. I can and do urge institutions to take the appropriate time to launch open and inclusive searches.

And even if the NCAA cannot regulate that there is a diverse pool of candidates, there is much the association can and does do. Two years ago, I created the office of diversity and inclusion in the national office to address issues around hiring and leadership for minorities and women.

In conjunction with the American Football Coaches Association, the Black Coaches Association and the NFL, the NCAA also conducts three unique academies each year to help prepare individuals for coaching positions. The first is the Future Coaches Academy, which identifies recent graduates interested in coaching and places them with mentors who can assist them along the way. The other two -- the Men's and the Expert Football coaching academies -- identify and assist coaches with experience to improve and reinforce various aspects of securing, managing and excelling in head football coaching positions. All of these names are provided to institutions hiring new head coaches. Kansas State University's Ron Prince, Columbia University's Norries Wilson and Chris Taylor at St. Peter's College are all recent graduates of these academies.

Frankly, I'm not convinced the Rooney Rule will work for higher education and intercollegiate athletics. It is unfair to subject minority candidates to insincere, pro forma interviews, just as it is to exclude them entirely. In any event, every college and university has its own broad-based, hiring policies designed to ensure open and diverse searches. Those policies need to be followed in the case of hiring head football coaches -- and indeed, in all searches for athletics personnel.

There is no question that the talent is there among African Americans for head football

coaching positions. Based on BCA data through its hiring report card initiative, 30 percent of all those being interviewed over the last few years have been African Americans. But they aren't being hired.

The lasting answer in college football depends on a commitment to the value and values of diversity and inclusion. It is immoral because it is unfair of institutions of higher education not to embrace these values in football, as they do in other areas.

January 28, 2007

SPORTS OF THE TIMES

College Booster Bias Is Delaying Minority Hiring

By [SELENA ROBERTS](#)

The boosters of inequity, the true power brokers of college football, feel safe staring down at a football field and seeing their reflection in the skybox glass.

They take comfort in their “white-like-me” hires as a perk of owning the program with their six-figure donations. They are used-car barons and Fortune 500 executives whose contribution to higher education is not enlightenment but enwhitenment. They tailgate for ignorance.

Nearly 20 football head-coaching vacancies opened on the Division I-A level this past season, but only two were filled by minority coaches: Randy Shannon, an African-American, at Miami; and Mario Cristobal, a Cuban-American, at Florida International.

The total of minority head football coaches jumped to a pitiful 7 out of 119 programs — one fewer than the high of eight in 1998.

“You hate to say it, but so much of change is by force,” said [University of Washington](#) Coach Tyrone Willingham, an African-American story of resilience. “The N.F.L. had to implement the Rooney Rule.”

The lawyer [Johnnie Cochran](#) applied the pressure of shame. He helped produce an unsparing report on N.F.L. employment practices in 2002, which prompted a workplace group, led by the [Steelers](#)’ owner Dan Rooney to require teams to include at least one minority candidate per opening, with fines for resistance.

What is good for the N.F.L. — a diverse vision with the Bears’ Lovie Smith and the [Colts](#)’ Tony Dungy on the Super Bowl sidelines for millions to witness next Sunday — is considered a threat to the inner circles of college football.

For years, Richard E. Lapchick has urged the [N.C.A.A.](#)’s president, Myles Brand, to adopt a version of the Rooney Rule.

“He has backed away from it big time,” said Lapchick, the director of the Institute for Diversity and Ethics in Sport at the University of Central Florida. “He didn’t believe the membership would pass it. My position is, test it.”

The hazard to Brand is embarrassment. Failure to pass a diversity rule would reveal the sordid power structure of college football, where decisions by presidents and athletic directors are held hostage by booster bias.

To some big-wheel donors, seeking diversity means to risk losing their identity in the secret society of good ol’ boys or risk losing influence in the only network they’ve ever known.

The Nick Sabans soothe them. Minorities make them nervous.

“It’s access to power,” Willingham said. “It’s about asking, Is my access to power diminished because of diversity?”

Comfort level is simply code for bias. Willingham was forced out of [Notre Dame](#) in 2004, not by the president or the athletic director, but by four-leaf boosters and trustees who, deep down, craved one of their own.

On the surface, they swore Willingham’s dismissal wasn’t because he was a Southern Baptist who didn’t convert to Irish-olicism or because he didn’t protest when “Rudy” was snubbed by Oscar or because he was an African-American who looked different from their base.

Talk of race was malarkey, the Irish cried. Willingham didn’t win the big games, they declared. And yet Charlie Weis, sainted by the Touchdown Jesus faithful, has been creamed from Southern California to Michigan in games that matter.

As Jon Wilner of The San Jose Mercury News recently noted in a comparison of Weis and Willingham: “Weis is 0-4 in big games in the past 54 weeks. Shouldn’t he be held to the same standard?”

Standards are not doomed to a sliding scale. Diversity and fandom can enthusiastically coexist. Mississippi State Coach Sylvester Croom, the only black football coach ever hired in the Southeastern Conference, prepared himself to be accepted.

On Dec. 2, 2003, Croom entered a packed room for his introduction at Mississippi State. He kissed his mother, then stood up to say, “I am the first African-American coach in the SEC, but there is only one color that matters here, and that color is maroon.”

He had them, every Bulldogs fan in the state.

“The place just erupted,” said Larry Templeton, who as the Bulldogs’ athletic director hired Croom, adding: “I’m more confident today that we’ve hired the right man than I was then, and we haven’t won but three games a year for three years. He is going to have every opportunity to succeed. And it’s not because he’s a minority, it’s because of the man.”

Progress has moved Starkville, Miss., and yet college football is in racial regression. The better the money in college football, the more white flight there is from the N.F.L. Coaches from Saban to [Steve Spurrier](#) have bolted the pros without a cost-of-living hardship on the N.C.A.A. level.

Class barriers and perception obstacles stand like rows of tackling dummies. Keep pushing, keep pounding, say black coaches who dare to hope.

Kansas State Coach Ron Prince is one of them. Before he was hired in 2005, before his team upset Texas last season, he educated himself on the college culture. He knew about the stereotypes — like black coaches can’t fund-raise — but he had faith in himself to be all things.

“These are iconic positions,” Prince said of coaching. “It’s mostly the unknown that makes people afraid. I can tell

http://select.nytimes.com/2007/01/28/sports/ncaafootball/28roberts.html?_r=1&oref=login&ref=sports&p... 1/27/2007

you that Tyrone Willingham and Karl Dorrell at U.C.L.A. and Randy Shannon in Miami — many of these men I know personally — make a great impression.

“I know I have the corporate crowd in Kansas City, and I have the farmers and the ranchers in the western part of the state. And I have to be able to communicate effectively to both.”

And, by all accounts, Prince has — one whistle-stop town at a time.

Exposure to diversity can vanquish fear. The Rooney Rule is proof. But what is a sign of progress in the N.F.L. is still a threat to some campus boosters. Comfort, to them, is still a coach who reflects their image in every way.

E-mail: selenasports@nytimes.com

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