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Sports and Race [Binder] [2]

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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

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P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
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Divider Title: 6

SPORT IN SOCIETY

THE CENTER FOR THE STUDY OF SPORT IN SOCIETY™

Northeastern University
Huntington Avenue, 161 CP
Boston, Massachusetts 02115
(617) 373-4025
(617) 373-4566 Fax

January 7, 1998

Ms. Sylvia Mathews
Assistant to the President and Deputy Chief of Staff
The White House
Washington DC 20502

Dear Sylvia:

I hope that you had an enjoyable holiday season and that the new year finds you in good health.

As you know we have been working on the possibility of a Presidential Town Meeting to be held at Northeastern University's Matthews Arena to discuss the issues of race and sport.

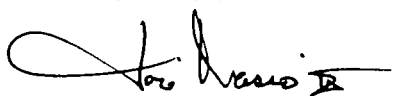
Enclosed is a copy of a letter and information sent to Ms. Judy Winston regarding our proposed Town Meeting.

We would appreciate any assistance that you can lend to this matter.

Please contact me at 617-373-8937.

Thank you for your time and consideration.

Very truly yours,



José Massó
Senior Associate Director & Chief Operating Officer

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Roger Wilkins, Institute for Policy Studies

Players Association Directors

Doug Allen, NFLPA
David Meggjesy, NFLPA
Eugene Upshaw, NFLPA

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September 29, 1997

Mr. Nelson Rayneri
Special Assistant to the Chief of Staff
The White House
Room 145
Old Executive Office Building
Washington DC 20502

Estimado Nelson,

Por medio de la presente te mando un cordial saludo, esperando que al recibo de la misma todo marche bien contigo.

I'm glad to hear that you had an enjoyable summer and that things are working out well at the White House.

As you know, (and thanks in part to you), on June 9 I was selected as Chief Operating Officer and Senior Associate Director of the Center for the Study of Sport in Society and have been occupied with managing the transition at the Center as our Director, Richard Lapchick, set up shop in Orlando, Florida. On September 2, we opened a satellite office at Walt Disney World of Sports. We expect to be providing educational programs for over 80,000 student-athletes who will be participating in sporting events at Disney.

I am very excited about the work we do at Sport in Society and look forward to the number of possible projects that we have on the drawing board.

One of these projects is a program in celebration of National Hispanic Heritage Month. On October 8, we will be holding a reception at the Center for the Study of Sport in Society and a panel discussion at Northeastern University on "Latinos in Béisbol".

During the reception we will be recognizing individuals and organizations that have worked closely with Latino youth in organized sports activities or educational achievement.

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David Meggyesy, NFLPA
Eugene Upshaw, NFLPA

N. Rayneri
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9/29/97

For the panel we have invited Mr. Dan Duquette, Executive Vice President and General Manager of the Boston Red Sox, Mr. Tony Bernazard, Special Assistant at the Major League Baseball Players Association, Mr. David Beard, sports journalist for the Ft. Lauderdale Sun-Sentinel and Mr. Alan Klein, professor of Anthropology at Northeastern University and author of **Sugarball: The American Game, the Dominican Dream** and his most recent publication, a study of culture, baseball, and U.S.-Mexican relations - **The Owls of the Two Laredos**. I also invited Mr. Omar Minaya, who was named Assistant General Manager of the New York Mets last

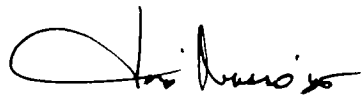
We plan on using some of the footage from the ESPN *Outside the Lines* special, "Major League Béisbol" as the topic of discussion and hope that our panelist will share their experience and insight on this issue.

The enclosed document includes all the information regarding our celebration and panel discussion. I also enclosed some pictures from an event that we sponsored this past Thursday evening with Mr. Robert Kraft, owner of the New England Patriots.

We have alot to talk about, and I still have a "magnum opus" of a letter to sent you.

Esto es todo por el momento. Te dejo con un abrazo. Que Dios te bendiga.

Very truly yours,



José Massó
Senior Associate Director

José Massó chosen to manage Sport in Society

Selected as Senior Associate Director at The Center's headquarters in Boston

José Massó was selected as the new Senior Associate Director of the Center for the Study of Sport in Society. The announcement was made in conjunction with Director Richard Lapchick's establishment of The Center's presence at Walt Disney World Sports, in Orlando, Fla. Massó, 46, began supervising The Center's Boston office on June 23, allowing Lapchick to nurture the growth of Sport in Society's Disney-based satellite.



José Massó

Massó's diverse career has included serving as Executive Director of Latin Sports and Entertainment at Bob Woolf Associates, where he represented Latino Major League Baseball players. During 1987-88, Massó served as an advisor on the Viva Dukakis Presidential Campaign. Massó also traveled to the 1988 Democratic Party

Convention in Atlanta, Ga. to work as a Hispanic press liaison. Previous to his campaigning experience, Massó was the director of the Governor's Office of Community Services.

"The Center welcomes the opportunity for José to provide Sport in Society with his career experience and management skills in sports, education, communications, politics, entertainment, and multiculturalism," said Lapchick.

Massó's initial goal is to guide Sport in Society through a transition management process, and ultimately implement some original initiatives.

Massó, a native of San Juan, Puerto Rico, continues to host his own Afro-Latino music show, "*¡Con Salsa!*", which has been on National Public Radio's Boston affiliate (WBUR-FM) since 1975. The program is part of his ongoing commitment to bridging the gap between linguistic and cultural communities.

Boston Youth Sports Congress unveiled at Urban Youth Sports Conference, sessions to convene in October

On June 3, Boston Mayor Thomas M. Menino announced a partnership with Sport in Society to form the *Boston Youth Sports Congress*. The announcement was made at the two-day long Urban Youth Sports Conference. The Congress will bring together Boston's youth sports leaders, life skills trainers, area student-athletes, community organizers, program developers, leaders from the business community and policy makers to set a course for the future of organized youth sports in Boston.

This plan was unveiled at a forum of 75 national leaders in the field of youth development. The forum, co-sponsored by Sport in Society and The Robert Wood Johnson Foundation, assembled to



State Representative Kevin Fitzgerald (D-Boston), Sport In Society's Community Outreach Coordinator, addresses attendees of the Urban Youth Sports Conference.

discuss the national crisis of urban youth sports. The Congress will convene on October 18.

Sport in Society will serve as the official consultant in the continuing effort for the creation and implementation of this agenda.

This large-scale collaborative effort between Sport in Society and the City of Boston marks an unprecedented alliance for both parties, who have previously worked together with The Center's programs: *Hoop Dreams & More*, MVP, Project-TEAMWORK,

and Athletes in Service.

According to Art Taylor, director of Youth Sports Programs at Sport in Society, the purpose will be to establish organized athletic opportunities for area youth, especially young women. It will also endorse health development for youth, training of coaches, and substance abuse prevention.

Sport in Society is conducting an ongoing study assessing the condition of urban youth sports in Boston to determine which areas need the greatest improvement.

Mayor Menino said The Congress will "bring together all the programs we have in the city, to find out where any overlap is and where the shortages are."

Photo by Adam Zand

NU's Sport in Society announces expansion office at Walt Disney's Wide World of Sports

Richard Lapchick to be based in Florida; office and staff stay at Northeastern Univ.

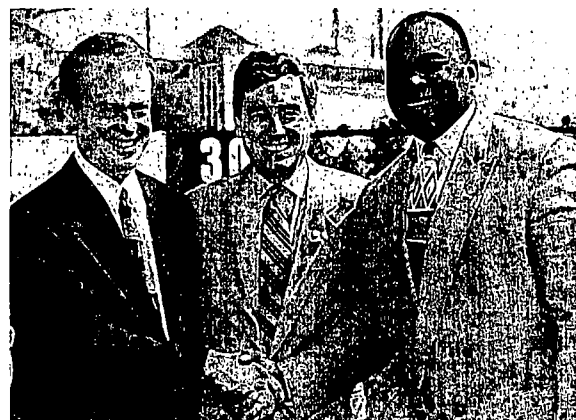
Northeastern University President Richard Freeland and Richard E. Lapchick, Director of the University's Center for the Study of Sport in Society, joined leaders of Walt Disney World Sports on March 18 to announce the opening of a Sport in Society office at Disney's Wide World of Sports complex in Orlando.

Lapchick, a social activist and internationally recognized expert on sports issues, will use the new Florida location as his base of operations. He will move in July, but continue to spend one week a month and two months during the summer at Sport in Society's headquarters at Northeastern University in Boston.

In announcing the move, Lapchick noted, "What Walt Disney World Sports is trying to do is exciting and cutting-edge work in the world of sport as we approach the 21st century. The opportunity to open an office there and expand the work of Northeastern University's Sport in Society will be very beneficial to our own operations and allow us to work with the leaders of Walt Disney World Sports to develop educational programs for those who will participate in sporting events at the Orlando site."

Two of Sport in Society's most acclaimed programs, *Project TEAMWORK* and the *Mentors in Violence Prevention (MVP) Program*, have been named by the Clinton Administration as model programs in the areas of violence prevention and improving race relations.

"Having Sport in Society under the same roof as Walt Disney World Sports presents tremendous synergy opportunities," said Reggie Williams, Vice President of Walt Disney World Sports. "We fully support the



Sport in Society Director Richard Lapchick, Northeastern University President Richard Freeland, and Walt Disney World Sports Vice President Reggie Williams announce the opening of a Sport in Society expansion office in Orlando.

positive initiatives that Sport in Society pursues and welcome Richard Lapchick with open arms."

The vast majority of Sport in Society's staff will continue to operate from their headquarters at Northeastern University.

Northeastern President Freeland said that an opportunity to open an office in Orlando at Walt Disney Wide World of Sports is a breakthrough for the potential expansion of Sport in Society. Northeastern "admires the tremendous quality and values that the Walt Disney Corporation brings to American corporate culture. We would welcome any opportunity to do programs together with them in the future," said Freeland.

Founded in 1984, Sport in Society is dedicated to the idea that the sports community should take a lead

Continued on page 3

Muhammad Ali dazzles youth and adults during visit



Photo by J.D. Levine

Muhammad Ali playfully spars with a young student at the James Hennigan Elementary School while Ali's wife, Lonnie, watches.

Sport in Society and *The Boston Globe* co-sponsor event for students to promote racial understanding

On February 4, Muhammad Ali and Thomas Hauser visited Boston to promote their new book, *Healing: A Journal of Tolerance and Understanding*. In conjunction with this book tour, Sport in Society and *The Boston Globe* co-sponsored "Boston Healing Day" to promote racial harmony.

The James Hennigan Elementary School in Jamaica Plain and St. Mary's Junior/Senior High School in Lynn both hosted events for Boston Healing Day. Copies of *Healing* were donated by *The Boston Globe* to all students and teachers at the two schools.

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Message from the Director



Richard Lapchick

While we continue to read about problems confronting college sport, there has been a growing and welcome tendency for presidents, athletic directors and the athletic community to act quickly to confront the issues.

- Last October, Boston College suspended 13 football players after a gambling scandal rocked the campus. None of the players were allowed to return to the team this year. Any hint of gambling on campus brings about fears of organized crime, and BC President William Leahy charged his administration to act. Athletic Director Chet Gladchuck made the story public, brought in the district attorney, and quickly took the implicated players off the team.
- Less than 18 months after Jim Harrick led UCLA's basketball team to the national championship, an expense-report scandal vaulted him into the headlines. With speed rarely seen in college sport, UCLA Chancellor Charles Young and Athletic Director Peter Dalis removed Harrick as coach.
- When more than 30 football players at the University of Rhode Island sealed off a fraternity house and beat up three residents, President Roberts Carothers took charge with Athletic Director Ron Petro. They threw two players off the team, suspended 25 others and forfeited its next game against the University of Connecticut.

In each case, the damage to the school was bad and has yet to be fully measured. However, the immediate and decisive responses of institutional leaders told the public that if things had gotten temporarily out of control, they had taken back the reins.

One such action with national implications came when the National Consortium for Academics and Sports (NCAS) became the first sports organization to take a zero-tolerance stance against athletes convicted of gender violence. The 135 member colleges and universities adopted a "Sense of the Consortium" resolution at the closing session of its annual conference in Boston on November 22, 1996.

The resolution stated that any athletes convicted of rape, sexual assault or battering will be banned from intercollegiate competition for a minimum of one year at that member institution. This applies to any student-athlete who has been convicted of

such an act in campus judicial proceedings or in the criminal courts.

NCAS leaders believe it is a powerful message to potential perpetrators, and provides a process for perpetrators to receive appropriate counseling and a chance to work their way back into the campus community.

If a banned student-athlete meets certain criteria, including participation in on-going counseling and public statements of apology, combined with messages to young people about the unacceptability of gender violence and all forms of abusive behavior, he can petition the appropriate authorities to be reinstated. Convicted of a similar act a second time, the student-athlete will be permanently banned.

Individual incidents of athletes accused of gender violence have built up a strong image that something about athletes make them more inclined toward gender violence than non-athletes. While the number of such incidents have jumped off the pages of our newspapers, the problem is clearly one of *men* in America and not just athletes.

In America, there are approximately 850,000 rapes each year, or 2,345 per day. Another 3 million women are battered annually, or 8,200 per day. Three major newspapers have surveyed athletes and gender violence over the last decade (*Philadelphia Daily News*, 1983-1985, *Washington Post*, 1989-1994, and *Los Angeles Times*, 1995). In all three surveys combined, 308 athletes were accused of some form of gender violence. That figure, which covers 10 years equals the number of incidents committed by American men *every 44 minutes*. This is a huge problem for American men and is not limited to athletes.

The quick conclusive actions of BC, UCLA and the University of Rhode Island, combined with the NCAS initiative on gender violence, are welcome signs that college leaders are not ignoring today's problems, which continue to enter the once cloistered world of intercollegiate athletics.

This article appeared in the February 10, 1997 issue of The Sporting News.

The JoJo White Growth League kicks off season at Boston schools

JoJo White Growth League kicked off at Boston's Thompson and Shaw Middle Schools on January 25.

Approximately 190 students are regularly participating in the program, which also includes 60 volunteer coaches. The volunteers, which include 30 students from Jeremiah Burke High School, 15 community



Participants and volunteers in the JoJo White Growth League take a break and show off their new t-shirts.

representatives, 4 business executives and 15 Sport in Society staff, work with young participants on the basketball court and in the classroom. Program sponsors, who are donating both

funding and products, include BayBank, the Boston Celtics, Coca-Cola Bottling Company of New England, Dunkin' Donuts, Eastpack, Gillette, Kessler and Associates, Reebok, and Spalding.

AT&T makes \$60,000 charitable gift donation to the Athletes in Service to America Boston site

AT&T made a charitable gift of \$60,000 to support the Athletes in Service to America site in Boston. AT&T representatives presented an oversized check to Sport in Society Director Richard Lapchick and NU Chairman of the Board of Trustees George Matthews during halftime of the Boston Celtics-New York Knicks game at the Fleet Center on January 10.

The event also included a pre-game scrimmage on the FleetCenter court for Athletes in Service to America corps members and children from the Shelburne Community Center.



Students from the James Hennigan Elementary School, who participate in Sport in Society's Athletes in Service to America program, attend a Celtics game at the FleetCenter as the guests of the Celtics.

• Sport in Society joins Disney and opens expansion office

from page 1

role in bringing about positive social change. Its mission is to increase awareness of sport and its relation to society, and to develop programs that identify problems, offer solutions, and promote the benefits of sport. Sport in Society

has helped more than 11,000 athletes return to school to finish their education. The returning athletes have, in turn, worked with more than 4,200,000 youth in community service programs.

Sport Breaks

1997 Boston Indoor Games

Sport in Society co-sponsored the 1997 Boston Indoor Games, held at the Reggie Lewis Track and Field Center on January 31. Calvin Davis, an Olympic bronze medalist who hails from Dorchester, competed and generously donated 100 tickets to young people who participate in Sport in Society outreach programs. Approximately 25 Olympians competed on January 31 and assisted in sports clinics for local youth on January 30.

Robert Wood Johnson Foundation substance abuse forum

A two-day youth sports national conference, funded by the Robert Wood Johnson Foundation, has been developed by Sport in Society. The conference will address the role that organized sports may play in helping prevent substance abuse and the barriers that limit young people's access to sport in the urban environment. The goal of the forum is to devise a plan that uses sports to provide a safe haven for young people from substance abuse.

Lapchick named head of search committee
Northeastern University President Richard Freeland appointed Sport



Olympic sprinter Calvin Davis and Sport in Society's Tasha Downing-Martin.

in Society Director Richard Lapchick head of the search committee for NU's new athletic director. The new athletic director is expected to be named by the end of April.

New Staff hired

Recent additions to the Sport in Society roster include grants administration assistant Steven Gould, receptionist Lisa Gaskins, and MVP training specialists Tom Penichter and Miles McLean.

Staff attend leadership program on drugs and alcohol

Sport in Society staff Kevin Fitzgerald and Mike Davis attended a week-long MIAA leadership training program on alcohol, tobacco and other drugs. Representatives from 35 secondary schools across the state attended. Participants who completed the training became certified wellness coordinators. Fitzgerald and Davis will use the training to develop a Sport in Society program on drugs and alcohol for student-athletes.

Donor Profile

Boston Celtics go the extra mile to help community programs in Boston

By June Ferestien and Adam Zand

The Boston Celtics are world-renowned for their incredible history of success both on and off the basketball court.

Recent recipients of the 1996 *Pro Team Community Award*, presented by the World Sports Humanitarian Hall of Fame for having the most unique and effective community programs, the Boston Celtics are leaders and role models for our youth through their generosity and commitment to Sport in Society.

The Boston Celtics have demonstrated their support of our mission in a variety of

ways this past year, including: athlete access, donated charity tickets to games, programmatic sponsorship, and much more. Stuart Layne, Executive Vice President of Marketing and Sales commented, "Making a real impact in the community is a major priority of the Boston Celtics. We are fortunate to have Northeastern's Sport in Society program in our own backyard to help direct us in some of our efforts. It is a privilege to be able to support and be part of such meaningful programs."

Sport in Society's AmeriCorps program, *Athletes in Service to America*, was a recent

recipient of the Celtics' generosity. Joining AT&T, the Boston Celtics jointly sponsored a special day for some of the young people in this program. Before the Celtics—N.Y. Knicks game on January 10, 1997, *Athletes in Service to America* participants played a basketball game on the parquet floor with legends from the Celtics and Knicks. The Celtics provided a behind-the-scenes tour of the new FleetCenter (including a tour of the players locker room), and tickets to the evening's game. These events were provided in conjunction with the 50th anniversary celebration of the

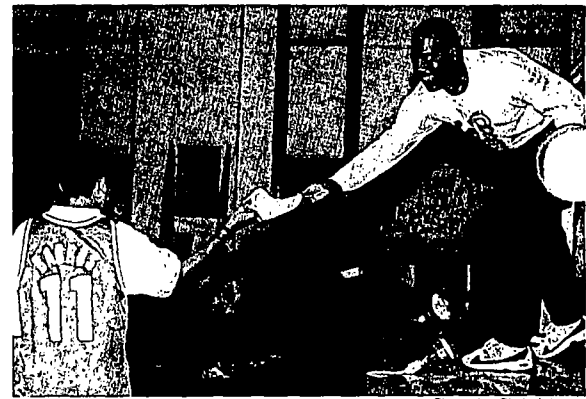


Photo by Chris Aduama

WILD-AM's "Coach" Willie Maye hands a certificate to a student at Dorchester's Dearborn Middle School during one of the Celtics' TEAMUP events.

Boston Celtics/New York Knicks Legends Throwback Weekend.

As part of the *Throwback Weekend*, the AT&T Corporation donated a \$60,000 charitable grant to *Athletes in Service to America*. Inner-city youth who participate in *Athletes in Service* played in a pick-up game with Celtics legend Tom "Satch" Sanders and NY Knicks legend Cal Ramsey.

Bob McCabe, director of *Athletes in Service*, said, "For corps members and students from one of our local community centers to have a chance to play on the storied parquet floor with such basketball greats was a thrill they will never forget."

In a special half-time ceremony, AT&T's Eastern States President Dan Clark presented the check to Sport in

Society Director Richard Lapchick and George Matthews, NU's Chairman of the Board of Trustees.

The Celtics recently chose Sport in Society's Project TEAMWORK to become one of its partners for the NBA's newest community outreach program, *TeamUp*, part of the Celtics' *Stay in School Program*. As part of the program, current Celtics players and staff are joined by Project TEAMWORK members (all of whom are former athletes) to attend assemblies at Boston middle schools and make presentations to students on such issues as staying in school, teamwork, balancing academics and athletics, and college planning. The 1996-97 kick-off event took place at the Dearborn Middle School in Roxbury, MA.

Continued on next page



Photo by Chris Aduama

The Celtics and Sport in Society Teamed Up at the Dearborn Middle School for a presentation. Shown from left to right are Sport in Society marketing staff Suzi Katz and Adam Zand, Celtics forward Greg Minor, and Mike Roberts and Sherry McClintock, members of Sport in Society's Project TEAMWORK.

• **Celtics donate time, resources to community** from previous page

Other assemblies planned this spring include the Wilson, and Gavin Middle schools. The *Stay in School* end-of-the-year awards ceremony will take place on Wednesday, May 28, 1997 at Northeastern University's Matthews Arena.

Additionally, the Boston Celtics nominated Project TEAMWORK for the inaugural NBA *TeamUp* Award. This award recognizes youth who address real needs in their communities. All 29 NBA teams have nominated one outreach program from their local area for national recognition.

According to Wayne Levy, Celtics community relations director, "Nominating Project TEAMWORK was an easy decision for us. We felt that Project TEAMWORK's mission is consistent with our *Stay in School* philosophy ... teaching young people to respect others and their differences."

Project TEAMWORK has a chance at earning this honor and being featured during a special edition of NBC's "NBA Inside Stuff."

Sport in Society is truly pleased that the Boston Celtics will also take an active sponsorship role in Sport in Society's newest outreach

program, the *JoJo White Growth League*. Celtics players Greg Minor and Eric Williams attended the kick-off press conference which took place on February 1 at the Robert Gould Shaw Middle School in West Roxbury. The Celtics will be deeply connected to the program, supplying awards and benefits for participants. Some incentives for the middle school students include charitable game tickets, message board recognition during games, and much more.

Additionally, the Celtics will participate in fund-raising activities for the *Growth League*. Celtic players and staff will also be featured throughout the year at special basketball clinics where *Growth League* participants will have an opportunity to improve their basketball skills with professional athletes.

Sport in Society is extremely grateful for the tremendous support of the Boston Celtics and applauds their leadership in continuing a rich legacy of community service, dedicated to improving the quality of life for future generations.

Hall of Fame for his significant contributions to racial equality and excellence while serving as a coach, general manager, and president of the Celtics organization, as well as his outstanding community leadership. Red Auerbach set a precedent for leadership and service, a legacy which stands bright and strong today with the efforts of the entire Boston Celtics organization.

Sport in Society has other ties to Celtics

Sport in Society's connection to the Boston Celtics goes well beyond joint partnerships on community programs.

Former Celtic Tom "Satch" Sanders co-founded Sport in Society with Richard Lapchick in 1984 and served as associate director until 1987.

Then, in November of 1995, Sport in Society was honored to induct Arnold "Red" Auerbach into the *Sport in Society*

HBO, Sport in Society host "Sports on the Silver Screen" premiere

By June Ferestien

Lights! Camera! Action! On March 5, 1997, the Center for the Study of Sport in Society, along with Home Box Office (HBO), and Cablevision of Boston, sponsored and hosted the Boston premiere of a new HBO Sports documentary, *SPORTS ON THE SILVER SCREEN*.

The invitation-only event was headlined by former Kansas City Chiefs quarterback and Hall of Famer Len Dawson, and Northeastern University President Richard Freeland. Held at Emerson's Majestic Theatre, it was attended by local sports personalities, including boxers Dana Rosenblatt and Will McClure, Olympians Eric Flaim (speed skating), Mary Mazzio (rowing), Holly Metcalf (rowing), Tina Noyes (figure skating), and John Thomas (high jump), former Boston Celtic JoJo White, former New England Patriot Ron Burton, and Amy Baltzell, a member of the 1995 America's Cup III Women's Sailing Team.

Award-winning journalist Frank Deford wrote the screenplay, which includes some of the

Continued on page 7

Sport in Society hopes sequel will be representative of today's athletes
Sport in Society was pleased to partner with HBO and Cablevision of Boston for the premiere of *SPORTS ON THE SILVER SCREEN*.

HBO has been doing great work in the area of sports, from HBO "REAL SPORTS," to a movie like *SPORTS ON THE SILVER SCREEN*.

Sport in Society works passionately to improve opportunities for women and people of color in the world of sports.

Despite the fact that women's sports have recently taken off in popularity, and African Americans now dominate some of our most popular sports, *SPORTS ON THE SILVER SCREEN* overwhelmingly depicts white men.

It is our hope that when HBO produces *SPORTS ON THE SILVER SCREEN II*, the company will depict a sports world that has fulfilled its promise of equality.

HBO, Cablevision and Sport in Society all share that vision.



Photo by Adam Zand

Muhammad Ali and the Anti-Defamation League's Len Zakim share a laugh at the Northeastern University reception.

• High school students meets Ali from page 8

joining the press corps that day. No one spoke, but I could feel the anticipation among the sleepy-eyed teenagers. Ali didn't make his appearance until we were seated on the bus, but just the sight of this icon made up for the waiting. It was an experience none of us will soon forget.

As the bus departed from the classy Boston hotel, the names of posh establishments flashed by. Brooks Brothers, F.A.O. Schwartz, and the Park Plaza Hotel, however, soon gave way to barbed-wire fences and nameless buildings in Jamaica Plain. In the midst of this was the immaculate and cheerful James Hennigan Elementary School.

The school pulled out all the stops for the former champ. Balloons, a disc jockey and a school choir decked in matching white outfits greeted Ali in the school gym.

Ali used this opportunity to teach the young audience of fourth- and fifth-graders about racism and tolerance. His wife, Lonnie Ali, and Healing co-author Thomas Hauser also addressed the students.

The students presented Ali and his wife with some poems and drawings that featured messages of racial tolerance and praise for Ali. One student's poem drew some attention. The last line read, "The greatest fighter isn't Ali, it's me!" Ali, never one to be upstaged, even by a fifth-grader, invited the student to spar with him, dazzling the crowd.

Parkinson's syndrome does hinder Ali's speech and causes his hands to shake. But Ali has proven that

he is still "The Greatest" by handling the disease with grace and making public appearances 200 days a year to speak out against racism and hatred.

As Ali and the media piled onto the bus after the presentation, the students waved good-bye. The bus left Jamaica Plain and headed to St. Mary's Junior/Senior High School (Lynn, MA), the second and final school to host Ali that day.

At St. Mary's, I had my first opportunity to meet Ali's 8-year-old son, Assad. Full of charisma and wide smiles, Assad is a chip off the old block. As the elder Ali munched on chocolate chip cookies after lunch, a reporter remarked to Assad, "Your dad really likes those cookies."

Assad responded boisterously, "He loves cookies! He could eat a gillion of 'em!" Assad continued to dazzle the media with his antics and the Ali flair (giving his father "bunny ears" to tempt photographers).

The students at St. Mary's were older than those at the Hennigan and the student body was predominantly white, in contrast to the mostly African-American student body at the Hennigan. The reaction to Ali, however, was virtually the same. The teenagers were as excited as the elementary school students.

After the event at St. Mary's, the entourage then traveled to Northeastern for a reception hosted by the president of the university. Once again, the setting changed drastically, but the crowd's reaction didn't. Important-looking men in business suits had the facial expressions of the elementary school students when Ali stood up to speak.

Ali amazed people that day. He has overcome racism, hatred, overwhelming odds inside and outside the boxing ring, and Parkinson's syndrome to become one of the most beloved men the world has ever known. Meeting him, hearing him speak, and seeing his dedication to the principles he believes in was an overwhelming experience. He was an athlete that became famous because of his fists, and now he is a hero who is famous because of his heart. And, he is, undoubtedly, the greatest.

• Sport in Society and Globe sponsor Ali's visit from page 1

In addition, NU President Richard Freeland hosted a private reception at the Raytheon Amphitheater in the Egan Technology Center, giving the NU community a chance to meet Ali and Hauser.

The Globe donated a media bus for the day, and lunch for all press and individuals traveling to both events on the bus.

Distinguished guests for the day included former Olympic boxing champion Will "Skeeter" McClure, *Globe* sports columnist Ron Borges, *Globe* Director of Community Affairs Skip Griffin, Lonnie Ali, Howard Bingham, Ali's photojournalist, the Mayor of Lynn and Boston School Superintendent Thomas Payzant. The event was emceed by WILD-FM's "Coach" Willie Maye.

Sport in Society and *The Boston Globe* hold essay contest for high school students

Sport in Society and *The Boston Globe* co-sponsored an essay contest, to honor Healing, for all Massachusetts high school students. The contest was announced on Boston Healing Day. The objective of this contest was to inspire high school students to think how issues of diversity have affected their own lives. The winners were announced in late March and the winning essay will be published in *The Globe*.

Opportunities to get involved with Sport in Society in 1997

Sport in Society is seeking your involvement! Opportunities for support, sponsorship and mentoring are available. We hope to find sponsors to:

- **Underwrite the expense of our newsletter, "Sport in Society News."**

This publication, published four times per year, provides an opportunity to share important news about our organization, programs and upcoming special events with the public. Each issue contains highlights from programs and training workshops, informative articles about various societal issues, staff highlights, interviews from people from the world of sport, and much, much more. As a named or title sponsor of the newsletter, you would reap significant exposure for your contribution for this much needed publication.

- **Underwrite the expense for a part-time staff member.** This is a great way for a corporation to educate one of its employees/interns about serious social

issues such as racism, sexism, anti-semitism and men's violence against women, and what organizations such as Sport in Society are doing to help eradicate such discrimination and violence.

- **Become a corporate sponsor for our 1997 Annual Awards Banquet and Hall of Fame Induction Ceremony.** By

doing so, a corporation can become involved with a high profile event that draws nearly 1,000 people from the world of business, sport and education, and attracts tremendous media exposure and visibility. Involvement opportunities include: title and presenting sponsorships, table sponsorships, auction sponsors and reception sponsors, just to name a few.

- **Join the AT&T Corporation and become a matching corporate sponsor for Sport in Society's Athletes in Service to America, a national AmeriCorps program.** Working with thousands of young people, *Athletes in Service to America* focuses on violence

prevention, cultural diversity, and academic success. Program participants called corps members spend their days working with elementary, middle and high school students. All corps members are required to have varsity collegiate experience, giving them a unique appeal that helps make them effective mentors for young people.

- **Become a volunteer with the JoJo White Growth League.** Join a corps of dedicated volunteers from local communities to work with middle school students on their basketball and life skills every Saturday morning during the school year.

For more information about how you or your company can become involved in any of the above-mentioned opportunities, or to learn more about other ways you can aid in bringing about positive social change in our society through sport, contact Sport in Society at (617)373-4025.

Sport in Society and HBO host film premiere from page 5

most memorable moments from sports-oriented films from the past century.

Boston Cablevision's Hank Ferris gave introductory remarks, followed by Freeland and Richard Lapchick.

SPORTS ON THE SILVER SCREEN illustrates how athletics is an ideal vehicle for the world of cinema to display the expansive depth of the human experience. Clips were shown from a vast array of movies such as "Raging Bull," "Bull Durham," and numerous other film classics. The film

expresses the idea that sport is a microcosm of

society and that athletics present numerous universal challenges. As a result, movie fans are able to relate to the obstacles that athletes, real or fictional, attempt to overcome.

SPORTS ON THE SILVER SCREEN was well received by the nearly 300 guests in attendance, not only for its entertainment value, but for its enlightening qualities as well.

Sport in Society has recognized the universality of athletics and has used the appeal and lessons of sport and role-model athletes to bring about positive

social change. **SPORTS ON THE SILVER SCREEN** debuted March 16, 1997, 8:00 PM/ET on HBO and is a film that merits attention and recognition. Sport in Society is extremely grateful to HBO for its commitment to using television and/or movies as a vehicle to effect positive social change through sport, and for their support of Sport in Society's mission to use role model athletes to bring about such change.

NU Law School coop student Lennox Chase assisted in the preparation of this article.



Photo by Don West

Boxer Dana Rosenblatt and Olympic gold medalist Holly Metcalf both attended the premiere of HBO's **SPORTS ON THE SILVER SCREEN**.

SPORT IN SOCIETY™

THE CENTER FOR THE STUDY OF SPORT IN SOCIETY
Northeastern University

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In this issue

Muhammad Ali dazzles youth and adults in Boston 1

AT&T makes charitable donation to Athletes in Service to America 1

Donor Profile: Boston Celtics do their work off the court, too 4-5

Muhammad Ali proves he still has a legitimate claim to "hero status" as people flock to see him

By David Brown

(A dozen students from area high schools were invited to attend the Muhammad Ali-Thomas Hauser event and write stories for their school newspapers. Excerpts from David Brown's story are shown here. Brown is editor-in-chief of the Woonsocket High School [RI] Villa Novan).

Although most people don't often accept self-praise as truth, there is one man whose boasts are both accepted and echoed. "I am the greatest," Muhammad Ali said after he defeated Sonny Liston in 1964 for his first world heavyweight title. Since then, few have refuted his claim. In fact, his success as a boxer is only part of his legacy, as now he is arguably the greatest American hero.

Ali solidified his claim and hero status when he visited two Boston area schools on February 4 to promote his new book, Healing: A Journal of Tolerance and Understanding, and spread his message of tolerance. I was able to witness this event first-hand and join Ali and his entourage on a charter bus for the day.

The day began with an early morning reception at the Ritz-Carlton Hotel in Boston. I sat with the other half-awake high school journalists who were

SAVE THE DATE...

Sport in Society's annual fundraising banquet

Sport in Society's Annual Awards Banquet and Hall of Fame Induction Ceremony will be held on Tuesday, October, 28, 1997, at the Boston Park Plaza Hotel.

Lou and Peter Harris complete first-year evaluation of Athletes in Service to America

Lou and Peter Harris, America's best-known public opinion analysts, evaluated Sport in Society's *Athletes in Service to America* program after its first year of service (1995-1996). *Athletes in Service to America* utilizes current and former collegiate student-athletes to work with elementary, middle and high school students, as well as youth at community centers, on violence prevention and academic success. Called corps members, these student-athletes are based at Northeastern University, Canisius College, and the Universities of Kentucky and Nevada.

Lou and Peter Harris' program evaluation, which was officially released in January of 1997, illustrates the amazing success of *Athletes in Service to America*. The survey indicates that schools served by *Athletes in Service to America* had significantly less violence than similar schools not served by the program, despite the fact that their students came from more violent neighborhoods than where students at non-program schools lived. This powerful finding suggests that something very positive was working to reduce violence at schools in the program.

The following statistics are taken from the evaluation and include students at all four *Athletes in Service to America* sites.

- 79% of students feel the corps members definitely or probably helped them avoid fighting and violence.
- 62% feel they were "taught practical skills you can really use in difficult situations."
- More than one-third (34%) say the program decreased the amount of violence in their school or summer program.
- 81% of students say they definitely or probably have more respect for kids of different races.
- 39% of students say they are more likely, as a result of the work of corps members, to take action to try and stop boys from being violent to girls.
- 68% say the corps members helped them understand the effect of violence on television and in the movies.
- 61% of students say their grades definitely or probably improved as a result of the work performed by corps members.
- Over 70% of students feel the corps members are good role models.



Sport in Society co-founders (left to right) Richard Lapchick and Tom "Satch" Sanders, honor Northeastern University President Emeritus John Curry at the awards banquet.

Sport in Society annual banquet nets \$200,000

Funds to be used for community programs

Close to 900 guests attended the 12th Sport in Society Annual Awards Banquet and Hall of Fame Induction Ceremony on November 19th at the Boston Park Plaza Hotel. The event honored the annual Hall of Fame inductee, recipients of the Giant Steps Awards, and included a special tribute to former Northeastern President John Curry. The dinner, which netted \$200,000 for Sport in Society, was hosted by ABC and ESPN sports broadcaster Dick Schaap.

Wilma Rudolph was honored posthumously as the 1996 Hall of Fame inductee. She was a 1960 Olympic track and field gold medalist. Giant Steps awards were presented to student-athletes Jennifer Rizzotti and Michael Watson, civic leaders Paul Tagliabue and Gene Upshaw, and coach David Clark. Quadrennial Torchbearer Awards, in honor of the 1996 Olympics, were presented to Loretta Claiborne, Anita DeFrantz and Billy Payne. Sport in Society co-founders Richard Lapchick and Tom "Satch" Sanders presented the tribute to Curry.

Northeastern University Chairman of the Board of Trustees George Matthews and Trustee Patricia Taylor both presented awards, and President Richard Freeland welcomed the guests on behalf of Northeastern.

**See pages 4-5
for more
banquet photos**

continued on page 5

Message from the Director



A couple of months ago, back in October, a week of sports drama had me questioning the value of sports participation. I ended the week, however, with feelings of elation and joy that come from those ultimate moments in sport.

While most people were glued to their television, watching the twists and turns of the Yankees and the Braves in the World Series, I was more preoccupied with whether or not my wife and I were inflicting irreparable damage on our seven-year-old by insisting that she complete the season on her Milton (MA) Youth Soccer team

It was a bitter cold Saturday morning during one of Emily's games, when I said the unspeakable to my wife, Ann. Emily had painfully played her usual two minutes in the first half. The team's incredibly patient coaches had asked her every few minutes if she was ready to go in, until she finally said yes with welled-up eyes. I told Ann that I thought we should consider letting this be her last Saturday of soccer. Ann didn't want Emily to think she could just quit.

We both know that girls gain life-long benefits from playing sports. Girls who play are significantly less likely to use drugs or get pregnant; they have higher self-esteem and less depression. They graduate from high school *and* college at much higher rates than girls and women who don't play sports.

But it was clear that Emily really did not want to play. It was not easy to get her out of the house six weeks earlier for the season opener. She had not played soccer before and the fact that there were boys on the team might have intimidated her. She walked on the field holding the hand of her best friend, Patty, and they continued to hold hands until the coach mercifully called for them to spread out. It was humorous, but there was pain behind it.

She and Patty did run around some, but there was little relation between their running and the location of their teammates and the ball. Emily eventually did kick the ball, but it was the same for the next four weeks.

Saturday mornings always started off with, "I don't want to go!" The coaches saw that her discomfort

continued on page 7

Richard E. Lapchick

Sport Breaks

Richard Lapchick speaks to 10,000 youth at Team Harmony III
Sport in Society Director Richard Lapchick addressed over 10,000 middle and high school students at the Anti-Defamation League/ "World of Difference" Team Harmony III event on November 12th at the Fleet Center. Lapchick spoke of his fight against racism in the anti-apartheid movement and how his experiences affected his role as a civil rights activist for the next three decades. Sport in Society was also a co-sponsor of this event.

Univ. of Nebraska football players participate in diversity and gender violence training
Sport in Society's Teamwork Leadership Institute provided diversity and gender violence training to 180 football players at the University of Nebraska, as well as senior athletics staff, and the Unity Council, which consists of captains of Nebraska sports.

Trainers included Sport in Society Director Richard Lapchick, *Athletes in Service to America* Director Bob McCabe, MVP Director Don McPherson, MVP Associate Director Byron Hurt, Director of Special MVP

Projects Jackson Katz, and NCAS Western Regional Office Director Keith Lee

Sport in Society featured on Ch. 5's "Chronicle"
Spearheaded through the efforts of Marketing Director June Ferestien, Channel 5's "Chronicle" examined the role of sports in society in its December 19th show. The Center for the Study of Sport in Society was featured as the leading proactive organization using athletes as role models to provide leadership and mentoring, to teach diversity and conflict resolution skills, and to reduce violence among young people.

The outreach effort Project TEAMWORK, *Athletes in Service to America*, and the Mentors in Violence Prevention (MVP) Program were featured in the piece.

MVP and Project TEAMWORK hire former corps members
Two former *Athletes in Service to America* corps members were hired as MVP training specialists. David Kay, a graduate of Clark University, will focus primarily on MVP high school outreach in Massachusetts. Tasha Downing-Martin, a University of Florida graduate, will take over

continued on

1996 Racial Report Card released in the fall

Sport in Society published its eighth annual Racial Report Card regarding the racial composition of players, coaches and front office employees in the National Basketball Association (NBA), National Football League (NFL), and Major League Baseball.

The Racial Report Card also tracks information on female representation in off-field positions, as well as data on the respective players associations. The purpose of the Racial Report Card is to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional sports personnel, and to contribute to expanded diversity in front office positions.

Opportunities decrease for people of color

In general, pro sports is below its previous peak levels in every category, including player opportunities, the commissioner's and league offices, head coaching, and top management. The 1996 results show slight increases, however, in the numbers of people of color in professional team administrative and coaching positions. Only the categories of administration and assistant coaching are at new highs.

As in all previous years, no league, including the NBA, received an "A" in the all-important category of front office hiring practices. The NBA had "Bs" in the areas of top management and administrative posts, while the NFL had a "C" and a "B," respectively. Baseball had a "C-" in top management.

The NBA once again had the highest grade in virtually every category. When all categories were combined, the NBA received an "A-," the highest

grade of the three leagues and the same grade it received in 1995. Major League Baseball maintained an overall "B," and the NFL received a "B" for the fourth consecutive year.

Players associations earn high grades

On the issue of providing significant professional opportunities for people of color, the National Basketball Players Association and National Football League Players Association ranked far ahead of the leagues and teams. Both received "A's," while the Major League Baseball Players Association, which had a C- in 1995, did not submit a report in 1996.

Women narrow the gender gap

Women continued to make inroads in the league offices with all-time bests in the NBA, Major League Baseball and the NFL. They also achieved new highs as vice-presidents in the NBA and NFL, while holding steady with Major League Baseball teams in that category. The number of women in NBA and NFL professional administrative positions increased dramatically.

Still room for improvement

Despite committed leadership in the league offices of the NBA and the NFL, and on Baseball's Executive Committee, white males have sustained their control of management on most teams. Sport, America's most integrated workplace for players, has a long way to go before it becomes much better than society in who it hires in decision-making positions.

Copies of the 1996 Racial Report Card are \$5 and can be ordered from Sport in Society. Please call (617)373-4025 for more information.

Jo Jo White Growth League based at Sport in Society

Former Celtic directs community-based efforts

The Boston chapter of the Jo Jo White Growth League, founded in 1993 by former Boston Celtic great Jo Jo White, is a new program under Sport in Society's umbrella of outreach efforts. Jo Jo White, manager of Sport in Society's NBA/NBPA



Jo Jo White

Continuing Education

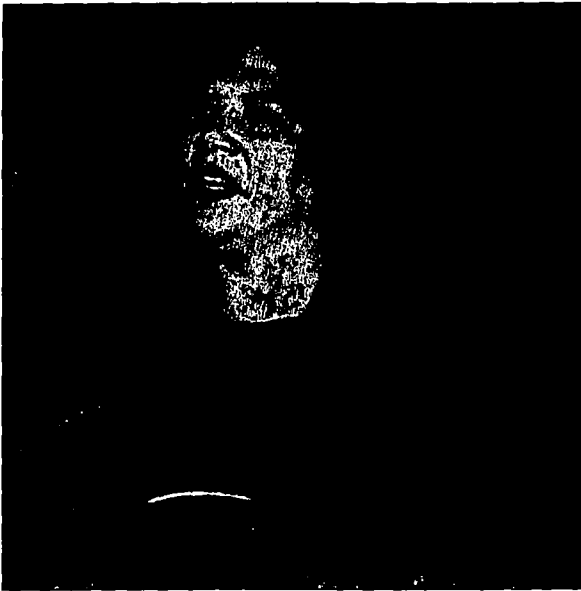
Program, oversees the program, while day-to-day management is directed by Lisa Donnelly.

The Growth League fosters the belief that inner-city youth, given the tools and skills, will become successful and valuable members of society. The program's mission is to provide boys and girls with appropriate learning experiences that support the values and skills they gain through the program.

Two Boston public schools, the Shaw Middle School and the Edgar Washington Middle School, kicked-off the Boston chapter in January of 1997. Participating schools have teams of 15 young people (an equal number of girls and boys). Every Saturday, they engage in problem-solving techniques for one hour, followed by one hour of basketball. Everyone on the teams plays an equal amount of time, and girls and boys play together. The scoring system emphasizes how well the children work together, not winning games.

Goals of the program include keeping children in school and out of the criminal justice system, reducing teen-age pregnancy, helping children follow positive life opportunities and becoming responsible citizens of society.

1996 Sport in Society Annual Awards Banquet



Photos by Don West



Giant Steps Award winner David Clark (third from left) is shown with (left to right) Katherine Pendergast, Vice-President of Human Resource Management at Northeastern University, and his parents, Mrs. and Mr. Clark.

Giant Steps Award winner Anita DeFrantz speaks after receiving her award.



Torchbearer Award winner Loretta Claiborne (right) and her assistant, Joanne Simon, chat before the banquet.



Boston Globe Sports Editor Don Skwar (left), who recently added Assistant Managing Editor to his title, and Globe Sports Columnist Dan Shaughnessy were caught by surprise.



Shown from left to right are Attorney-General Scott Harshbarger, Boston Athletic Association (BAA) Sponsor Liaison Betsy Harshbarger, New England Patriots owner Bob Kraft, Ron Burton, Sr., Executive Consultant, Community Relations with John Hancock Financial Services, and BAA Director Guy Morse.



Shown from left to right are Walt Disney World Sports Vice-President Reggie Williams, WILD's "Coach" Willie May, Master of Ceremonies Dick Schaap, and Giant Steps Award recipient Michael Watson.

and Hall of Fame Induction Ceremony



Shown from left to right are Northeastern University President Richard Freeland, Tufts University President John DiBiaggio and Bernard Solomon, a member of the Northeastern University Board of Trustees.



Giant Steps Award winner Jennifer Rizzotti, a member of the 1995 national champion women's basketball team and current player in the American Basketball League, speaks with Sport in Society Director Richard Lapchick.



ESPN broadcaster and former Excellence in Sports Journalism Award winner Bob Ley (left), Giant Steps Award winner Gene Upshaw (center) and former New England Patriot Andre Tippett gather for a moment.



Bob Culver, Senior Vice-President and Treasurer of Northeastern University, relaxes with Ron Burton, Sr., Executive Consultant, Community Relations, John Hancock Financial Services.

Annual Awards Banquet a great success

from page 1

Media that covered the event included USA Today, the Boston Globe, WLVI-TV, WFXT-TV, and New England Cable News

Silent auction triples revenues from last year

The silent auction was a tremendous success, raising close to \$19,000. Some of the high-bidding items included signed Muhammad Ali boxing gloves, a Sugar Bowl package donated by the Big East with airfare from American Airlines, a 14-person VIP suite to a Celtics game, donated by the Boston Celtics, and tickets and airfare to the U.S. Open championships next summer, donated by Bud Collins and American Airlines.

Local Boston restaurants, including Brew Moon, Davio's, the Hard Rock Cafe, and Olive's also made contributions to the silent auction.

Sport in Society staff offered creative packages. June Ferestien, director of marketing and development and a former professional tennis player, donated five tennis lessons at the Longfellow Racquet Club, which will provide court time and balls. Mike Davis and Jo Jo White, former NBA players who work on Sport in Society's NBA/NBPA Continuing Education Program, donated their time to play a two-on-two game.

Eugene Reppucci, former Northeastern University Director of Development, donated his fundraising consulting services to a non-profit group for a half-day.

THANK YOU!!

Sport in Society would like to give a big thanks to the following:

corporate sponsors for the 1996 Sport in Society Annual Awards Banquet and Hall of Fame

Induction Ceremony. With the support of the following companies, we exceeded our 1996 fund-raising goals for the event:

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University

Donor Profile

George Behrakis committed to the community

Strong supporter of Sport in Society who cares about social issues

George Behrakis is a recognized leader in both the community and the pharmaceutical field. The president and chief executive officer of Muro Pharmaceuticals, Inc., a Tewksbury-based manufacturer of ophthalmic products, Behrakis is extremely community-oriented.

He has supported Northeastern University and Sport in Society for several years, most recently donating \$10,000 through the 1996 Sport in Society Annual Awards Banquet and Hall of Fame Induction Ceremony last November. Those funds will be used strengthen Sport in Society programs and outreach efforts.

In addition to his work at Muro, Behrakis is a member of the Northeastern University Board of Trustees, where he serves on four committees — development, athletics, student affairs and commencement, and academic affairs. Behrakis is a 1957 graduate of Northeastern.

He has been recognized on many occasions for his community efforts, and has been named "Man of the Year" by two organizations. In 1996, the Alpha Omega Council honored him with its "Man of the Year Award," and he received similar honors from Northern Middlesex County in 1987.

In 1989, the New England chapter of the National Conference of Christians and Jews awarded Behrakis the Orthodox Award. That same year, Merrimack College presented Behrakis, as an outstanding citizen in the Merrimack Valley region, with the Augustinian Award.

"There are few who can match George's enthusiasm for athletics, commitment to the important role of sport in the education process, and his caring for the well-being of others," said Sport in Society Marketing Director June Ferestien, who has had the opportunity to work with Behrakis on several occasions. "He is a tremendous leader and role model.

Behrakis has also been honored for his work in the pharmaceutical field, demonstrating his commitment to all facets of life.



George Behrakis

This "soccer mom" knows her stuff from page 2

was actually increasing and asked her if she was "ready to play" less often. She never approached, one kicked, the ball and the distance between Emily and the action grew greater each week. She often looked for us on the sidelines, as her teammates ran after the ball.

I reluctantly went along with Ann's wisdom at half-time on that cold Saturday morning. We continued to present a united front to Emily and urged her to play, but we both doubted that she was growing from the experience.

Two nights after that game, I attended the Women's Sports Foundation's annual banquet. It was the night of Game 2 of the World Series. More than 100 elite Olympic, professional and amateur female athletes attended. Of all of them, I happened to sit next to Kristine Lilly, No. 13 on the United States gold medal soccer team and U.S. Women's Female Athlete of the Year in 1994. She signed autographs for Emily and Patty. It seemed like a good omen.

By the next Saturday morning, there was something different in the air. It was sunny and 70 degrees in Boston. The Yankees led three games to

two, and Emily did not protest going to soccer. Ann and Emily kicked the ball around in our yard before we headed to the game, with Emily giving it a hard kick. "Why don't you kick it like this for the team?" Ann asked. Emily responded with a smile, "Because they might play me more!"

She walked onto the field holding the hand of her best friend, Patty, and they continued to hold hands until the coach mercifully called for them to spread out. It was humerous, but there was pain behind it.

The coach put Emily in two minutes into the game, and she never came out during the first half. We could not believe our eyes. She ran up and down the field after the ball. She kicked it several times, never looking across the field

at us. She was part of a real team and we could tell that she felt great.

We drove home with a sense of jubilation. Soccer had provided Emily with the fun and camaraderie that sport is supposed to give youth. The girl who hated soccer a week ago came to me while I was writing this and opened a doll catalog that she had been studying for days. "Daddy, I finally decided which one I want," she said and pointed to a doll dressed in soccer gear.

Thank you Ann for insisting. I don't understand the politics of the "soccer mom" phenomenon, but this soccer mom is one smart woman.

Participation in sports benefits young girls

Girls who participate in sports reap more benefits than girls who don't participate in sports.

- **Girls who participate in sports are 92% less likely than their peers to get involved in drugs.**

- **Girls who participate in sports are 80% less likely than their peers to have an unwanted pregnancy.**

- **Girls who participate in sports are three times more likely than their peers to graduate from high school.**

- **Half of all girls who participate in some kind of sport exhibit higher than average levels of self-esteem and less depression.**

- **If a girl does not participate in sports by the time she is ten, there is only a 10% chance she will participate when she is 25.**

These figures were compiled by the Women's Sports Foundation.

Sport Breaks: News bits from Sport in Society from page 2

the MVP Female Student-Athlete Project, working with college and high school-aged women.

Sherry McClintock and Wilfredo Ramos, also former *Athletes in Service to America* corps members, were hired as Project TEAMWORK trainers. McClintock, a Northeastern University graduate, and Ramos, who is currently completing his undergraduate degree, will lead

sessions on diversity and conflict resolution with middle and high school-aged students in Massachusetts.

MVP Associate Director Byron Hurt granted funds for documentary film MVP Associate Director Byron Hurt, developer and producer of the documentary film, *I AM A MAN*, was recently awarded a \$50,000 grant from the National Black Programming

Consortium to cover completion costs of the documentary. *I AM A MAN* was one of six films across the country to be granted this honor. The film deals with the social construction of black masculinity in America.

Sport in Society co-sponsors Lee Elder Challenge Golf Tournament Sport in Society co-sponsored the fourth annual Lee Elder Challenge Golf Tournament, held at

the Concord Country Club on Monday, August 26th. Proceeds from the celebrity charity event benefited the Boys and Girls Clubs of Brockton (MA). Staff members who donated their efforts to help make the event a success were NBA Program Manager Jo Jo White, Marketing and Development Director June Ferestien, Marketing Assistant Suzi Katz, MVP Program Director Don

McPherson, and Budget Administrator Kelly Flynn. Richard Lapchick delivered the keynote address at the dinner following the event.

Lapchick invited to serve for organizations Richard Lapchick was named to the board of the African-American Sports Hall of Fame, and was invited to serve on the National Committee on Society, Culture and Community.

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Sport in Society News
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Sport in Society Calendar

April 6, 1997

National Student-Athlete Day (NSAD), sponsored by Sport in Society, the National Consortium for Academics and Sports, and the NCAA, honors high school and college student-athletes across the country for their ability to balance academics and athletics. For more information on how to plan an NSAD event, contact Pamela Gutlon, NSAD national coordinator, at (617)373-4025.

May 3, 1997

The Jo Jo White Growth League is hosting its third annual Charity Challenge, which raises funds for the Boston chapter of the Growth League. Corporate and individual teams can participate in a variety of sports and games. For more information on the event and forming a team, contact Lisa Donnelly, program manager, at (617)373-4025.

May 1997

Project TEAMWORK's sixth annual Human Rights Squad Forum will be held at Northeastern University's Blackman Auditorium in early May. Approximately 500 middle and high school students are expected to attend this event, which includes student speakers and entertainment, and thought-provoking break-out sessions. For more information, contact Sarah Noone, communications coordinator, at (617)373-4025.

Early May 1997

Keep an eye out for Sport in Society's spring newsletter!

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December 16, 1997

Ms. Sylvia Mathews
Assistant to the President & Deputy Chief of Staff
White House
Washington D.C. 20503

Dear Sylvia:

The following letter addressed to Ms. Judy Winston is with regards to our proposed Presidential Town Meeting on Race and Sport to be held at Northeastern University in February or March of the upcoming year.

We would appreciate any assistance that you can lend to this matter.

Thank you for your time and consideration.

Very truly yours,



José Massó

Senior Associate Director & Chief Operating Officer

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January 7, 1998

Ms. Judy Winston
Executive Director
The President's Initiative on Race
New Executive Office Building
Washington D.C. 20503

Dear Ms. Winston:

Since 1984, Northeastern University's Center for the Study of Sport in Society has increased awareness of sport and its relation to society, and developed programs that identify problems, offer solutions and promote the benefits of sports.

We believe that one of the recognized benefits of sports comes in the way of better race relations.

At this end, we would like to develop and host a Presidential Town Meeting, to be held at Northeastern University's Matthews Arena. The purpose of the town meeting will be twofold. The first will be to discuss areas of improvement, stagnation and regression in the racial and gender composition of professional, collegiate, high school and youth sports personnel and participants. Second, and most importantly, to focus on ways to bring the reality of race and sport closer to its ideals so that sport can be a 21st Century model for positive race relations in America.

It is especially fitting to hold a Presidential Town Meeting on the issue of race and sport as we conclude the celebration of the 50th anniversary of Jackie Robinson breaking Major League Baseball's color barrier, and begin the commemoration of the 25th anniversary of the death of Roberto Clemente, the first Latino inducted into the Baseball Hall of Fame, on December 31, 1997.

Although many Americans recognize that sports offer one of the best avenues for young people to get to know each other, there were no significant breakthroughs in the hiring of people of color in professional or college sport in this historic year and there is clearly room for progress.

The most dramatic move was made by the National Basketball Association when Commissioner David Stern announced at the NBA

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League meetings in September that the NBA would provide workshops on diversity for all league employees and all 29 teams in 1998. These workshops will be administered by Sport in Society. The NBA, which has historically had the best record on racial issues, became the first professional sports organization to undertake this initiative.

As responsible leaders within professional sports begin to meet the challenge set forth by President Clinton of identifying ways to keep us One America, we wish to assist in developing a working relationship between sports on all levels, academia and government. Hence we make our proposal for a Presidential Town Hall.

Whatever the shortcomings of sport may be when it comes to ideal vs. reality on the issues of race, sport remains the one national plane where people of all colors seem to have the greatest opportunity to set a national example for the rest of society.

We would like to hold the Town Meeting on one of the following: the weeks of February 3-6, February 11-12, February 16-19, March 17-19, March 24-25, April 6-7 or April 27-28. We anticipate an audience of 1,500-2,000 with a group of 70 to 100 participants on stage. Such a group would include officials and athletes from professional, Olympic, collegiate, high school and youth sports as well as representatives from national print and broadcast media, and scholars.

The following pages include a list of possible participants.

Thank you for your time and consideration. We look forward to hearing from you.

Very truly yours,


Richard E. Lapchick
Director

cc: Sylvia Mathews ✓

THE WHITE HOUSE
WASHINGTON

January 13, 1998

MEMORANDUM FOR: SYLVIA MATHEWS
Assistant to the President and Deputy Chief of Staff

FROM: NELSON REYNERI, JR.
Special Assistant to the Deputy Chief of Staff

SUBJECT: RACE AND SPORTS TOWN HALL

Thanks for asking for my thoughts on why I think the President should hold a town hall on sports, race and society this spring. I feel very strongly that this has the potential to be the best race related event the President will attend this year.

BACKGROUND

The Center for the Study of Sports and Society has, since its founding in 1984, been the preeminent center for not only studying the role and impact of sports and society, but for actively doing something about that issue. Sport in Society helped form the National Consortium for Academics and Sports (NCAS), a group of more than 140 colleges and universities that have adopted many of Sport in Society's programs. To date, more than 10,000 athletes have returned to school and almost half of those have graduated. Nationally, NCAS athletes have seen more than 4 million students in the school outreach programs. The Director, Richard Lapchick, has been honored for his leadership by the White House and one of the Center's programs has become an Americorp program. Lapchick, who has a Ph.D. in international race relations, has a history of fighting racism and has himself felt its wrath. In 1983, he was attacked by racists after he led the effort to keep the South African team out of the Davis Cup because of apartheid. The racists carved "nigger" in his stomach with scissors and caused liver and kidney damage.

The Center originally was developed to focus on the relationship between sports and academia. But as Lapchick has noted, 1996 is different than 1982 (AIDS, guns for examples). Over the last few years, the Center has begun to focus a great deal on race and its relations to sports and is trying to get American society, in particular the media, to understand the complexities inherent in this discussion. Specifically, they are making two critical points:

- 1) The "problems" that are attributed to sports and athletes belong to all of society, not just to the "sporting world"
- 2) That issue notwithstanding, there are fewer better venues than sports to help address these problems that through sports. Race is among the best examples.

REASONS FOR DOING THIS EVENT

A Presidential Town Hall Forum on Sports, Race and Society offers at least three real and distinct advantages:

1) By its very nature, it has tremendous appeal in the sense that almost everyone either follows sports or at least has a connection to sports (Superbowl is most watched TV event, everyone knows Tiger Woods, soccer moms vote, people use sporting analogies...the list goes on).

2) Sports has a multiracial component unlike anywhere else currently in our society. The demographics of baseball (20% Latino, 17% black), for example, are closer to the nation's demographics than any other institution (private sector, public sector, universities) with the possible exception of the military.

3) Sports has the greatest appeal to the segment of the population that we have the most trouble, and wish most, to reach - young people. If done right, this Town Hall has the potential to reach youth like no other forum would.

FORMAT

I've had a number of discussions with Jose Masso, the Chief Operating Officer of the Center, on what could be done to make this event successful. I asked him two things:

1) Can he deliver top names (e.g., Tiger Woods, Grant Hill, Roger Clemens, Ivan Rodriguez)?

2) Can the Center develop a set of "deliverables" that would come as a result of the Presidential event? The short answer to both questions is yes. He is confident that if the President attends, he can deliver the names (see attached list of possibilities). Regarding the deliverables, those issues can best be developed by working with the PIR to have them ready by the time of the event.

While they ideally would like to have the event at Mathews Arena in Northeastern in mid February or early March, they are flexible. There are many possibilities for the staging and logistics of the event, but I think it involves taking the best parts of the Akron Town Hall and the Team Harmony event, and adding the energy and dynamics of having 10-15 top names from the world of sports, the Commissioners from Baseball, the NFL, NBA, and NHL and 10,000 kids in the audience. Also, I think we could get broadcast by C-SPAN, ESPN, maybe BET and MTV, not to mention the type of print coverage it would get.

Sylvia, in the almost 5 months I've been working for you, and almost 5 years I've been part of this administration, I've never been more excited about an idea. I think this has the potential, if both sides can pull it off, to be an event of not only historical proportion, but more importantly, of making a real difference in many lives.

Thanks for taking the time to read this and I look forward to hearing your thoughts.

Attachment

Professional athletes - Former/Current

Tiger Woods
Sandy Koufax
Bob Cousy
Billie Jean King
Mark McGwire
David Robinson
Steve Smith
Earl Lloyd
Nancy Lieberman-Kline
Luis Tiant
Jack Twyman
Don Newcombe
PeeWee Reese
Lin Dawson
JoJo White
Larry Bird
Lee Elder
Grant Fuhr
Son Carter
Jo Vaughn
Hank Aaron
Willie Mays
Keith Lee
Frank Robinson
Cheryl Miller
Bill Russell
Tom 'Satch' Sanders
Kareem Abdul-Jabbar
Chris Webber
Dominique Dawes
MalVai Washington
Don McPherson
Doug Williams
Reggie White
Art Shell
Alan Page
Cobi Jones
Orel Hershiser
Bernie Williams
Juan Marichal
Tony Perez
Tony Bernazard

Northeastern University's Center for the Study of Sport in Society

Northeastern University's Center for the Study of Sport in Society, under the direction of Richard Lapchick, is dedicated to the idea that the sports community can, and should, take a lead role in bringing about positive social change.

The mission is to increase awareness of sport and its relation to society, and to develop programs that identify problems, offer solutions, and promote the benefits of sport.

Since Sport in Society's founding in 1984, an important part of that mission has been to honor and acknowledge those individuals who, through their involvement with sport, have helped to improve society.

At tonight's 1997 Sport in Society Annual Awards Banquet and Hall of Fame Induction Ceremony, we are celebrating a group of exceptional people whose vision, energy, courage, and generosity of spirit have affected countless lives.

Tonight's celebration, our major fundraising event, happens once annually. Sport in Society also oversees a variety of educational and outreach programs that operate throughout the year to teach young people about various social issues and inspire them to play positive roles in society through the use of sport.

Outreach Programs

Athletes in Service to America, partially funded by AmeriCorps, is a national community-service program that places student athlete corps members based at colleges and universities in mentoring roles with young people. Corps members work throughout the year at local elementary, middle, and high schools, and at community centers. Their focus is on teaching young people violence prevention skills and promoting academic achievement.

Project TEAMWORK, Sport in Society's most acclaimed program, sends a trained multi-racial, mixed gender team of former professional, collegiate, and Olympic athletes into schools to develop ethnic, racial, and gender sensitivity and to explore issues related to human rights and conflict resolution. Since 1990, Project TEAMWORK has reached over 140,000 students.

The Mentors in Violence Prevention (MVP) Program trains college-age male student athletes to provide leadership to younger males on issues that traditionally have been considered women's issues, such as rape, battering, and sexual harassment. The MVP Program has developed a curriculum for high school settings and a women's component that sends current and former female student athletes into middle and high schools to help young women understand and confront all forms of gender violence.

The JoJo White Growth League develops the values and skills necessary for young people to become successful members of society by teaching respect, responsibility, leadership, and teamwork. Started in January 1997, the Growth League concept uses basketball as a vehicle and scoring as a framework for this merit-based, achievement-oriented program. The program targets middle school students in Boston.

Urban Youth Sports is an initiative to improve athletic and recreational opportunities for young people in our cities. The program convened a national conference sponsored by the Robert Wood Johnson Foundation to determine the state of organized youth sport programs in America, which inspired Boston's mayor to introduce a Youth Sports Congress.

Hoop Dreams & More distributes Sport in Society's curriculum and training materials for use as discussion tools to help young people develop strategies for avoiding substance abuse, balancing academics and athletics, and exploring interpersonal and family responsibilities.

TEAMWORK-South Africa is Sport in Society's first international program. Since its creation in 1992, TEAMWORK-South Africa has used sports as a way to improve race relations in post-apartheid South Africa. Sport in Society has organized equipment donations and two NBA trips to impoverished townships in South Africa. In 1995, Sport in Society hosted the first South African athletes—a basketball team—to visit the United States in the post-apartheid era.

The National Consortium for Academics and Sports Programs

The National Consortium for Academics and Sports, founded by Sport in Society in 1985, unites a growing network of more than 140 institutions of higher education in an effort to keep the "student" in "student athlete." The Consortium advocates that colleges allow their former student athletes to finish their degrees tuition-free in exchange for performing community service. To date, over twelve thousand former student athletes have returned to school through the **Degree Completion Program**.

Through the Consortium's **Outreach and Community Service Program**, athletes who participated in the Degree Completion Program visit schools and community centers to deliver positive messages about avoiding drug and alcohol use, balancing academics and athletics, family responsibility, and other pressing social issues. More than four million young people have been involved with the program.

The **Pro Sports Education Unit** provides opportunities for professional athletes in the NBA and NFL to continue educational pursuits and counsel them in career transition and financial planning.

National STUDENT-Athlete Day, nationally recognized on April 6 with events throughout the month, acknowledges the accomplishments of student athletes in the classroom, on the playing field, and in their communities. It is also a time to recognize parents, teachers, coaches, and school systems who make it possible for young people to strike a balance between academics and athletics. National STUDENT-Athlete Day is sponsored by the National Consortium, Sport in Society, and the NCAA. Over 150,000 high school teams were involved in 1997.

Awards

The **Sport in Society Hall of Fame** honors people from the sports world who make an especially significant contribution to society, a contribution that extends far beyond the game itself.

Each year, Sport in Society presents **Giant Steps Awards** to men and women who prove that the sports community can—and must—take a leadership role in addressing society's problems.

Through its **Excellence in Sports Journalism Awards**, Sport in Society, in conjunction with Northeastern University's School of Journalism, honors journalistic achievements that enhance our understanding of the impact of sport on our culture.

The **Sport in Society Corporate Goodwill Award** recognizes businesses and organizations whose generous financial contributions help Sport in Society carry out its mission.

We hope that after attending this event you will continue to support our programs. Working together, we can help realize the enormous potential of sport to help create a better world.

For more information, please contact:

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A CAMPUS REPORT CARD**



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Cover Photos courtesy of: Indiana University and The University of New Mexico

Latinos in Béisbol

Forum Scouts the Territory

BY
ED BRENNEN

More than any other professional sport in the U.S. today, major league baseball reflects the American ethos of the "melting pot." Players hail from Mexico, the Dominican Republic, Cuba, Colombia, Venezuela, Japan, Korea, and elsewhere.



It WAS PERHAPS THE MOST COMPELLING SIDEBAR TO THIS YEAR'S WORLD SERIES—THE STORY OF LIVAN HERNÁNDEZ, THE 22-YEAR-OLD ROOKIE PITCHER FOR THE FLORIDA MARLINS. HERNÁNDEZ REACHED THE PINNACLE OF HIS SPORT IN JUST HIS FIRST SEASON IN THE BIG LEAGUES, BUT HIS FAMILY BACK HOME IN HIS NATIVE CUBA WAS UNABLE TO WITNESS HIS CROWNING MOMENT. WHILE HERNÁNDEZ, WHO DEFECTED FROM CUBA TO JOIN THE MARLINS, PITCHED IN THE WORLD SERIES, HIS MOTHER AND BROTHERS IN VILLA CLARA COULD FOLLOW HIS

HEROICS ONLY VIA SHORT-WAVE RADIO, TELEPHONE CALLS, AND WORD OF MOUTH.

The story of Livan Hernández, who literally had to leave behind his life and his heritage in order to pitch in the major leagues, served as a fitting backdrop for a recent panel discussion held by Northeastern University's Center for the Study of Sport in Society. The discussion, "Latinos in Béisbol," held this fall, was co-sponsored by the Latino Student Cultural Center in conjunction with Hispanic Heritage Month.

Moderated by José Massó, senior associate director for the

center, the discussion was designed not only to reflect on the contributions of Latinos in baseball, but to analyze the successes of and the stereotypes and barriers encountered by Latinos in the game. Latinos whose numbers are indeed increasing.

According to Massó, in 1991-92, major league baseball was comprised of 68 percent white players, 17 percent Black players, and 14 percent Latino players. By 1995-96, those numbers had changed to 62 percent white, 17 percent Black, and 20 percent Latino. The face of the "American Pastime" continues to change, but the panel discussion



From left to right: Dan Duquette, executive associate director, Northeastern University's Center for the Study of Sport in Society; David Beard, sportswriter, *Fort Lauderdale Sun Sentinel*; José Massó, senior associate director, Northeastern University's Center for the Study of Sport in Society.



From left to right: Richard Lapchick, director, Northeastern University's Center for the Study of Sport in Society; Carlos Pena, sophomore, NU Baseball team; Prof. Alan Klein, author, Northeastern University professor of anthropology.

posed the question: With what consequences?

Offering insight into this question were panelists with four unique perspectives: Boston Red Sox general manager and executive vice president Dan Duquette, *Fort Lauderdale Sun-Sentinel* sportswriter Dave Beard, author and Northeastern professor of anthropology Alan Klein, and Northeastern sophomore baseball player Carlos Pena.

More than any other professional sport in the U.S. today, major league baseball reflects the American ethos of the "melting pot." Players hail from Mexico, the Dominican Republic, Cuba, Colombia, Venezuela, Japan, Korea, and elsewhere. The game increasingly attracts talent from all over the world.

When Dan Duquette came to the Red Sox in 1994, he used his first-ever draft pick to take Nomar Garciaparra of Georgia Tech University. Garciaparra, who is of

Mexican descent, went on to earn the American League Rookie of the Year award this season. Duquette explained why major league teams actively pursue players from all corners of the planet—particularly Latin America.

"If you're going to be a competitive club, you need to look for more sources than just the U.S. for players," Duquette said. "We spend a lot of time in the Dominican. That's where the ballplayers are. Statistically, this bears out."

But Professor Klein, who has written several books on baseball's Hispanic roots, including *Baseball on the Border: A Tale of Two Laredos*, questioned "the unintended consequences" of baseball's constant search for new talent. Klein likened the culling of potential talent to the clear-cutting of forests, where little effort is made to replenish the soil from which the trees are taken.

"I don't think it's appropriate to ask major league baseball to save

these countries," Klein said, "but when you look at a team like the L.A. Dodgers, it's like a multinational corporation going into a third-world country....The long-range effect is unintended, but it is pernicious. It is dangerous. The only thing we can do is be more sensitive."

Klein's comments sparked a candid response from Duquette, who said, "I've never thought about going into Latin American countries in terms of what major league baseball brings to the community. I've always thought of finding baseball players."

As a native of the Dominican Republic, Carlos Pena was one of those Latino boys who dreamed of one day playing baseball in the major leagues. "Baseball is the main sport; it's what we do," said Pena. "We don't have the access to technology as much, so we grab a stick and say, 'Let's play baseball.' Every kid wants to be a major league player."

Pena has been able to follow his dream to the U.S., but the journey has not been an easy one. He originally attended a university in Ohio, where he said he was the only Hispanic on campus. Being away from home for the first time, together with the culture shock ("I went from eating beans and rice to mashed potatoes and corn."), led him to transfer to Northeastern, where he was named Most Valuable Player during his team's conference tournament last spring.

But Pena is just one of two Latinos on the Northeastern team, and just one of 56 Latinos playing Division I college baseball across the U.S. Richard Lapchick, director of the Center for the Study of Sport in Society, pointed out these statistics, as well as others, in his keynote address for the evening. "Only 493 of the 28,000 athletes in Division I sports are Latinos. And with all the Latinos at the major league level, only 56 play Division I

As a result of the culture gap, Latino baseball players are often misunderstood by fans and members of the U.S. media.

baseball," said Lapchick, who added that there is only one Latino athletic director at a Division I-A college.

Lapchick said that in this 25th anniversary year of the death of Puerto Rican-born superstar Roberto Clemente, these statistics should be considered. Clemente died in a plane crash in 1972 while on a humanitarian mission to relieve earthquake victims in Nicaragua. "I ask you to celebrate Clemente's life and legacy by further scrutinizing how many Latinos and African Americans hold power positions on our fields, in our front offices, as vendors, and as people who have power and influence in our college athletic departments," Lapchick said.

Even those Latino players who do make it to the major leagues face struggles. While they might find themselves earning millions of dollars, and while they might become instant heroes in their homeland, they still face the challenge of acclimating to life in the United States. Duquette pointed out that most Major League teams offer programs to help the acclimation and education process, but sportswriter Dave Beard said more work needs to be done by the media and by the teams to meet players halfway.

As a result of this culture gap, Latino baseball players are often misunderstood by fans and members of the U.S. media. To illustrate this point, Lapchick brought up the case of Wilfredo Cordero, the Boston Red Sox outfielder who was arrested this summer on spousal abuse charges. "How many people, when reading stories about Wilfredo Cordero's background, heard that Latino men are more emotional and more violent, which might have led to his arrest?" Lapchick said. "Ignored in all this is the fact that the day he was arrested, 8,200 other American women were battered on the same



From left to right: Richard Lapchick, Director, Northeastern University's Center for the Study of Sport in Society; Carlos Pena, sophomore, NU Baseball team; Prof. Alan Klein, author, Northeastern University professor of anthropology.

day, a fact not bound by geography, class, race or culture..."

Another well-known case involving a Hispanic baseball player was that of Roberto Alomar, the Baltimore Orioles second baseman who was widely maligned after spitting in the face of umpire John Hirschbeck last season. Alomar's action prompted a huge backlash among fans in the U.S., but Massó questioned what the reaction might have been had the player involved

been Cal Ripken, Jr. "I think there would have been a period of introspection among fans," Klein said. "They would have wondered what possibly could have provoked this."

To improve the understanding between the Latino baseball player and the fans, Beard said journalists need to do a better job in trying to communicate with the players. Beard, who covers the Florida Marlins, discussed how he as a sportswriter was able to gain trust

from Latino ballplayers because of his knowledge of the Spanish language. Many in his profession, however, do not offer this bridge, and as a result they miss out on numerous stories, stories such as Livan Hernández and his family back home in Cuba.

ED



"Only 493 of the 28,000 athletes in Division I sports are Latinos. And with all the Latinos at the major league level, only 56 play Division I baseball." Richard Lapchick, director, Center for the Study of Sport in Society

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SPORT IN SOCIETY

THE CENTER FOR THE STUDY OF SPORT IN SOCIETY™

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COMPANY: THE WHITE HOUSE

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DATE: 12/12/97

SUBJECT: JOINT MEETING RECOMMENDATIONS

REMARKS: PLEASE NOTE # 3 # 4 E & F

Total pages including cover: 4

Please call (617) 373-4025 if you did not receive this entire fax.

THE PROFESSIONAL TEAMS AND LEAGUES:

Assumptions:

All the proposals I am making for pro sports leagues and teams have been designed to emphasize the responsibilities of and unique place held by professional sports to build community and positively influence the public behavior in our communities. Sports organizations need to have an expanded sense of responsibility for the public welfare. These proposals would have positive outcomes for all members of the community - from the owners and administrators to the players to their fans and children who follow them. They would place sports organizations at the grassroots of our cities with the goal of improving society.

These proposals take into account the fact that while sports have not fulfilled Jackie Robinson's dual dream for race relations, they may have come closer to it than any other segment of our society. They also follow the assumption that young people do look up to athletes as role models. Therefore, the proposals call athletes to follow a higher standard of behavior on critical issues to positively influence our youth as worthy role models.

Recommendations

A. Hire leaders and decision makers who are the right people for the teams and the sport. They should be diverse and demonstrate values that uphold the ideals of sport. Ethical behavior and moral responsibility should have been a demonstrable part of their lives. Pro teams should be careful not to hire coaches and athletic directors who had bad "human" records in college.

Create on-going programs for the personal development of the players and front office staff of the team. Such programs could include:

1. All pro sports leagues should adopt a *rookie orientation program* similar to the NBA's model. All rookies should be required to attend a week long session that covers their new status in-depth. There would be sessions with experts who can relate to the players on, among other things, drugs, alcohol, HIV, relationships, sexual harassment, gender violence, financial planning, continuing education and career development. The NFL has started a shortened version.

2. All pro sports leagues should adopt a *life readiness program* that would encompass:

- a. *continuing education* for degree completion for players without degrees and for post-playing professional development education.
- b. *career planning*: to help players decide what they want to do and how to plan for post-playing careers
- c. *internships* to give players different kinds of work experiences while they are still playing
- d. *counseling* for families and for the individual.

The NBA and the NFL currently have strong continuing education programs and less highly developed programs in the other areas.

3. A *cultural transition program* is imperative for Latino players in Major League Baseball. Many of the players neither speak English nor understand their new cultural soundings and have a very difficult time in the United States. Both should be taught to

the Spanish-speaking players. Such a program should also help English speaking players to learn some Spanish and the customs of their teammates. This program could also be expanded to benefit Major League Soccer and international leagues. Special programs would be designed for media outlets

4. Each team and the league offices should adopt a *training program on diversity* for both players and all front office staff. The NBA has become the first to adopt this on a league-wide basis. This would be similar to diversity training programs widely used in corporate America but would be made sport-specific and would help the players and coaches be proactive role models on race and gender issues in the community.

5. Each team and the league offices should adopt a *training program on preventing violence against women*. The New England Patriots are now using the Center's MVP Program for players and the entire front office staff; the Boston Celtics are considering it. Players and coaches can be proactive role models on this troubling issue in the community.

C. The league should firmly discipline players, coaches and front office personnel when they behave outside of socially acceptable norms. Pro leagues maintain that their teams and players are role models; they must hold them more accountable.

- adopt *zero tolerance* policies for behavior outside the sports arena that harms others. Automatic banning for a year would be invoked after convictions for:
 - violence against women
 - violence against another person
 - alcohol or drug-related incidents that result in harm to others
- strengthen existing *drug policies* to include both help for athletes with drug problems but also to expand the list of banned drugs to include marijuana and "legal" prescription drugs that may lead to abuse, which are currently not on the NBA's list. Athletes, coaches or administrators who violate the limits of the league's drug policy should be banned for a significant enough time to be of real consequence for the violator.

D. The Players Associations should not make automatic responses in defense of players who exhibit anti-social behavior. The PAs also hold their players up as positive role models. Circumstance should be factored in to decide how and if they will support players.

E. Leagues, teams and players associations should expand their efforts in the community to help youth with the multiple crises they are facing. These should include

- expanded and coordinated community outreach efforts with players who are trained to speak on certain issues. The Patriots make each player contractually obligated to make 10 such appearances per year. That means over 500 for the team, which is planning to channel coordination through the Center. This dynamic distribution could be done through local colleges and universities in league cities across the nation.
- promote and support urban youth sport programs that not only give sports opportunities not currently available in major cities but also teach the youth who compete life skills as an integral part of their experience.
- produce more PSAs for local TV and radio that address the more difficult issues facing our youth including child abuse, racial and gender issues
- support more local and national charities by both direct donations and having fund-raisers for them.

F. Sports organizations should be sure to work closely with the media to get it to cover positive things athletes are doing to help create better society, especially those that emphasize community outreach or athletes getting their degrees and worked toward racial and gender equality.

New stadiums should be built in cities and not in suburbs in ways that would revitalize cities. Planning should be designed to include local businesses and lead to additional investments in the local community while hiring local workers to build and service the facilities.

December 12, 1997

Mr. Nelson Reyneri
Special Assistant to Deputy Chief of Staff
Chief of Staff's Office
The White House
Washington, D.C. 20500

Dear Nelson,

Thank you for extending a hand to me. As my mother, Elizabeth Asher, informed you today, I am very interested in working in investment banking at Goldman, Sachs, & Co. as an analyst.

I have already had the opportunity to interview twice with the Latin America Corporate Finance Division and am currently awaiting its response. I also have written a letter to Mr. Jon Corzine, C.E.O. of Goldman, Sachs, expressing my desire to work at his firm.

I graduated magna cum laude from Duke University in May and recently returned from Hong Kong where I had an internship with the Washington Post. My financially related experience has come mostly from working with the Democratic Party. I was the Deputy Residence Finance Manager at the U.S. Embassy, Paris under Ambassador Pamela Harriman and I worked on the Clinton/Gore 1996 Finance Committee and on the D.N.C.

I would be extremely grateful for any assistance that you could provide. I look forward to taking you out with my sister when you return from your vacation! Have a great trip and happy holidays!

Sincerely,



Melanie da Trindade-Asher

Nelson,

I have also met with Fenton Tom E. Gam
(Managing Director L.A.)
Bluemaster Head of Corporate Finance (Latin America)
at Merrill Lynch.

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- **INTRODUCTION** **1**
 - Northeastern University's Center for the Study of Sport in Society
 - Programs
- **NATIONAL HISPANIC HERITAGE MONTH CELEBRATION** **2**
 - Latinos in Béisbol
 - Hispanic Heritage Month Celebration Program
- **APPENDIX** **3**
 - Annual Report of the Center for the Study of Sport in Society
 - Summer '97 Newsletter
 - Spring '97 Newsletter
 - Winter '97 Newsletter

NORTHEASTERN UNIVERSITY'S CENTER FOR THE STUDY OF SPORT IN SOCIETY

INTRODUCTION

Since 1983 Northeastern University's Center for the Study of Sport in Society has increased awareness of sport and its relation to society, developing programs that identify problems, offer solutions and promote the benefits of sport.

Every day, in big cities and small towns across America, there are acts of hate that cross racial barriers, and discrimination on the basis of race, ethnicity, gender and sexual preference.

At the Center for the Study of Sport in Society, we address those problems through a variety of programs and training workshops, utilizing former athletes as facilitators. Studies have shown that young people prefer to hear socially relevant messages from athletes. Therefore, our outreach programs train talented former athletes to spread the message about cultural diversity, conflict resolution, gender violence prevention, and the importance of academics for success in life.

PROGRAMS

Athletes in Service to America, partially funded by AmeriCorps, is a national community-service program that places student-athlete corps members based at colleges and universities in mentoring roles with young people. Corps members work throughout the year at local elementary, middle, and high schools, and at community centers. Their focus is on teaching young people violence-prevention skills and promoting academic achievement.

Project TEAMWORK, Sport in Society's most acclaimed program, sends a trained multi-racial, mixed-gender team of former professional, collegiate, and Olympic athletes into schools to develop ethnic, racial, and gender sensitivity and to explore issues related to human rights and conflict resolution. Since 1990, *Project TEAMWORK* has reached close to 145,000 students.

The Mentors in Violence Prevention(MVP) Program trains college-age male student-athletes to provide leadership to younger males on issues that traditionally have been considered "women's issues", such as rape, battering, and sexual harassment. *The MVP Program* has developed a curriculum for high school settings and a women's component that sends current and former female student-athletes into middle and high schools to help young women understand and confront all forms of gender violence.

In 1996, to mark National Domestic Violence Awareness Month, **Sport in Society** and **The MVP Program** joined forces with Liz Claiborne, Inc. to create and present a cutting edge public service announcement which positions college football student-athletes in a positive leadership role on the issue of relationship violence. In October, the PSA was showcased in stadiums and in regional television spots during college football games nationwide, in conjunction with the College Football Association.

JoJo White Growth League, fosters the belief that inner-city youth, given the tools and skills, will become successful and valuable members of society. The program's mission is to provide boys and girls with appropriate learning experiences that support the values and skills they gain through the program. The goals of the program include keeping children in school and out of the criminal justice system, reducing teen-age pregnancy, helping children follow positive opportunities and becoming responsible citizens of society.

Other **Sport in Society** programs include the **Urban Youth Sports Project** with the City of Boston, **Sports CAP (Career Awareness and Placement)**, and those offered through the **National Consortium for Academics and Sports - Degree Completion Program**, **Outreach and Community Service Program**, **Pro Sports Education Unit**, and **National STUDENT-Athlete Day**.

Sport in Society instituted **Research** includes the *Racial Report Card*, a longitudinal study of minority hiring in professional sports, and the Lou Harris Survey regarding high school students attitudes on human rights issues, violence, and racism.

The **Sport in Society Hall of Fame** honors people from the world of sport who make an especially significant contribution to society, one that extends beyond the game itself. **Giant Steps Awards** are given annually to men and women who believe that the sports community can - and must - take a leading role in addressing society's problems. The **Excellence in Sports Journalism Awards**, presented with **Northeastern's School of Journalism**, honor achievements that enhance society's understanding of the impact of sport on our culture.

CENTER FOR THE STUDY OF SPORT IN SOCIETY NATIONAL HISPANIC HERITAGE MONTH CELEBRATION

LATINOS IN BÉISBOL

Baseball provides our linkage to the past. Memories of the days at the ballpark are among our most joyous. American generations have passed these memories along from game to game like a family tradition that is passed from hand to hand.

Since the 1860s, nearly as long as the game of baseball has been played in the United States, Latin American nations have been cultivating their own baseball traditions, and producing tremendous baseball talents.

Some of the finest ballplayers in the history of Major League Baseball have hailed from Latin America. Their names are etched in our memories: Hall of Famers Roberto Clemente, Rod Carew, Luis Aparicio and Juan Marichal, sluggers Orlando Cepeda and Tony Pérez, colorful Luis Tiant, outstanding pitcher Fernando Valenzuela, and speedster Bert Campaneris.

In 1997, their legacy is alive and well in the on the field and off the field achievements of some of today's young Latino super-stars - 1996 American League Most Valuable Player Juan González, 1996 American League Championship Series Most Valuable Player Bernie Williams, 1996 National League Championship Series Most Valuable Player Javier López, 1997 American League Rookie of the Year candidate Nomar Garciaparra, and 1997 All-Star game Most Valuable Player Sandy Alomar head a list of Latino All-Stars that include Tino Martinez, Alex Rodríguez, Edgar Martinez, Iván Rodríguez, Joey Cora, Jose Rosado, Roberto Alomar, Mariano Rivera, Andres Galarraga, Moises Alou and Pedro Martinez. Twenty-two year old Marlins rookie pitcher Livan Hernández from Cuba joins a group of established stars that includes Sammy Sosa, Rafael Palmeiro, Henry Rodríguez, and Manny Ramirez.

Since 1991, Latino representation in Major League Baseball has grown from 14% to over 20%. This past July, Latinos in Béisbol was the subject of an hour long ESPN special *Outside The Lines* : Major League Béisbol.

HISPANIC HERITAGE MONTH CELEBRATION

In celebration of National Hispanic Heritage Month, and the achievements of Latinos in baseball, **Northeastern University's Center for the Study of Sport in Society** will host an awards reception and Co-Sponsor a panel discussion on "Latinos in Béisbol".

The celebration will start with a reception at the **Sport in Society** office at 716 Columbus Place. Latino entertainment and food will be featured along with an awards

Ceremony recognizing a number of Latinos from Boston and New Haven for their work with Latino youth in sports and education.

Invited guests will include members from Northeastern University Departments, community leaders and special guest, Mr. Tito Roman, Director of the Government of Puerto Rico office in Boston.

During the evening, **The Center for the Study of Sport in Society** and **The Latino Student Cultural Center** will Co-Sponsor a panel discussion on "Latinos in Béisbol" at the Raytheon Amphitheater in the Egan Center. Panelist will include Northeastern University professor and author Mr. Alan Klein, Mr. Daniel F. Duquette, Executive Vice-President and General Manager of the Boston Red Sox, and David Beard, sports journalist at the Florida Sun-Sentinel. Mr. Tony Bernazard, Special Assistant at the Major League Baseball Players Association and Mr. Omar Minaya, recently appointed Assistant General Manager of the New York Mets, have also been invited.

Panelists will respond to selected segments from the ESPN Outside The Lines special - "Major League Béisbol". Audience will include Northeastern University students, faculty and is open to the Boston community.

CENTER FOR THE STUDY OF SPORT IN SOCIETY
in celebration of
NATIONAL HISPANIC HERITAGE MONTH

DATE: Wednesday, October 8, 1997
 TIME: 4:00pm - 6:00pm
 LOCATION: Center for the Study of Sport in Society
 716 Columbus Place
 EVENT: Open House
 ENTERTAINMENT: Trio Mara
 FOOD: Mucho Gusto Café & Collectibles
 PROGRAM: Recognition: Youth Awards
 Alberto Vasallo El Mundo
 Peter Noble New Haven
 Blanca Bonilla RBI League
 Bruno Rodríguez RBI League
 José Ruiz RBI League
 Jorge Rivera Caballeros de Colón

INVITED GUESTS: Northeastern Departments
 Students, Faculty and Staff
 Government of Puerto Rico - Tito Roman
 Director

CENTER FOR THE STUDY OF SPORT IN SOCIETY
and
THE LATINO STUDENT CULTURAL CENTER

DATE: Wednesday, October 8, 1997
 TIME: 7:00pm - 9:00pm
 LOCATION: Raytheon Amphitheater, Egan Center
 EVENT: Panel discussion
 TOPIC: Latinos in Béisbol
 PANEL: Alan Klein Author - Professor of
 Anthropology, Northeastern
 University
 Tony Bernazard* Major League Baseball Players
 Association
 Daniel F. Duquette Executive Vice President &
 General Manager
 Boston Red Sox
 David Beard Ft. Lauderdale Sun-Sentinel
 Omar Minaya* Assistant General Manager
 New York Mets
 * Invited, waiting for confirmation.

PROGRAM: ESPN - *Outside the Lines*, "Major League Béisbol"

NU's Sport in Society announces expansion office at Walt Disney's Wide World of Sports

Richard Lapchick to be based in Florida; office and staff stay at Northeastern Univ.

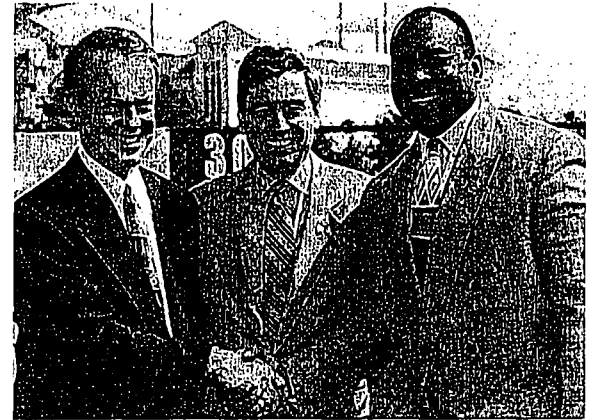
Northeastern University President Richard Freeland and Richard E. Lapchick, Director of the University's Center for the Study of Sport in Society, joined leaders of Walt Disney World Sports on March 18 to announce the opening of a Sport in Society office at Disney's Wide World of Sports complex in Orlando.

Lapchick, a social activist and internationally recognized expert on sports issues, will use the new Florida location as his base of operations. He will move in July, but continue to spend one week a month and two months during the summer at Sport in Society's headquarters at Northeastern University in Boston.

In announcing the move, Lapchick noted, "What Walt Disney World Sports is trying to do is exciting and cutting-edge work in the world of sport as we approach the 21st century. The opportunity to open an office there and expand the work of Northeastern University's Sport in Society will be very beneficial to our own operations and allow us to work with the leaders of Walt Disney World Sports to develop educational programs for those who will participate in sporting events at the Orlando site."

Two of Sport in Society's most acclaimed programs, *Project TEAMWORK* and the *Mentors in Violence Prevention (MVP) Program*, have been named by the Clinton Administration as model programs in the areas of violence prevention and improving race relations.

"Having Sport in Society under the same roof as Walt Disney World Sports presents tremendous synergy opportunities," said Reggie Williams, Vice President of Walt Disney World Sports. "We fully support the



Sport in Society Director Richard Lapchick, Northeastern University President Richard Freeland, and Walt Disney World Sports Vice President Reggie Williams announce the opening of a Sport in Society expansion office in Orlando.

positive initiatives that Sport in Society pursues and welcome Richard Lapchick with open arms."

The vast majority of Sport in Society's staff will continue to operate from their headquarters at Northeastern University.

Northeastern President Freeland said that an opportunity to open an office in Orlando at Walt Disney Wide World of Sports is a breakthrough for the potential expansion of Sport in Society. Northeastern "admires the tremendous quality and values that the Walt Disney Corporation brings to American corporate culture. We would welcome any opportunity to do programs together with them in the future," said Freeland.

Founded in 1984, Sport in Society is dedicated to the idea that the sports community should take a lead

Continued on page 3

Muhammad Ali dazzles youth and adults during visit



Photo by J.D. Levine

Muhammad Ali playfully spars with a young student at the James Hennigan Elementary School while Ali's wife, Lonnie, watches.

Sport in Society and *The Boston Globe* co-sponsor event for students to promote racial understanding

On February 4, Muhammad Ali and Thomas Hauser visited Boston to promote their new book, *Healing: A Journal of Tolerance and Understanding*. In conjunction with this book tour, Sport in Society and *The Boston Globe* co-sponsored "Boston Healing Day" to promote racial harmony.

The James Hennigan Elementary School in Jamaica Plain and St. Mary's Junior/Senior High School in Lynn both hosted events for Boston Healing Day. Copies of *Healing* were donated by *The Boston Globe* to all students and teachers at the two schools.

Continued on page 6

Message from the Director



Richard Lapchick

While we continue to read about problems confronting college sport, there has been a growing and welcome tendency for presidents, athletic directors and the athletic community to act quickly to confront the issues.

- Last October, Boston College suspended 13 football players after a gambling scandal rocked the campus. None of the players were allowed to return to the team this year. Any hint of gambling on campus brings about fears of organized crime, and BC President William Leahy charged his administration to act. Athletic Director Chet Gladchuck made the story public, brought in the district attorney, and quickly took the implicated players off the team.
- Less than 18 months after Jim Harrick led UCLA's basketball team to the national championship, an expense-report scandal vaulted him into the headlines. With speed rarely seen in college sport, UCLA Chancellor Charles Young and Athletic Director Peter Dalis removed Harrick as coach.
- When more than 30 football players at the University of Rhode Island sealed off a fraternity house and beat up three residents, President Roberts Carothers took charge with Athletic Director Ron Petro. They threw two players off the team, suspended 25 others and forfeited its next game against the University of Connecticut.

In each case, the damage to the school was bad and has yet to be fully measured. However, the immediate and decisive responses of institutional leaders told the public that if things had gotten temporarily out of control, they had taken back the reins.

One such action with national implications came when the National Consortium for Academics and Sports (NCAS) became the first sports organization to take a zero-tolerance stance against athletes convicted of gender violence. The 135 member colleges and universities adopted a "Sense of the Consortium" resolution at the closing session of its annual conference in Boston on November 22, 1996.

The resolution stated that any athletes convicted of rape, sexual assault or battering will be banned from intercollegiate competition for a minimum of one year at that member institution. This applies to any student-athlete who has been convicted of

such an act in campus judicial proceedings or in the criminal courts.

NCAS leaders believe it is a powerful message to potential perpetrators, and provides a process for perpetrators to receive appropriate counseling and a chance to work their way back into the campus community.

If a banned student-athlete meets certain criteria, including participation in on-going counseling and public statements of apology, combined with messages to young people about the unacceptability of gender violence and all forms of abusive behavior, he can petition the appropriate authorities to be reinstated. Convicted of a similar act a second time, the student-athlete will be permanently banned.

Individual incidents of athletes accused of gender violence have built up a strong image that something about athletes make them more inclined toward gender violence than non-athletes. While the number of such incidents have jumped off the pages of our newspapers, the problem is clearly one of *men* in America and not just athletes.

In America, there are approximately 850,000 rapes each year, or 2,345 per day. Another 3 million women are battered annually, or 8,200 per day. Three major newspapers have surveyed athletes and gender violence over the last decade (*Philadelphia Daily News*, 1983-1985, *Washington Post*, 1989-1994, and *Los Angeles Times*, 1995). In all three surveys combined, 308 athletes were accused of some form of gender violence. That figure, which covers 10 years equals the number of incidents committed by American men *every 44 minutes*. This is a huge problem for American men and is not limited to athletes.

The quick conclusive actions of BC, UCLA and the University of Rhode Island, combined with the NCAS initiative on gender violence, are welcome signs that college leaders are not ignoring today's problems, which continue to enter the once cloistered world of intercollegiate athletics.

This article appeared in the February 10, 1997 issue of The Sporting News.

The JoJo White Growth League kicks off season at Boston schools

The JoJo White Growth League kicked off at Boston's Thompson and Shaw Middle Schools on January 25.

Approximately 190 students are regularly participating in the program, which also includes 60 volunteer coaches. The volunteers, which include 30 students from Jeremiah Burke High School, 15 community



Participants and volunteers in the JoJo White Growth League take a break and show off their new t-shirts.

representatives, 4 business executives and 15 Sport in Society staff, work with young participants on the basketball court and in the classroom. Program sponsors, who are donating both

funding and products, include BayBank, the Boston Celtics, Coca-Cola Bottling Company of New England, Dunkin' Donuts, Eastpack, Gillette, Kessler and Associates, Reebok, and Spalding.

AT&T makes \$60,000 charitable gift donation to the Athletes in Service to America Boston site

AT&T made a charitable gift of \$60,000 to support the Athletes in Service to America site in Boston. AT&T

Representatives presented an oversized check to Sport in Society Director Richard Lapchick and NU Chairman of the Board of Trustees George Matthews during halftime of the Boston Celtics-New York Knicks game at the Fleet Center on January 10.

The event also included a pre-game scrimmage on the FleetCenter court for Athletes in Service to America corps members and children from the Shelburne Community Center.



Students from the James Hennigan Elementary School, who participate in Sport in Society's Athletes in Service to America program, attend a Celtics game at the FleetCenter as the guests of the Celtics.

Sport in Society joins Disney and opens expansion office

from page 1

role in bringing about positive social change. Its mission is to increase awareness of sport and its relation to society, and to develop programs that identify problems, offer solutions, and promote the benefits of sport. Sport in Society

has helped more than 11,000 athletes return to school to finish their education. The returning athletes have, in turn, worked with more than 4,200,000 youth in community service programs.

Sport Breaks

1997 Boston Indoor Games

Sport in Society co-sponsored the 1997 Boston Indoor Games, held at the Reggie Lewis Track and Field Center on January 31. Calvin Davis, an Olympic bronze medalist who hails from Dorchester, competed and generously donated 100 tickets to young people who participate in Sport in Society outreach programs. Approximately 25 Olympians competed on January 31 and assisted in sports clinics for local youth on January 30.

Robert Wood Johnson Foundation substance abuse forum

A two-day youth sports national conference, funded by the Robert Wood Johnson Foundation, has been developed by Sport in Society. The conference will address the role that organized sports may play in helping prevent substance abuse and the barriers that limit young people's access to sport in the urban environment. The goal of the forum is to devise a plan that uses sports to provide a safe haven for young people from substance abuse.

Lapchick named head of search committee Northeastern University President Richard Freeland appointed Sport



Olympic sprinter Calvin Davis and Sport in Society's Tasha Downing-Martin.

in Society Director Richard Lapchick head of the search committee for NU's new athletic director. The new athletic director is expected to be named by the end of April.

New Staff hired

Recent additions to the Sport in Society roster include grants administration assistant Steven Gould, receptionist Lisa Gaskins, and MVP training specialists Tom Penichter and Miles McLean.

Staff attend leadership program on drugs and alcohol

Sport in Society staff Kevin Fitzgerald and Mike Davis attended a week-long MIAA leadership training program on alcohol, tobacco and other drugs. Representatives from 35 secondary schools across the state attended. Participants who completed the training became certified wellness coordinators. Fitzgerald and Davis will use the training to develop a Sport in Society program on drugs and alcohol for student-athletes.

Donor Profile

Boston Celtics go the extra mile to help community programs in Boston

By June Ferestien and Adam Zand

The Boston Celtics are world-renowned for their incredible history of success both on and off the basketball court.

Recent recipients of the 1996 *Pro Team Community Award*, presented by the World Sports Humanitarian Hall of Fame for having the most unique and effective community programs, the Boston Celtics are leaders and role models for our youth through their generosity and commitment to Sport in Society.

The Boston Celtics have demonstrated their support of our mission in a variety of

ways this past year, including: athlete access, donated charity tickets to games, programmatic sponsorship, and much more. Stuart Layne, Executive Vice President of Marketing and Sales commented, "Making a real impact in the community is a major priority of the Boston Celtics. We are fortunate to have Northeastern's Sport in Society program in our own backyard to help direct us in some of our efforts. It is a privilege to be able to support and be part of such meaningful programs."

Sport in Society's AmeriCorps program, *Athletes in Service to America*, was a recent

recipient of the Celtics' generosity. Joining AT&T, the Boston Celtics jointly sponsored a special day for some of the young people in this program. Before the Celtics—N.Y. Knicks game on January 10, 1997, *Athletes in Service to America* participants played a basketball game on the parquet floor with legends from the Celtics and Knicks. The Celtics provided a behind-the-scenes tour of the new FleetCenter (including a tour of the players locker room), and tickets to the evening's game. These events were provided in conjunction with the 50th anniversary celebration of the



Photo by Chris Aduama

WILD-AM's "Coach" Willie Maye hands a certificate to a student at Dorchester's Dearborn Middle School during one of the Celtics' TEAMUP events.

Boston Celtics/New York Knicks Legends Throwback Weekend.

As part of the *Throwback Weekend*, the AT&T Corporation donated a \$60,000 charitable grant to *Athletes in Service to America*. Inner-city youth who participate in *Athletes in Service* played in a pick-up game with Celtics legend Tom "Satch" Sanders and NY Knicks legend Cal Ramsey.

Bob McCabe, director of *Athletes in Service*, said, "For corps members and students from one of our local community centers to have a chance to play on the storied parquet floor with such basketball greats was a thrill they will never forget."

In a special half-time ceremony, AT&T's Eastern States President Dan Clark presented the check to Sport in

Society Director Richard Lapchick and George Matthews, NU's Chairman of the Board of Trustees.

The Celtics recently chose Sport in Society's Project TEAMWORK to become one of its partners for the NBA's newest community outreach program, *TeamUp*, part of the Celtics' *Stay in School Program*. As part of the program, current Celtics players and staff are joined by Project TEAMWORK members (all of whom are former athletes) to attend assemblies at Boston middle schools and make presentations to students on such issues as staying in school, teamwork, balancing academics and athletics, and college planning. The 1996-97 kick-off event took place at the Dearborn Middle School in Roxbury, MA.

Continued on next page



Photo by Chris Aduama

The Celtics and Sport in Society Teamed Up at the Dearborn Middle School for a presentation. Shown from left to right are Sport in Society marketing staff Suzi Katz and Adam Zand, Celtics forward Greg Minor, and Mike Roberts and Sherry McClintock, members of Sport in Society's Project TEAMWORK.

• **Celtics donate time, resources to community** from previous page

Other assemblies planned this spring include the Wilson, and Gavin middle schools. The *Stay in School* end-of-the-year awards ceremony will take place on Wednesday, May 28, 1997 at Northeastern University's Matthews Arena.

Additionally, the Boston Celtics nominated Project TEAMWORK for the inaugural NBA *TeamUp* Award. This award recognizes youth who address real needs in their communities. All 29 NBA teams have nominated one outreach program from their local area for national recognition.

According to Wayne Levy, Celtics community relations director, "Nominating Project TEAMWORK was an easy decision for us. We felt that Project TEAMWORK's mission is consistent with our *Stay in School* philosophy ... teaching young people to respect others and their differences."

Project TEAMWORK has a chance at earning this honor and being featured during a special edition of NBC's "NBA Inside Stuff."

Sport in Society is truly pleased that the Boston Celtics will also take an active sponsorship role in Sport in Society's newest outreach

program, the *JoJo White Growth League*. Celtics players Greg Minor and Eric Williams attended the kick-off press conference which took place on February 1 at the Robert Gould Shaw Middle School in West Roxbury. The Celtics will be deeply connected to the program, supplying awards and benefits for participants. Some incentives for the middle school students include charitable game tickets, message board recognition during games, and much more.

Additionally, the Celtics will participate in fund-raising activities for the *Growth League*. Celtic players and staff will also be featured throughout the year at special basketball clinics where *Growth League* participants will have an opportunity to improve their basketball skills with professional athletes.

Sport in Society is extremely grateful for the tremendous support of the Boston Celtics and applauds their leadership in continuing a rich legacy of community service, dedicated to improving the quality of life for future generations.

Hall of Fame for his significant contributions to racial equality and excellence while serving as a coach, general manager, and president of the Celtics organization, as well as his outstanding community leadership. Red Auerbach set a precedent for leadership and service, a legacy which stands bright and strong today with the efforts of the entire Boston Celtics organization.

Sport in Society has other ties to Celtics

Sport in Society's connection to the Boston Celtics goes well beyond joint partnerships on community programs.

Former Celtic Tom "Satch" Sanders co-founded Sport in Society with Richard Lapchick in 1984 and served as associate director until 1987.

Then, in November of 1995, Sport in Society was honored to induct Arnold "Red" Auerbach into the *Sport in Society*

HBO, Sport in Society host "Sports on the Silver Screen" premiere

By June Ferestien

Lights! Camera! Action! On March 5, 1997, the Center for the Study of Sport in Society, along with Home Box Office (HBO), and Cablevision of Boston, sponsored and hosted the Boston premiere of a new HBO Sports documentary, *SPORTS ON THE SILVER SCREEN*.

The invitation-only event was headlined by former Kansas City Chiefs quarterback and Hall of Famer Len Dawson, and Northeastern University President Richard Freeland. Held at Emerson's Majestic Theatre, it was attended by local sports personalities, including boxers Dana Rosenblatt and Will McClure, Olympians Eric Flaim (speed skating), Mary Mazzio (rowing), Holly Metcalf (rowing), Tina Noyes (figure skating), and John Thomas (high jump), former Boston Celtic JoJo White, former New England Patriot Ron Burton, and Amy Baltzell, a member of the 1995 America's Cup III Women's Sailing Team.

Award-winning journalist Frank Deford wrote the screenplay, which includes some of the

Continued on page 7

Sport in Society hopes sequel will be representative of today's athletes
Sport in Society was pleased to partner with HBO and Cablevision of Boston for the premiere of *SPORTS ON THE SILVER SCREEN*.

HBO has been doing great work in the area of sports, from HBO "REAL SPORTS," to a movie like *SPORTS ON THE SILVER SCREEN*.

Sport in Society works passionately to improve opportunities for women and people of color in the world of sports.

Despite the fact that women's sports have recently taken off in popularity, and African Americans now dominate some of our most popular sports, *SPORTS ON THE SILVER SCREEN* overwhelmingly depicts white men.

It is our hope that when HBO produces *SPORTS ON THE SILVER SCREEN II*, the company will depict a sports world that has fulfilled its promise of equality.

HBO, Cablevision and Sport in Society all share that vision.



Photo by Adam Zand

Muhammad Ali and the Anti-Defamation League's Len Zakim share a laugh at the Northeastern University reception.

• High school students meets Ali from page 8

joining the press corps that day. No one spoke, but I could feel the anticipation among the sleepy-eyed teenagers. Ali didn't make his appearance until we were seated on the bus, but just the sight of this icon made up for the waiting. It was an experience none of us will soon forget.

As the bus departed from the classy Boston hotel, the names of posh establishments flashed by. Brooks Brothers, F.A.O. Schwartz, and the Park Plaza Hotel, however, soon gave way to barbed-wire fences and nameless buildings in Jamaica Plain. In the midst of this was the immaculate and cheerful James Hennigan Elementary School.

The school pulled out all the stops for the former champ. Balloons, a disc jockey and a school choir decked in matching white outfits greeted Ali in the school gym.

Ali used this opportunity to teach the young audience of fourth- and fifth-graders about racism and tolerance. His wife, Lonnie Ali, and Healing co-author Thomas Hauser also addressed the students.

The students presented Ali and his wife with some poems and drawings that featured messages of racial tolerance and praise for Ali. One student's poem drew some attention. The last line read, "The greatest fighter isn't Ali, it's me!" Ali, never one to be upstaged, even by a fifth-grader, invited the student to spar with him, dazzling the crowd.

Parkinson's syndrome does hinder Ali's speech and causes his hands to shake. But Ali has proven that

he is still "The Greatest" by handling the disease with grace and making public appearances 200 days a year to speak out against racism and hatred.

As Ali and the media piled onto the bus after the presentation, the students waved good-bye. The bus left Jamaica Plain and headed to St. Mary's Junior/Senior High School (Lynn, MA), the second and final school to host Ali that day.

At St. Mary's, I had my first opportunity to meet Ali's 8-year-old son, Assad. Full of charisma and wide smiles, Assad is a chip off the old block. As the elder Ali munched on chocolate chip cookies after lunch, a reporter remarked to Assad, "Your dad really likes those cookies."

Assad responded boisterously, "He loves cookies! He could eat a gillion of 'em!" Assad continued to dazzle the media with his antics and the Ali flair (giving his father "bunny ears" to tempt photographers).

The students at St. Mary's were older than those at the Hennigan and the student body was predominantly white, in contrast to the mostly African-American student body at the Hennigan. The reaction to Ali, however, was virtually the same. The teenagers were as excited as the elementary school students.

After the event at St. Mary's, the entourage then traveled to Northeastern for a reception hosted by the president of the university. Once again, the setting changed drastically, but the crowd's reaction didn't. Important-looking men in business suits had the facial expressions of the elementary school students when Ali stood up to speak.

Ali amazed people that day. He has overcome racism, hatred, overwhelming odds inside and outside the boxing ring, and Parkinson's syndrome to become one of the most beloved men the world has ever known. Meeting him, hearing him speak, and seeing his dedication to the principles he believes in was an overwhelming experience. He was an athlete that became famous because of his fists, and now he is a hero who is famous because of his heart. And, he is, undoubtedly, the greatest.

• Sport in Society and *Globe* sponsor Ali's visit from page 1

In addition, NU President Richard Freeland hosted a private reception at the Raytheon Amphitheater in the Egan Technology Center, giving the NU community a chance to meet Ali and Hauser.

The Globe donated a media bus for the day, and lunch for all press and individuals traveling to both events on the bus.

Distinguished guests for the day included former Olympic boxing champion Will "Skeeter" McClure, *Globe* sports columnist Ron Borges, *Globe* Director of Community Affairs Skip Griffin, Lonnie Ali, Howard Bingham, Ali's photojournalist, the Mayor of Lynn and Boston School Superintendent Thomas Payzant. The event was emceed by WILD-FM's "Coach" Willie Maye.

Sport in Society and *The Boston Globe* hold essay contest for high school students

Sport in Society and *The Boston Globe* co-sponsored an essay contest, to honor Healing, for all Massachusetts high school students. The contest was announced on Boston Healing Day. The objective of this contest was to inspire high school students to think how issues of diversity have affected their own lives. The winners were announced in late March and the winning essay will be published in *The Globe*.

Opportunities to get involved with Sport in Society in 1997

Sport in Society is seeking your involvement! Opportunities for support, sponsorship and mentoring are available. We hope to find sponsors to:

- **Underwrite the expense of our newsletter, "Sport in Society News."**

This publication, published four times per year, provides an opportunity to share important news about our organization, programs and upcoming special events with the public. Each issue contains highlights from programs and training workshops, informative articles about various societal issues, staff highlights, interviews from people from the world of sport, and much, much more. As a named or title sponsor of the newsletter, you would reap significant exposure for your contribution for this much needed publication.

- **Underwrite the expense for a part-time staff member.** This is a great way for a corporation to educate one of its employees/interns about serious social

issues such as racism, sexism, anti-semitism and men's violence against women, and what organizations such as Sport in Society are doing to help eradicate such discrimination and violence.

- **Become a corporate sponsor for our 1997 Annual Awards Banquet and Hall of Fame Induction Ceremony.** By

doing so, a corporation can become involved with a high profile event that draws nearly 1,000 people from the world of business, sport and education, and attracts tremendous media exposure and visibility. Involvement opportunities include: title and presenting sponsorships, table sponsorships, auction sponsors and reception sponsors, just to name a few.

- **Join the AT&T Corporation and become a matching corporate sponsor for Sport in Society's *Athletes in Service to America*, a national AmeriCorps program.** Working with thousands of young people, *Athletes in Service to America* focuses on violence

prevention, cultural diversity, and academic success. Program participants called corps members spend their days working with elementary, middle and high school students. All corps members are required to have varsity collegiate experience, giving them a unique appeal that helps make them effective mentors for young people.

- **Become a volunteer with the JoJo White Growth League.** Join a corps of dedicated volunteers from local communities to work with middle school students on their basketball and life skills every Saturday morning during the school year.

For more information about how you or your company can become involved in any of the above-mentioned opportunities, or to learn more about other ways you can aid in bringing about positive social change in our society through sport, contact Sport in Society at (617)373-4025.

Sport in Society and HBO host film premiere from page 5

most memorable moments from sports-oriented films from the past century.

Boston Cablevision's Hank Ferris gave introductory remarks, followed by Freeland and Richard Lapchick.

SPORTS ON THE SILVER SCREEN illustrates how athletics is an ideal vehicle for the world of cinema to display the expansive depth of the human experience. Clips were shown from a vast array of movies such as "Raging Bull," "Bull Durham," and numerous other film classics. The film espouses the idea that sport is a microcosm of

society and that athletics present numerous universal challenges. As a result, movie fans are able to relate to the obstacles that athletes, real or fictional, attempt to overcome.

SPORTS ON THE SILVER SCREEN was well received by the nearly 300 guests in attendance, not only for its entertainment value, but for its enlightening qualities as well.

Sport in Society has recognized the universality of athletics and has used the appeal and lessons of sport and role-model athletes to bring about positive

social change. **SPORTS ON THE SILVER SCREEN** debuted March 16, 1997, 8:00 PM/ET on HBO and is a film that merits attention and recognition. Sport in Society is extremely grateful to HBO for its commitment to using television and/or movies as a vehicle to effect positive social change through sport, and for their support of Sport in Society's mission to use role model athletes to bring about such change.

NU Law School coop student Lennox Chase assisted in the preparation of this article.



Photo by Don West
Boxer Dana Rosenblatt and Olympic gold medalist Holly Metcalf both attended the premiere of HBO's **SPORTS ON THE SILVER SCREEN**.

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In this issue

Muhammad Ali dazzles youth and adults in Boston 1

AT&T makes charitable donation to Athletes in Service to America 1

Donor Profile: Boston Celtics do their work off the court, too 4-5

Muhammad Ali proves he still has a legitimate claim to "hero status" as people flock to see him

By David Brown

(A dozen students from area high schools were invited to attend the Muhammad Ali-Thomas Hauser event and write stories for their school newspapers. Excerpts from David Brown's story are shown here. Brown is editor-in-chief of the Woonsocket High School [RI] Villa Novan).

Although most people don't often accept self-praise as truth, there is one man whose boasts are both accepted and echoed. "I am the greatest," Muhammad Ali said after he defeated Sonny Liston in 1964 for his first world heavyweight title. Since then, few have refuted his claim. In fact, his success as a boxer is only part of his legacy, as now he is arguably the greatest American hero.

Ali solidified his claim and hero status when he visited two Boston area schools on February 4 to promote his new book, Healing: A Journal of Tolerance and Understanding, and spread his message of tolerance. I was able to witness this event first-hand and join Ali and his entourage on a charter bus for the day.

The day began with an early morning reception at the Ritz-Carlton Hotel in Boston. I sat with the other half-awake high school journalists who were

SAVE THE DATE...

Sport in Society's annual fundraising banquet

Sport in Society's Annual Awards Banquet and Hall of Fame Induction Ceremony will be held on Tuesday, October, 28, 1997, at the Boston Park Plaza Hotel.

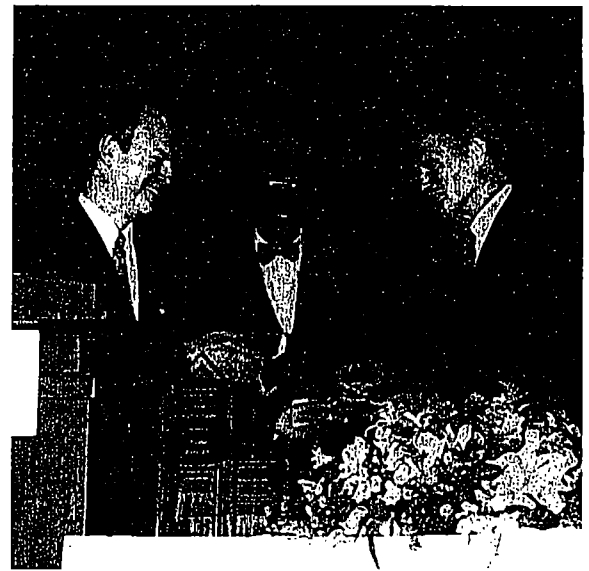
Lou and Peter Harris complete first-year evaluation of Athletes in Service to America

Lou and Peter Harris, America's best-known public opinion analysts, evaluated Sport in Society's *Athletes in Service to America* program after its first year of service (1995-1996). *Athletes in Service to America* utilizes current and former collegiate student-athletes to work with elementary, middle and high school students, as well as youth at community centers, on violence prevention and academic success. Called corps members, these student-athletes are based at Northeastern University, Canisius College, and the Universities of Kentucky and Nevada.

Lou and Peter Harris' program evaluation, which was officially released in January of 1997, illustrates the amazing success of *Athletes in Service to America*. The survey indicates that schools served by *Athletes in Service to America* had significantly less violence than similar schools not served by the program, despite the fact that their students came from more violent neighborhoods than where students at non-program schools lived. This powerful finding suggests that something very positive was working to reduce violence at schools in the program.

The following statistics are taken from the evaluation and include students at all four *Athletes in Service to America* sites.

- 79% of students feel the corps members definitely or probably helped them avoid fighting and violence.
- 62% feel they were "taught practical skills you can really use in difficult situations."
- More than one-third (34%) say the program decreased the amount of violence in their school or summer program.
- 81% of students say they definitely or probably have more respect for kids of different races.
- 39% of students say they are more likely, as a result of the work of corps members, to take action to try and stop boys from being violent to girls.
- 68% say the corps members helped them understand the effect of violence on television and in the movies.
- 61% of students say their grades definitely or probably improved as a result of the work performed by corps members.
- Over 70% of students feel the corps members are good role models.



Sport in Society co-founders (left to right) Richard Lapchick and Tom "Satch" Sanders, honor Northeastern University President Emeritus John Curry at the awards banquet.

Sport in Society annual banquet nets \$200,000

Funds to be used for community programs

Close to 900 guests attended the 12th Sport in Society Annual Awards Banquet and Hall of Fame Induction Ceremony on November 19th at the Boston Park Plaza Hotel. The event honored the annual Hall of Fame inductee, recipients of the Giant Steps Awards, and included a special tribute to former Northeastern President John Curry. The dinner, which netted \$200,000 for Sport in Society, was hosted by ABC and ESPN sports broadcaster Dick Schaap.

Wilma Rudolph was honored posthumously as the 1996 Hall of Fame inductee. She was a 1960 Olympic track and field gold medalist. Giant Steps awards were presented to student-athletes Jennifer Rizzotti and Michael Watson, civic leaders Paul Tagliabue and Gene Upshaw, and coach David Clark. Quadrennial Torchbearer Awards, in honor of the 1996 Olympics, were presented to Loretta Claiborne, Anita DeFrantz and Billy Payne. Sport in Society co-founders Richard Lapchick and Tom "Satch" Sanders presented the tribute to Curry.

**See pages 4-5
for more
banquet photos**

Northeastern University Chairman of the Board of Trustees George Matthews and Trustee Patricia Taylor both presented awards, and President Richard Freeland welcomed the guests on behalf of Northeastern.

continued on page 5

Message from the Director



A couple of months ago, back in October, a week of sports drama had me questioning the value of sports participation. I ended the week, however, with feelings of elation and joy that come from those ultimate moments in sport.

While most people were glued to their television, watching the twists and turns of the Yankees and the Braves in the World Series, I was more preoccupied with whether or not my wife and I were inflicting irreparable damage on our seven-year-old by insisting that she complete the season on her Milton (MA) Youth Soccer team

It was a bitter cold Saturday morning during one of Emily's games, when I said the unspeakable to my wife, Ann. Emily had painfully played her usual two minutes in the first half. The team's incredibly patient coaches had asked her every few minutes if she was ready to go in, until she finally said yes with welled-up eyes. I told Ann that I thought we should consider letting this be her last Saturday of soccer. Ann didn't want Emily to think she could just quit.

We both know that girls gain life-long benefits from playing sports. Girls who play are significantly less likely to use drugs or get pregnant; they have higher self-esteem and less depression. They graduate from high school *and* college at much higher rates than girls and women who don't play sports.

But it was clear that Emily really did not want to play. It was not easy to get her out of the house six weeks earlier for the season opener. She had not played soccer before and the fact that there were boys on the team might have intimidated her. She walked on the field holding the hand of her best friend, Patty, and they continued to hold hands until the coach mercifully called for them to spread out. It was humorous, but there was pain behind it.

She and Patty did run around some, but there was little relation between their running and the location of their teammates and the ball. Emily eventually did kick the ball, but it was the same for the next four weeks.

Saturday mornings always started off with, "I don't want to go!" The coaches saw that her discomfort

continued on page 7

Richard E. Lapchick

Sport Breaks

Richard Lapchick speaks to 10,000 youth at Team Harmony III Sport in Society Director Richard Lapchick addressed over 10,000 middle and high school students at the Anti-Defamation League/ "World of Difference" Team Harmony III event on November 12th at the Fleet Center. Lapchick spoke of his fight against racism in the anti-apartheid movement and how his experiences affected his role as a civil rights activist for the next three decades. Sport in Society was also a co-sponsor of this event.

Univ. of Nebraska football players participate in diversity and gender violence training Sport in Society's Teamwork Leadership Institute provided diversity and gender violence training to 180 football players at the University of Nebraska, as well as senior athletics staff, and the Unity Council, which consists of captains of Nebraska sports.

Trainers included Sport in Society Director Richard Lapchick, *Athletes in Service to America* Director Bob McCabe, MVP Director Don McPherson, MVP Associate Director Byron Hurt, Director of Special MVP

Projects Jackson Katz, and NCAS Western Regional Office Director Keith Lee

Sport in Society featured on Ch. 5's "Chronicle" Spearheaded through the efforts of Marketing Director June Ferestien, Channel 5's "Chronicle" examined the role of sports in society in its December 19th show. The Center for the Study of Sport in Society was featured as the leading proactive organization using athletes as role models to provide leadership and mentoring, to teach diversity and conflict resolution skills, and to reduce violence among young people.

The outreach effort Project TEAMWORK, *Athletes in Service to America*, and the Mentors in Violence Prevention (MVP) Program were featured in the piece.

MVP and Project TEAMWORK hire former corps members Two former *Athletes in Service to America* corps members were hired as MVP training specialists. David Kay, a graduate of Clark University, will focus primarily on MVP high school outreach in Massachusetts. Tasha Downing-Martin, a University of Florida graduate, will take over

continued on

1996 Racial Report Card released in the fall

Sport in Society published its eighth annual Racial Report Card regarding the racial composition of players, coaches and front office employees in the National Basketball Association (NBA), National Football League (NFL), and Major League Baseball.

The Racial Report Card also tracks information on female representation in off-field positions, as well as data on the respective players associations. The purpose of the Racial Report Card is to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional sports personnel, and to contribute to expanded diversity in front office positions.

Opportunities decrease for people of color

In general, pro sports is below its previous peak levels in every category, including player opportunities, the commissioner's and league offices, head coaching, and top management. The 1996 results show slight increases, however, in the numbers of people of color in professional team administrative and coaching positions. Only the categories of administration and assistant coaching are at new highs.

As in all previous years, no league, including the NBA, received an "A" in the all-important category of front office hiring practices. The NBA had "Bs" in the areas of top management and administrative posts, while the NFL had a "C" and a "B," respectively. Baseball had a "C-" in top management.

The NBA once again had the highest grade in virtually every category. When all categories were combined, the NBA received an "A-," the highest

grade of the three leagues and the same grade it received in 1995. Major League Baseball maintained an overall "B," and the NFL received a "B" for the fourth consecutive year.

Players associations earn high grades

On the issue of providing significant professional opportunities for people of color, the National Basketball Players Association and National Football League Players Association ranked far ahead of the leagues and teams. Both received "A's," while the Major League Baseball Players Association, which had a C- in 1995, did not submit a report in 1996.

Women narrow the gender gap

Women continued to make inroads in the league offices with all-time bests in the NBA, Major League Baseball and the NFL. They also achieved new highs as vice-presidents in the NBA and NFL, while holding steady with Major League Baseball teams in that category. The number of women in NBA and NFL professional administrative positions increased dramatically.

Still room for improvement

Despite committed leadership in the league offices of the NBA and the NFL, and on Baseball's Executive Committee, white males have sustained their control of management on most teams. Sport, America's most integrated workplace for players, has a long way to go before it becomes much better than society in who it hires in decision-making positions.

Copies of the 1996 Racial Report Card card are \$5 and can be ordered from Sport in Society. Please call (617)373-4025 for more information.

Jo Jo White Growth League based at Sport in Society

Former Celtic directs community-based efforts

The Boston chapter of the Jo Jo White Growth League, founded in 1993 by former Boston Celtic great Jo Jo White, is a new program under Sport in Society's umbrella of outreach efforts. Jo Jo White, manager of Sport in Society's NBA/NBPA



Jo Jo White

Continuing Education

Program, oversees the program, while day-to-day management is directed by Lisa Donnelly.

The Growth League fosters the belief that inner-city youth, given the tools and skills, will become successful and valuable members of society. The program's mission is to provide boys and girls with appropriate learning experiences that support the values and skills they gain through the program.

Two Boston public schools, the Shaw Middle School and the Edgar Washington Middle School, kicked-off the Boston chapter in January of 1997. Participating schools have teams of 15 young people (an equal number of girls and boys). Every Saturday, they engage in problem-solving techniques for one hour, followed by one hour of basketball. Everyone on the teams plays an equal amount of time, and girls and boys play together. The scoring system emphasizes how well the children work together, not winning games.

Goals of the program include keeping children in school and out of the criminal justice system, reducing teen-age pregnancy, helping children follow positive life opportunities and becoming responsible citizens of society.

1996 Sport in Society Annual Awards Banquet

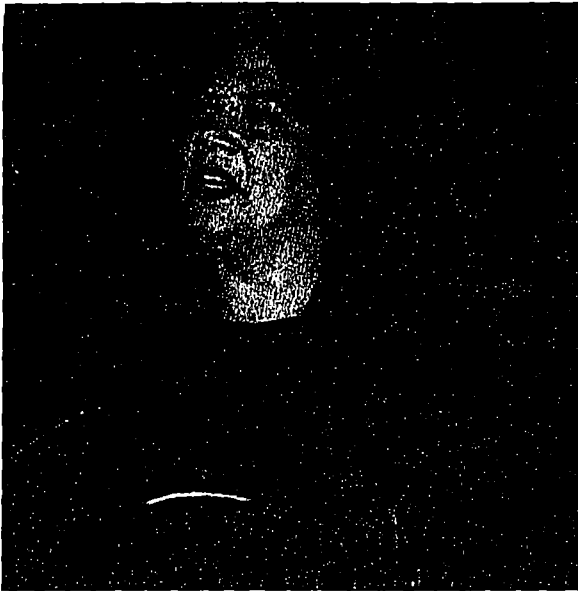


Photo by Don West

Giant Steps Award winner Anita DeFrantz speaks after receiving her award.



Giant Steps Award winner David Clark (third from left) is shown with (left to right) Katherine Pendergast, Vice-President of Human Resource Management at Northeastern University, and his parents, Mrs. and Mr. Clark.



Torchbearer Award winner Loretta Claiborne (right) and her assistant, Joanne Simon, chat before the banquet.



Boston Globe Sports Editor Don Skwar (left), who recently added Assistant Managing Editor to his title, and Globe Sports Columnist Dan Shaughnessy were caught by surprise.



Shown from left to right are Attorney-General Scott Harshbarger, Boston Athletic Association (BAA) Sponsor Liaison Betsy Harshbarger, New England Patriots owner Bob Kraft, Ron Burton, Sr., Executive Consultant, Community Relations with John Hancock Financial Services, and BAA Director Guy Morse.



Shown from left to right are Walt Disney World Sports Vice-President Reggie Williams, WILD's "Coach" Willie May, Master of Ceremonies Dick Schaap, and Giant Steps Award recipient Michael Watson.

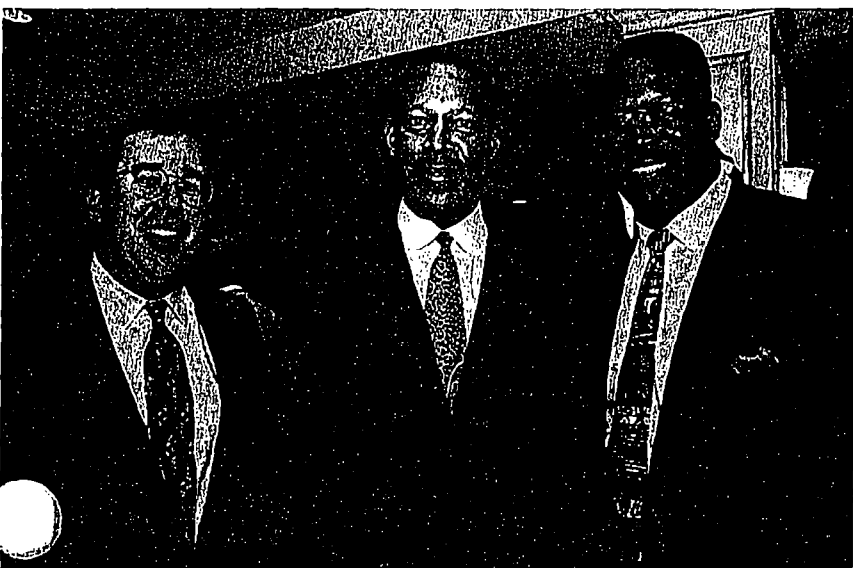
and Hall of Fame Induction Ceremony



Shown from left to right are Northeastern University President Richard Freeland, Tufts University President John DiBiaggio and Bernard Solomon, a member of the Northeastern University Board of Trustees.



Giant Steps Award winner Jennifer Rizzotti, a member of the 1995 national champion women's basketball team and current player in the American Basketball League, speaks with Sport in Society Director Richard Lapchick.



ESPN broadcaster and former Excellence in Sports Journalism Award winner Bob Ley (left), Giant Steps Award winner Gene Upshaw (center) and former New England Patriot Andre Tippett gather for a moment.



Bob Culver, Senior Vice-President and Treasurer of Northeastern University, relaxes with Ron Burton, Sr., Executive Consultant, Community Relations, John Hancock Financial Services.

Annual Awards Banquet a great success

from page 1

Media that covered the event included USA Today, the Boston Globe, WLVI-TV, WFXT-TV, and New England Cable News

Silent auction triples revenues from last year

The silent auction was a tremendous success, raising close to \$19,000. Some of the high-bidding items included signed Muhammad Ali boxing gloves, a Sugar Bowl package donated by the Big East with airfare from American Airlines, a 14-person VIP suite to a Celtics game, donated by the Boston Celtics, and tickets and airfare to the U.S. Open championships next summer, donated by Bud Collins and American Airlines.

Local Boston restaurants, including Brew Moon, Davio's, the Hard Rock Cafe, and Olive's also made contributions to the silent auction.

Sport in Society staff offered creative packages. June Ferestien, director of marketing and development and a former professional tennis player, donated five tennis lessons at the Longfellow Racquet Club, which will provide court time and balls. Mike Davis and Jo Jo White, former NBA players who work on Sport in Society's NBA/NBPA Continuing Education Program, donated their time to play a two-on-two game.

Eugene Reppucci, former Northeastern University Director of Development, donated his fundraising consulting services to a non-profit group for a half-day.

THANK YOU!!

Sport in Society would like to give a big thanks to the following corporate sponsors for the 1996 Sport in Society Annual Awards Banquet and Hall of Fame Induction Ceremony. With the support of the following companies, we exceeded our 1996 fund-raising goals for the event.

Hall of Fame Level

American Airlines
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Delphi Management Company, Inc.
ESPN, Inc.
The Gillette Company
Major League Baseball
Muro Pharmaceutical
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National Football League
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NIKE, Inc.
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The Anheuser-Busch Companies
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Grand Patron Level

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Donor Profile

George Behrakis committed to the community

Strong supporter of Sport in Society who cares about social issues

George Behrakis is a recognized leader in both the community and the pharmaceutical field. The president and chief executive officer of Muro Pharmaceuticals, Inc., a Tewksbury-based manufacturer of ophthalmic products, Behrakis is extremely community-oriented.



George Behrakis

He has supported Northeastern University and Sport in Society for several years, most recently donating \$10,000 through the 1996 Sport in Society Annual Awards Banquet and Hall of Fame Induction Ceremony last November. Those funds will be used strengthen Sport in Society programs and outreach efforts.

In addition to his work at Muro, Behrakis is a member of the Northeastern University Board of Trustees, where he serves on four committees — development, athletics, student affairs and commencement, and academic affairs. Behrakis is a 1957 graduate of Northeastern.

He has been recognized on many occasions for his community efforts, and has been named "Man of the Year" by two organizations. In 1996, the Alpha Omega Council honored him with its "Man of the Year Award," and he received similar honors from Northern Middlesex County in 1987.

In 1989, the New England chapter of the National Conference of Christians and Jews awarded Behrakis the Orthodox Award. That same year, Merrimack College presented Behrakis, as an outstanding citizen in the Merrimack Valley region, with the Augustinian Award.

"There are few who can match George's enthusiasm for athletics, commitment to the important role of sport in the education process, and his caring for the well-being of others," said Sport in Society Marketing Director June Ferestien, who has had the opportunity to work with Behrakis on several occasions. "He is a tremendous leader and role model.

Behrakis has also been honored for his work in the pharmaceutical field, demonstrating his commitment to all facets of life.

This "soccer mom" knows her stuff from page 2

was actually increasing and asked her if she was "ready to play" less often. She never approached, one kicked, the ball and the distance between Emily and the action grew greater each week. She often looked for us on the sidelines, as her teammates ran after the ball.

I reluctantly went along with Ann's wisdom at half-time on that cold Saturday morning. We continued to present a united front to Emily and urged her to play, but we both doubted that she was growing from the experience.

Two nights after that game, I attended the Women's Sports Foundation's annual banquet. It was the night of Game 2 of the World Series. More than 100 elite Olympic, professional and amateur female athletes attended. Of all of them, I happened to sit next to Kristine Lilly, No. 13 on the United States gold medal soccer team and U.S. Women's Female Athlete of the Year in 1994. She signed autographs for Emily and Patty. It seemed like a good omen.

By the next Saturday morning, there was something different in the air. It was sunny and 70 degrees in Boston. The Yankees led three games to

two, and Emily did not protest going to soccer. Ann and Emily kicked the ball around in our yard before we headed to the game, with Emily giving it a hard kick. "Why don't you kick it like this for the team?" Ann asked. Emily responded with a smile, "Because they might play me more!"

She walked onto the field holding the hand of her best friend, Patty, and they continued to hold hands until the coach mercifully called for them to spread out. It was humerous, but there was pain behind it.

The coach put Emily in two minutes into the game, and she never came out during the first half. We could not believe our eyes. She ran up and down the field after the ball. She kicked it several times, never looking across the field

at us. She was part of a real team and we could tell that she felt great.

We drove home with a sense of jubilation. Soccer had provided Emily with the fun and camaraderie that sport is supposed to give youth. The girl who hated soccer a week ago came to me while I was writing this and opened a doll catalog that she had been studying for days. "Daddy, I finally decided which one I want," she said and pointed to a doll dressed in soccer gear.

Thank you Ann for insisting. I don't understand the politics of the "soccer mom" phenomenon, but this soccer mom is one smart woman.

Participation in sports benefits young girls

Girls who participate in sports reap more benefits than girls who don't participate in sports.

- Girls who participate in sports are 92% less likely than their peers to get involved in drugs.

- Girls who participate in sports are 80% less likely than their peers to have an unwanted pregnancy.

- Girls who participate in sports are three times more likely than their peers to graduate from high school.

- Half of all girls who participate in some kind of sport exhibit higher than average levels of self-esteem and less depression.

- If a girl does not participate in sports by the time she is ten, there is only a 10% chance she will participate when she is 25.

These figures were compiled by the Women's Sports Foundation.

Sport Breaks: News bits from Sport in Society from page 2

the MVP Female Student-Athlete Project, working with college and high school-aged women.

Sherry McClintock and Wilfredo Ramos, also former *Athletes in Service to America* corps members, were hired as Project TEAMWORK trainers. McClintock, a Northeastern University graduate, and Ramos, who is currently completing his undergraduate degree, will lead

sessions on diversity and conflict resolution with middle and high school-aged students in Massachusetts.

MVP Associate Director Byron Hurt granted funds for documentary film MVP Associate Director Byron Hurt, developer and producer of the documentary film, *I AM A MAN*, was recently awarded a \$50,000 grant from the National Black Programming

Consortium to cover completion costs of the documentary. *I AM A MAN* was one of six films across the country to be granted this honor. The film deals with the social construction of black masculinity in America.

Sport in Society co-sponsors Lee Elder Challenge Golf Tournament Sport in Society co-sponsored the fourth annual Lee Elder Challenge Golf Tournament, held at

the Concord Country Club on Monday, August 26th. Proceeds from the celebrity charity event benefited the Boys and Girls Clubs of Brockton (MA). Staff members who donated their efforts to help make the event a success were NBA Program Manager Jo Jo White, Marketing and Development Director June Ferestien, Marketing Assistant Suzi Katz, MVP Program Director Don

McPherson, and Budget Administrator Kelly Flynn. Richard Lapchick delivered the keynote address at the dinner following the event.

Lapchick invited to serve for organizations Richard Lapchick was named to the board of the African-American Sports Hall of Fame, and was invited to serve on the National Committee on Society, Culture and Community.

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Sport in Society Calendar

April 6, 1997

National Student-Athlete Day (NSAD), sponsored by Sport in Society, the National Consortium for Academics and Sports, and the NCAA, honors high school and college student-athletes across the country for their ability to balance academics and athletics. For more information on how to plan an NSAD event, contact Pamela Gutlon, NSAD national coordinator, at (617)373-4025.

May 3, 1997

The Jo Jo White Growth League is hosting its third annual Charity Challenge, which raises funds for the Boston chapter of the Growth League. Corporate and individual teams can participate in a variety of sports and games. For more information on the event and forming a team, contact Lisa Donnelly, program manager, at (617)373-4025.

May 1997

Project TEAMWORK's sixth annual Human Rights Squad Forum will be held at Northeastern University's Blackman Auditorium in early May. Approximately 500 middle and high school students are expected to attend this event, which includes student speakers and entertainment, and thought-provoking break-out sessions. For more information, contact Sarah Noone, communications coordinator, at (617)373-4025.

Early May 1997

Keep an eye out for Sport in Society's spring newsletter!

In this issue

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nnist
ew York Times

Bill Littlefield
Host, WBUR's *Only a Game*

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Barbara Wandyes
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Deborah Wennett
Co-President
Sports Lodge of New England

Reggie Williams
Vice President
Walt Disney World Sports

Joyce Williams-Mitchell
Executive Director
Massachusetts Coalition of
Battered Women Service Groups

Michael Wilson
Senior Vice President
State Street Corporation

Jason Wolfe
Co-President
Sports Lodge of New England

Lenny Zakim
New England Regional Director
Anti-Defamation League

SPORT IN SOCIETY™

THE CENTER FOR THE STUDY OF SPORT IN SOCIETY

NORTHEASTERN UNIVERSITY

The Center for the Study of Sport in Society
Northeastern University's Center for the Study of Sport in
Society, under the direction of Richard Lapchick, is dedicated
to the idea that the sports community can, and should, take a
lead role in bringing about positive social change.

*The mission is to increase awareness of sport and its relation
to society, and to develop programs that identify problems, offer
solutions, and promote the benefits of sport.*

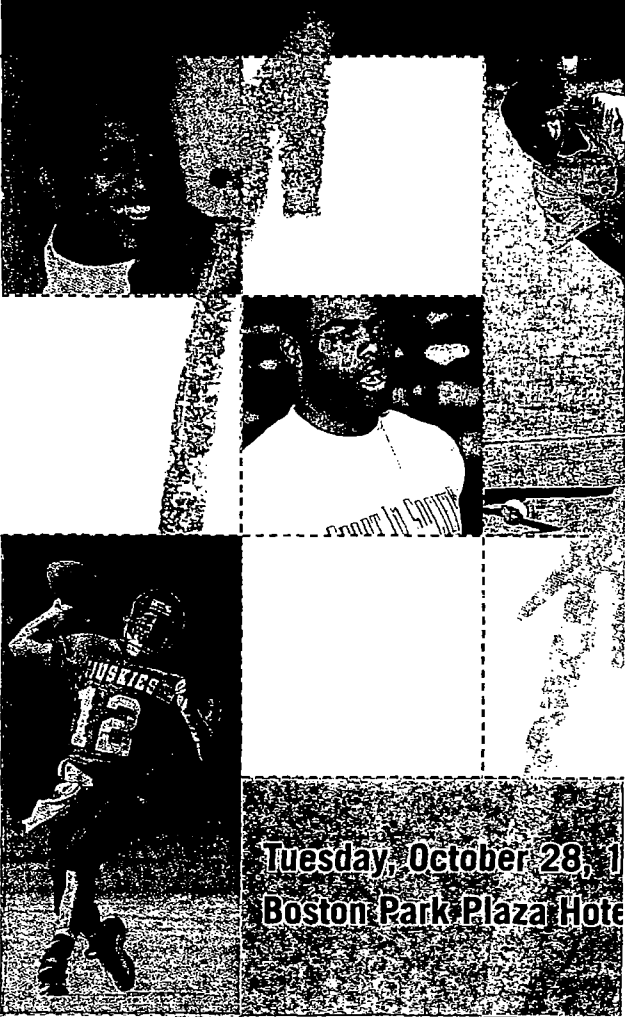
Since Sport in Society's founding in 1984, an important part of
that mission has been to honor and acknowledge those
individuals who, through their involvement with sport, have
helped bring about positive social change.

Programs include:
Athletes in Service to America
Mentors in Violence Prevention (MVP) Program
Project TEAMWORK
JoJo White Growth League
Hoop Dreams & More
TEAMWORK-South Africa
Sports CAP
Urban Youth Sports

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Boston, MA 02115
617.373.4025

Center for the Study
of Sport in Society

1997 Annual Awards Banquet and Hall of Fame Induction Ceremonies



Tuesday, October 28, 1997
Boston Park Plaza Hotel

Coach: Jack Aker

Jack Aker is a Potawatomi Indian who spent thirty years in professional baseball, including eleven years as a pitcher with the A's, Yankees, Cubs, Mets, and Braves. He was also a coach and manager for several teams, prior to officially leaving professional baseball in the late 1980's. Aker has since turned his talents to teaching the skills and disciplines of the sport through a traveling baseball camp for Indian youth, many of whom have never seen a professional baseball game and rarely get the chance to participate in organized sports. Offering an alternative to drugs and alcohol, these baseball clinics promote constructive activities and give the children goals and reasons to stay in school. Aker currently runs the Jack Aker Baseball School in Arizona.

Giant Steps Awards



Courageous Male Student-Athlete: Lawrence Wright

Lawrence Wright was a member of the 1996 national champion University of Florida football team and received the 1996 Thorpe Award as the nation's top defensive back. He was a first-team All-SEC choice in both 1995 and 1996, and a third-team All-America honoree in 1995. Lawrence earned SEC Academic Honor Roll status four times, and was named to the 1996 College Football Association Scholar-Athlete Team. However, there is more to Lawrence Wright than exceptional athletic and academic accomplishments. In 1994, he founded Right Trak, a weekend summer camp for forty underprivileged youth in Miami. Wright teaches these

Excellence in Sports Journalism Awards



ESPN's *Outside the Lines*
"Breaking the Line: Jackie Robinson's Legacy" and
"Town Meeting: Sports in Black & White"
Broadcast Media



ESPN presented the most thought-provoking sports broadcast of the year in *Outside the Lines* "Breaking the Line: Jackie Robinson's Legacy" and "Town Meeting: Sports in Black & White." Fifty years after Robinson's inspirational debut, *Outside the Lines* interviewed baseball players for whom Robinson opened the sport's doors. The investigative piece enlightened us with sobering accounts from opponents of the 1947 Dodgers, revealing truths about the players' conspiracies to strike; the show also highlighted the unveiling of FBI files kept on Robinson. Finally, Reverend Jesse Jackson gave an updated version of the eulogy he delivered at Robinson's 1972 funeral. The second part of the special, "Town Meeting: Sports in Black & White," was a live forum moderated by Ted Koppel and examined the past, present, and future of race relations in



The Sporting News
Print Media

Ever since John Rawlings assumed the position of editor in 1990, *The Sporting News* has reflected the mission statement of Sport in Society by consistently producing powerful stories and enhancing our understanding of sport's impact on society. As our nation's oldest continuously published sports magazine, *The Sporting News* mixes social commentary with high-profile features and expert game analysis, and raises expectations of ourselves and our sports. Recent articles of particular merit include "In Praise of Women Athletes" and "Addiction by Distraction," by Steve Marantz, "Let's Let Kids Be Kids" and "College Football Makes \$\$\$\$ Not Sense" by Dave Kindred. John Rawlings is the Senior Vice President/Editorial Director.

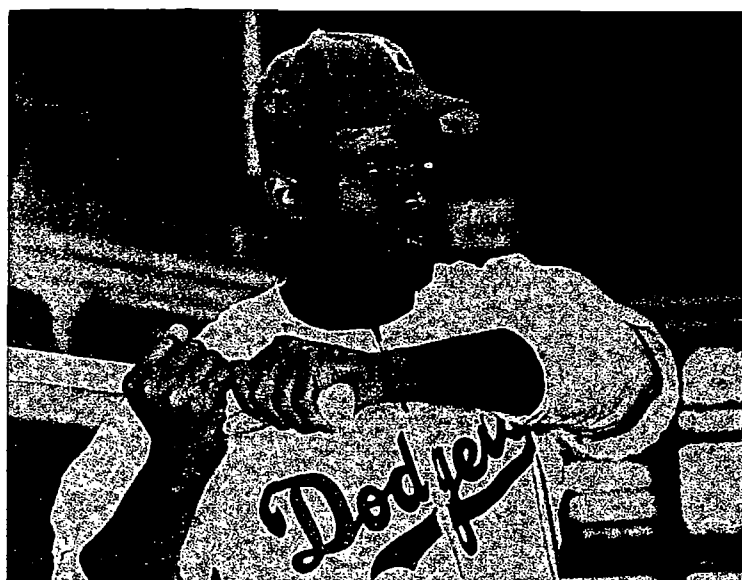


WCVB-TV5's High Five
Broadcast Media



In 1985, WCVB-TV Channel 5, in Boston, initiated *High Five*, a weekly report highlighting the achievements of high school student-athletes in New England. The show is hosted by sports anchor Mike Lynch, voted Massachusetts "Sportscaster of the Year" from 1987 to 1994. Each June, as part of WCVB's continuing campaign in support of education, Lynch announces the Athlete of the Year on a prime time special of *High Five*. That student receives a college scholarship.

High Five is made possible by the work of photographers Richard Dunham and Rodney Grace, reporters Mike Dowling and Ed Harding, producers Paul Lucey and Matt Smith, and Sports Director Mike Fernandez.



**Jackie Robinson
Hall of Fame Inductee**

America changed in the spring of 1947: Jackie Robinson broke baseball's color barrier and altered the face of sports, and our country, forever.

As we celebrate the fiftieth anniversary of his historic debut, Robinson's accomplishments on the field have already been well documented: Rookie of the Year, 1949 MVP and Batting Champion, Stolen Base title in 1947, a World Series ring in 1955, and membership in the prestigious Baseball Hall of Fame. Yet despite his success, and perhaps because of it, the hopes of an entire race were placed on Robinson's shoulders. He was scrutinized from city to city—not only as an athlete, but as a representative of his race. Within the black community, Robinson's contributions to society surpass even his accomplishments in baseball. His achievements in baseball and struggles against racism have ensured his status as hero.

Growing up in the only black family in his neighborhood, he learned to overcome prejudice at an early age. Proud and competitive, Robinson became the first student-athlete to win varsity letters in four sports at UCLA, where he also received All-American football honors in 1941. Later, as racial discrimination threatened his military career, he again refused to consider himself a victim. During his years in baseball, he rejected the deeply rooted customs of segregation in the North and South. He became a successful business executive after his retirement from baseball. Robinson's charisma, zeal, and strong commitment to the cause of civil rights made him as important a leader of people as he was of players.

Few individuals are given such ample opportunity to prove themselves. When faced with such obstacles and adversity, even fewer succeed. No athlete has done more to draw public attention to the issue of race and sports. Just as Robinson's dancing off third base once was a challenge to pitchers, his achievements now serve as a challenge—and an inspiration—to millions. We remember and celebrate his past to help shape our future.

We are proud to induct Jackie Robinson posthumously into the Sport in Society Hall of Fame. Jackie's wife, Rachel Robinson, who has helped continue his dreams through the Jackie Robinson Foundation, will accept the induction.

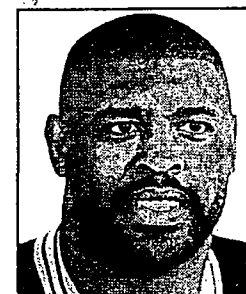
Civic Leader: Reggie White

Reggie White, the defensive end for the Green Bay Packers, is more than just the NFL career sack leader and member of the 1997 Super Bowl team. He has proven himself to be a man of principle and of commitment to his community. While he was with the Philadelphia Eagles, White performed outreach to teenagers on the streets of Philadelphia to convince them to stay in school and away from drugs. He also organized the Community Development Bank in Knoxville, Tennessee, to help those who could not otherwise qualify for bank loans. Most recently, he has become the major thrust behind the effort to raise money to rebuild the black churches burned down throughout the country. This cause holds added significance for White, as he is co-pastor of a church in Knoxville that was burned to the ground in 1996. His fund raising effort, targeting money from NFL players' annual dues, stands to raise as much as \$8 million.

Coach: Jack Aker

Jack Aker is a Potawatomi Indian who played professional baseball, including eleven years with the A's, Yankees, Cubs, Mets, and Braves. He was a coach and manager for several teams, primarily in professional baseball in the late 1980's. Aker used his talents to teaching the skills and discipline through a traveling baseball camp for inner city youth whom he has never seen a professional player. Offering an alternative to drugs and alcohol, Aker's clinics promote constructive activities and set goals and reasons to stay in school. Aker is the founder of Jack Aker Baseball School in Arizona.

Sport in Society's 1997 Giant Steps Award



Courageous Female Student-Athlete: Jodi Norton

Jodi Norton's focus and perseverance have been instrumental to her success. In 1993, Jodi Norton was diagnosed with Lupus Erythematosus, a chronic systemic autoimmune disease. That same year, she transferred from the University of Arizona to Columbia University. She battled bouts of meningitis, pericarditis, and recovered from Lyme's Disease and Raynaud's Disease. Despite such illnesses, Norton remained an active member of Columbia's diving and swimming teams. Her experiences have led her to educate and encourage others; she has spoken extensively to students about Lupus and regularly visits hospitals, through the Child Life Program, to meet with children who have undergone chemotherapy. In addition, Norton has taught diving to young people and has worked with Athletes in Action. In 1996, Norton received the ECAC Award of Valor. Currently, she is completing a degree in



Courageous Male Student-Athlete: Lawrence Wright

Lawrence Wright was a member of the 1996 University of Florida football team and a 1996 Thorpe Award as the nation's top player. He was a first-team All-SEC choice in both 1995 and 1996. A third-team All-America honoree in 1995, Wright earned SEC Academic Honor Roll status four times. In addition to the 1996 College Football Association Team. However, there is more to Lawrence Wright. An exceptional athletic and academic athlete, in 1994, he founded Right Trak, a weekend program for underprivileged youth in Miami. Wright teaches children study skills and advises them to make the right choices. The camp has become a fully funded mentoring program.

**1997 Sport in Society
Annual Awards Banquet and
Hall of Fame Induction Ceremony**

**Tuesday
October 28, 1997**

Boston Park Plaza Hotel

**Reception
5:30 PM**

**Dinner and Awards Program
6:30 PM**

**Honorary Banquet Chairperson
The President of the United States**

**Master of Ceremonies
Dick Schaap
Sports Commentator ABC/ESPN**

Coach: Jack Aker

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High Five is made possible by the work of photographers Richard Dunham and Rodney Grace, reporters Mike Dowling and Ed Harding, producers Paul Lucey and Matt Smith, and Sports Director Mike Fernandez.

THE WHITE HOUSE

WASHINGTON

August 15, 1997

Warm greetings to everyone gathered in Boston for the annual Awards Banquet and Hall of Fame Induction Ceremony, sponsored by Northeastern University's Center for the Study of Sport in Society and the National Consortium for Academics and Sports. As Honorary Banquet Chairperson, I am pleased to join you in paying tribute to this year's Hall of Fame inductees whose contributions to society extend far beyond sports.

The National Consortium for Academics and Sports and Sport in Society's mission to help young people find the balance between academics and athletics is a difficult, yet extremely important task. Your efforts are helping to reduce violence, increase academic achievement, and foster self-confidence and strong values in our nation's youth.

Your inductees have proven by example that balance is required in every successful endeavor. I commend them for their commitment to excellence and selfless service. Each of you are helping to create a brighter future for us all.

Best wishes for a memorable banquet.

Bill Clinton



1997 AWARDS BANQUET FACT SHEET

WHAT: 1997 Center for the Study of Sport in Society
Annual Awards Banquet and Hall of Fame Induction Ceremony

WHEN: Tuesday, October 28, 1997
Reception 5:30 PM
Dinner and Awards Program 6:30 PM

WHO: Honorary Banquet Chairperson
President William Jefferson Clinton

Master of Ceremonies
Dick Schaap
Sports Commentator, ABC/ESPN

Hall of Fame Inductee
Jackie Robinson

1997 Giant Steps Awards
Civic Leader

Reggie White
Coach

Green Bay Packers

Jack Aker

Native American Coach, Former MLB Player/Coach

Courageous Student-Athlete

Lawrence Wright

University of Florida

Courageous Student-Athlete

Jodi Norton

Columbia University

1997 Excellence in Sports Journalism Award, Broadcast Media
ESPN Outside the Lines

Breaking the Line: Jackie Robinson's Legacy,
ESPN Town Meeting: Sports in Black & White

WCVB-TV, Channel 5
High Five

1997 Excellence in Sports Journalism Award, Print Media
The Sporting News John Rawlings, Editor

WHERE: Boston Park Plaza Hotel and Towers Boston, MA

For more information, contact Adam Zand at Northeastern University's
Center for the Study of Sport in Society, (617) 373-3159.

Richard Lapchick, Director
Northeastern University
360 Huntington Avenue, 161 CP
Boston, MA 02115

**NATIONAL CONSORTIUM FOR ACADEMICS AND SPORTS
ANNUAL CONFERENCE
OCTOBER 27-29, 1997
Boston Park Plaza
Tentative Agenda**

MONDAY, OCTOBER 27, 1997

- | | |
|-----------------|--|
| 9:00 - 12:00 PM | NCAS Regional Director and Executive Committee Meeting
Mentors in Violence Prevention (MVP) Training
<i>Georgian Room (Mezzanine Level)</i> |
| 12:00 - 1:30 PM | Lunch (on own) |
| 1:30 - 3:45 PM | NCAS Regional Director and Executive Committee Meeting
TEAMWORK Leadership Institute Training |
| 4:00 - 6:00 PM | NCAS Executive Committee Meeting
<i>Georgian Room (Mezzanine Level)</i> |
| 7:00 - 10:00 PM | Reception
<i>NCAS Hospitality Room (Garden Suite)</i> |

TUESDAY, OCTOBER 28, 1997

- | | |
|-----------------|---|
| 8:15 - 9:00 AM | Registration and coffee
<i>Georgian Room (Mezzanine Level)</i> |
| 9:00 - 9:15 AM | Opening and Introductions
Tom Miller, Chair, NCAS Executive Committee |
| | Welcome
Richard Freeland, President, Northeastern University |
| 9:15 - 9:45 AM | State of the Consortium
Richard Lapchick, Director, NCAS |
| 9:45 - 11:00 AM | The Presidents Speak |

During this panel, we will hear from the perspective of college presidents on all issues related college athletics, including Title IX, race in sport, academic standards, and sportsmanship. There will be four breakout sessions following the panelists, each dealing with one issue. Each group will meet, record the session and report back to the main group.

Panelists

Joseph Crowley, President, University of Nevada
(former NCAA President)
John DiBiaggio, President, Tufts University
Adrian Tinsley, President, Bridgewater State College
Roger Webb, President, Central Oklahoma State University
Richard Freeland, President, Northeastern University (Moderator)

11:00 - 12:00 AM

Breakout Sessions

*Georgian Room - Group 1 Green Sticker
St. James Room (4th Floor) - Group 2 Red Sticker
Beacon Hill Room (4th Floor) - Group 3 Blue Sticker
Charles River (4th Floor) - Group 4 Yellow Sticker*

12:00 - 1:15 PM

Lunch (on own)

1:15 - 1:45 PM

Reporting of Breakout Session
Georgian Room

1:45 - 3:00 PM

Panel Discussion: Partnering with Community Agencies to Develop Outreach and Community Service Programs

This panel will focus on building relationships between athletic departments and community agencies to develop strong ties in the community and strong outreach and community service programs. It will help clarify the needs of those agencies and how to utilize their programs for outreach with student-athletes.

Panelists:

Marilyn Anderson-Chase, Vice President of Community Investment
The United Way
Peter Welsh, Chief of Policy and Planning, Boston Mayor's Office
Edward Hoell, Club Director, Boys & Girls Clubs of South Boston
Doris Bunte, Community Relations Coordinator, Sport in Society (Moderator)

3:00 - 4:15 PM

Mentors in Violence Prevention (MVP) Training:

MVP will present an interactive training session for all conference attendees. This is the actual training session presented to college-student-athletes at colleges and universities across the country. You will have the opportunity to learn first hand about MVP by directly participating in the program.

5:30 PM

Reception

Stanbro Room (Mezzanine)

6:30 PM

Annual Awards and Hall of Fame Banquet
Imperial & Plaza Ballrooms (Mezzanine)

WEDNESDAY, OCTOBER 29, 1996

8:30 - 9:00 AM

Registration and coffee
Georgian Room

9:00 - 10:15 AM

Panel Discussion: Career Transition Education for Student-Athletes

This panel will focus on issues dealing with transition education for college student-athletes and dealing with the social, emotional and psychological ramifications of their career endings due to injury, cut from team, not making the pros or eligibility expiring.

Panelists:

Tom House, Author of The Jock's Itch
Buzz Kurpius, Director of Academic Advising, Indiana University and
Former President, NAAAA
Jodi Norton, Former Student-Athlete, Columbia University
Al Petipas, Professor of Psychology, Springfield College
Diana Kenegg, Director of Academic Support for Student-Athletes,
Pennsylvania State University (Moderator)

10:15 - 10:30

Break

10:30 - 11:45

**Panel Discussion: Title IX: Athletic Opportunity for Women
in American Higher Education**

On this twenty-fifth anniversary of Title IX, we will discuss successes made toward gaining equality in college athletics, current law suits and what still needs to be done for women on our college campuses.

Betsy Alden, Athletic Director, Ithaca College
Donna Lopiano, Executive Director, Women's Sports Foundation
Don Sabo, Professor of Social Sciences, D'Youville College
Sanya Tyler, Head Women's Basketball Coach, Howard University
Holly Metcalf, Olympic Gold Medalist (moderator)

12:00 - 1:45

**Luncheon Panel Discussion: The Student-Athletes Speak
Plaza Ballroom**

During this luncheon, we will hear from the perspective of college student-athletes on all issues related to college athletics including Title IX, race in sport, academic standards, and sportsmanship.

Bridget Niland, Student-Athlete, State University of New York,
Buffalo
Frank Soltesz, Student-Athlete, University of Massachusetts Boston
Vladimir Gomez, Student-Athlete, Northeastern University
Ron Stratten, Group Executive Director for Education Services, NCAA
Bob Costas, Host & Sportscaster, NBC Sports (Moderator)

1:45 - 2:15

**Development Dynamics: Blue Print for Building
High Performance**

Rapid and revolutionary change has become the norm throughout the athletic and scholastic environments of higher education. During this segment, NCAS members will learn of an exciting new developmental education entitled Blueprint for Building High Performance (TM). This presentation will help you understand how this educational experience can help your scholastic and athletic department staff engage these changes as an adventure, helping them define and focus the entire organization on the challenges ahead. You will see the potential this education has to help athletic departments and their athletic teams reach new levels of performance and its efficacy in providing student-athletes with the tools for achieving their full potential scholastically, athletically and in life.

2:15 - 3:15

NCAS Regional Reports:
Keith Lee, NCAS Western Region
Tom Kowalski, NCAS Midwestern Region
Suzi Katz, NCAS Southern Region
Bob Bradley, NCAS South Central Region

3:15 - 3:40

Athletes in Service to America: New Sites in 1997-98
Bob McCabe, Director, Athletes in Service to America

3:40 - 4:00

Boston's Youth Congress Initiative
Art Taylor, Director, Urban Youth Sports, Sport in Society
Kevin Fitzgerald, Community Outreach Coordinator, Sport in Society

Recent studies have revealed that 10% of urban youth participate in organized sports, as compared to 85% of their suburban counterparts. In order to address

this problem, Sport in Society has convened a national conference, established a Youth Sports Congress in Boston, and developed a model for use by other cities with consultation from NCAS members.

4:00

Meeting Adjourned

Northeastern University's Center for the Study of Sport in Society

The mission of the Center for the Study of Sport in Society is to increase awareness of sport and its relation to society and to develop programs which identify problems, offer solutions and promote the benefits of sport.

Athletes in Service to America, funded partially by AmeriCorps, is a community service program that places student-athletes in mentoring roles with young people. The student-athletes -- working throughout the school year at elementary, middle, and high schools -- concentrate on violence prevention, and school success.

Project TEAMWORK sends a multi-racial, mixed gender team of former sports heroes into middle and high schools to help develop a greater awareness for ethnic, racial, and gender sensitivity, issues of human rights, violence prevention, and conflict resolution.

Mentors in Violence Prevention (MVP) Program trains college age male student-athletes to provide leadership to young men on issues that traditionally have been considered "women's issues," such as rape, battering, and sexual harassment. MVP has also developed a women's component that sends current and former female student-athletes into schools to help empower young women to confront all forms of gender violence.

JoJo White Growth League started in January 1997 serves over 200 middle school students from the Boston Public Schools. This program operates in classrooms and on basketball courts every Saturday morning throughout the school year, and develops the values and goals necessary for success in life.

The National Consortium for Academics and Sports unites over 100 institutions of higher education to "Keep the STUDENT in the STUDENT-Athlete." Academics and Sports is committed to assisting former student-athletes in their return to school, tuition-free, in order to complete their degrees. In return, these athletes join in their school's **Outreach and Community Service** programs which teach positive messages about avoiding drug and alcohol use, developing racial sensitivity, staying in school and balancing academics and athletics.

National STUDENT-Athlete Day - April 6 - was established to honor those parents, coaches, teachers, and civic leaders -- as well as the student-athletes themselves -- who are helping to strike a proper balance between academics and athletics while serving their communities.

TEAMWORK-South Africa is an initiative designed to use sports to help improve race relations and promote sports development in post-apartheid South Africa. Collaborating partners include the National Olympic Committee of South Africa, the NBA, and the NBPA.

Sports CAP (Career Awareness and Placement) will provide women and people of color with improved access to sporting industry positions ranging from internships to high-level management, legal and medical position. Sports CAP will disseminate information on the existence of the job bank to national organizations.

Hoop Dreams and More is an outreach program designed to bring young people and their parents together with Center staff and other partners to learn from the acclaimed film *Hoop Dreams*. The training teams use the film as a discussion tool for avoiding substance abuse, balancing academics and athletics, and exploring inter-personal and family responsibilities.

Sport in Society instituted **Research** includes the *Racial Report Card*, a longitudinal study of minority hiring in professional sports, and the Louis Harris Survey regarding high school students attitudes on human rights issues, violence and racism.

The Sport in Society Hall of Fame honors people from the world of sport who make an especially significant contribution to society, one that extends beyond the game itself. **Giant Steps Awards** are given annually to men and women who believe that the sports community can -- and must -- take a leading role in addressing society's problems. **Excellence in Sports Journalism Awards**, presented with the Northeastern's School of Journalism, honor achievements that enhance society's understanding of the impact of sport on our culture.

CLINTON LIBRARY PHOTOCOPY

RATION OF NU SPORTS



Carlos Pena during his season with the Wareham Gatemen.
(News photo courtesy of the Lawrence Eagle-Tribune)

Pena: the brilliant present

By Joshua Trudell
News Staff

Carlos Pena spent his summer vacation probably making himself a million dollars richer.

Pena, Northeastern's starting first baseman during their run to the NCAA tournament last spring, spent

See PENA, page 39

Pena: MVP

•PENA, from page 44

his summer torching the Cape Cod League as the first baseman for the Wareham Gatemen.

"I wasn't surprised as much as I would say I was happy [about the season]," Pena said Tuesday night.

The Cape Cod League is reputedly the toughest amateur league in the nation. Pena made it look like tee-ball, hitting .318 (3rd in league) with eight homers (first) and 33 RBIs (first).

John Wilde, the general manager of the Gatemen, raved about Pena's performance.

"He absolutely tore up the Cape League," Wilde said. "He may well have made himself a million dollars this summer."

His glove was as hot as his bat, as he handled 418 of 419 chances flawlessly, including 416 straight.

After a solid regular season at NU came what Coach Neil McPhee called "the big jump."

Pena was the MVP of the America East tournament, then jumped right into the Cape Cod League, where his eight home runs is the most ever in a league that has seen Jeff Bagwell, Mo. Vaughn and Frank Thomas take their cuts.

However, it hasn't always

been as easy for Pena.

At 14, he moved to America with his family. He didn't know English and had never seen snow. "It was tough, with the language barrier and the culture and the weather," Pena said.

It's hard to believe Pena would have problems making friends; after a 10-minute phone call of an interviewer he never met, he repeatedly wished the person on the other end of the phone well.

Wilde and McPhee both said that the 19-year-old first sacker was one of the most polite and well-liked people they had ever met.

"He's one of the most solid people I've ever coached," McPhee said. "He's got a very mature outlook to life, and that's going to be very, very important in the next year."

The next year will more than likely bring scads of scouts and more than likely an early-round draft pick. Baseball expert Peter Gammons has already predicted Pena as a first- or second-round pick.

Pena's replies to such weighty expectations that he may soon be playing with his idol, Ken Griffey Jr.

"That's up to God," he said, "whatever happens."

PHOTOCOPY
PRESERVATION

NATIONAL HISPANIC HERITAGE MONTH CELEBRATION
OCTOBER 8, 1997

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

Divider Title: 10

Turner - Feb 1 should be in
Lester - Mar 1 - You
might want to write him the same way
MAY 19, 1998

Don
Matt
COB
Buckholt

EE

IN FOCUS: MARK OF DISTINCTION

Holes	1	2	3	4	5	6	7	8	9	Out
Yards	387	548	196	561	368	379	426	450	182	3497
r	4	5	3	5	4	4	4	4	3	36
	2	4	1	5	3	3	4	3	2	27

10	11	12	13	14	15	16	17	18	In	Total
392	164	593	456	408	325	419	229	537	3523	7020
4	3	5	4	4	4	4	3	5	36	72
3	3	5	4	4	3	4	2	4	32	59

Dan Burkhardt
Rm. 94

Notah Begay III
Player's Signature

Notah Begay III
Competitor's Signature

Record mark: Notah Begay III's signature is on the bottom right of the scorecard of his Nike Tour record-breaking 59 that tied the PGA Tour's best mark he shot in the second round of the Nike Dominion Open on Friday. Begay finished tied for sixth Sunday with rounds of 70-59-74-74 at The Dominion Club in Glen Allen, Va.

One for the record books

Nike's Begay ties mark with 59 round

By Harry Blauvelt
USA TODAY

GLEN ALLEN, Va. — Notah Begay III, the man who matched golf's magic number with a record-tying round of 59, brings an imposing presence to the Nike Tour.

He's a full-blooded Native American with an economics degree from Stanford, where he was a teammate of Casey Martin and Tiger Woods.

He admits his temper sometimes is a problem on the course. He wears a thin gold earring on each ear.

"I'll bet (PGA Commissioner) Tim Finchem is rolling over in his sleep thinking about me coming on the PGA Tour with two earrings," says a smiling Begay, 25, who was born and lives in Albuquerque.

Notah Begay (NO-tuh — bith GAY) shot 13-under-par 59 in Friday's second round of the Nike Dominion Open at The Dominion Club, a 7,020-yard layout near Richmond, Va., designed by Curtis Strange.

Begay sank an 8-foot putt for birdie on the final hole, then raised his arms like a victorious boxer and broke into an earring-to-earring grin.

"The only time I was nervous was the last putt," he says. "No one would have remembered if I had shot 60."

He broke the Nike Tour record (60, by three players) and equaled the PGA Tour's best by Al Geiberger (1977, Memphis Classic) and Chip Beck (1991, Las Vegas Invitational).

"I guaranteed myself a small piece of immortality" within this game, Begay says. "It was somewhere in between pitching a no-hitter and a perfect game in the World Series."

Begay, a non-scholarship Nike member, is the only full-blooded Native American on major U.S. pro tours, according to the LPGA and PGA tours.

He'll likely attain celebrity status in Albuquerque, where he was a three-sport star in soccer, basketball and golf at Albuquerque Academy.

Begay still remembers driving to the prestigious school in his father's 1989 Chevrolet to take the entrance exams.

"We pulled up alongside a lot of Mercedes and BMWs," he recalls. "I felt out of place. I didn't come from a very privileged background. My parents worked a lot for me."

Now he hopes to be a role model for Native Americans.



One of a kind: Nike Tour player Notah Begay is the only full-blooded Native American playing on any of the major U.S. pro golf.

"I'm a full-blooded Native American, and I'm proud of it," he says. "I cherish every opportunity to break down stereotypes about Native Americans and enlighten people. Hey, everyone still thinks Columbus discovered America."

Begay says wearing earrings comes from his culture. "It's not uncommon for Native American males to have pierced ears," he explains.

"Wearing earrings is part of ceremonial dances and religious observations."

His father, Notah Begay Jr., is a full-blooded Navajo who lives in Albuquerque, where he works as a project manager for the Indian Health Service.

His mother, Laura Ansera-Roybal, is one-half San Felipe Pueblo and one-half Isleta. She lives in Santa Fe, where she works for the Juvenile Justice Division of the New Mexico Children, Youth and Families Department.

"We separated at a young age, and the boys (also brother Clint) had to overcome that," says Notah's father, an ex-Marine. "They heard a lot of negative things. It's amazing they were successful and didn't get into a lot of trouble."

Clint, two years younger

than Notah, attends the University of Hawaii-Hilo, where he plays varsity golf.

Notah and Clint used to tag along with their dad when he competed in a Thursday Twilight League at Ladera Golf Club in Albuquerque.

"Most of the guys didn't know the rules nor were they any good, including my father," says Begay, laughing. "But that's how it all started."

As a youngster, Begay convinced then-pro Don Zamora to hire him in the summers. Zamora took Begay under his wing. Begay cleaned carts, shagged balls and generally made himself handy. He worked in exchange for hitting balls all day.

"A lot of people can relate to the term gym rat," Begay says. "I was the closest thing you'd find to a golf course rat."

His perseverance paid off. He won 15 major junior and amateur championships.

His spectacular 59 was not the first time he's gone low. He shot the lowest score in NCAA history with a 62 in the second round of the 1994 NCAA tournament won by Stanford in Dallas.

His 64 at the 1992 NCAA championship in Albuquerque

followed by one day a two-stroke penalty he incurred for swearing on the course.

"I play with lots of emotion and heart, and it sometimes gets me in trouble," he says. "I was a hothead in college, but I'm coming around. It's maybe one outburst a week now."

Stanford coach Wally Goodwin is a big Begay booster. "Driving the ball is his worst enemy," Goodwin says. "He's a wonderful iron and wedge player. And he's one of the best putters I've ever seen."

Begay puts right-handed, if the putt breaks right-to-left. He puts left-handed when the ball is going to break left-to-right. He's best from the right side.

Despite his Stanford heroics, he would not have made anyone's short list of likely candidates to fire 59 as a pro.

"I'm still basically looking for my game," says Begay, a three-time Stanford All-American. "It's frustrating after so much success in college."

He earned \$2,400 on the Nike Tour in 1993, the year he turned pro. It was \$370 in 1996 and nothing last year. He also played the Canadian Tour and minitours in '96 and '97.

His total Nike Tour earnings this year were \$831 before the

Old Dominion bonanza. For sixth Sunday with rounds of 70-59-74-74, earning \$8,400.

But money isn't what he remembers. It's that 59. "He began the round No. 10, making the turn under par."

"He played so well it was scary to watch," playing partner Joey Snyder III said. "He played one stretch of holes in 7 under, including hole-in-one. When he reached 11 under with three to go, starting thinking 59."

"Believe it or not, this is an easy golf course," says Johnson, who tied for second.

Whether 59 was an aberration or harbinger of better days, time will tell. But he's right back on track after abandoning a drastic three-year experiment with his swing.

"He's got as much talent as anybody," Casey Martin says. "The 59 could be the key to getting him rolling."

Begay's first name means "almost there" in Navajo. It's a perfect fit after his performance at the Dominion Open. "I needed a good week," Begay says. "That's my highest finish ever, so I'm happy as a clam. I think the 59 will be a steppingstone to better things."

FYI - I would do nice letter to him - you might want to involve him

22 May 98

Nelson, would you please check w/PIK and make

sure we are drafting letter. Perhaps should shift the letter resp to Phil's office your thoughts. Smart

Clinton Presidential Records Digital Records Marker

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Divider Title: 11

CODE OF CONDUCT FOR APPAREL LICENSEES

1. WAGES AND BENEFITS

The University recognizes that fair standards include payment of a living wage that allows workers to meet the basic needs of a typical family, plus provide for some discretionary income.

Licensees must provide wages and benefits which comply with all applicable laws and regulations, and which meet or exceed local prevailing wages and benefits in the relevant industry.

2. UNSAFE WORKING CONDITIONS

Licensees must provide employees with a safe and healthy work environment. If residential facilities are provided to workers, they must also be safe and healthy facilities.

3. PROTECTION OF WORKERS' RIGHTS

Employees shall not be required to work more than the lesser of (a) 48 hours per week and 12 hours of overtime or (b) the limits on regular and overtime hours allowed by the law of the country of manufacture.

In addition to their compensation for regular hours of work, employees must be compensated for overtime hours at a rate that is legally required in that country, but not less than a rate equal to their regular hourly compensation rate.

4. RIGHT TO ORGANIZE

Licensees must recognize and respect the right of employees to freedom of association and collective bargaining.

5. DISCLOSURE OF PLANT SITES

The licensees must provide to the university the names and addresses of contractors and manufacturing plants which are involved in the manufacture of items that bear, or will bear the university name, trademark, or image.

6. INDEPENDENT MONITORING

Universities will work to develop a system of independent monitoring to ensure compliance with the Code of Conduct.

June 8, 1998

President's name
university
address
City, Zip

Dear:

typo →

I'm writing to invite you to a press conference on "Apparel Licensees, Codes of Conduct and Sweat Shops", to be held at Northeastern University on Monday, June 15 at 11:15 am. The press conference is being hosted by Northeastern's Center on Sports in Society, and will be an opportunity for colleges and universities in Massachusetts to express their support for appropriate standards in the manufacturing of apparel that bears their names and symbols.

Sports are an important part of college and university life across the country, and students and alumni alike take pride in wearing the emblems of their teams. Often, however, the apparel is imported for sale in the United States, and is manufactured under harsh and unsafe labor conditions in foreign plants.

In recent weeks, I have been working with the Center for the Study of Sports in Society and the Union of Needle Trades, Industrial, and Textile Employees (UNITE) to develop principles that colleges and universities and other organizations in our state can apply to avoid these abuses in the production of such apparel.

I am enclosing a copy of the suggested principles for your consideration and I hope very much that you will endorse them on June 15. They are based on the codes of conduct adopted by Duke University last March, and recommended in April 1997 by the Apparel Industry Partnership, which consists of major U.S. clothing manufacturers, human rights groups, and labor organizations, working closely with the Clinton Administration.

I look forward to seeing you on June 15 and to working with you to end the current flagrant abuses.

With respect and appreciation,

Sincerely,

Edward M. Kennedy