

Trotter Review

Volume 4
Issue 2 *Trotter Institute Review*

Article 6

6-21-1990

Sports Notes

Wornie L. Reed
University of Massachusetts Boston

Follow this and additional works at: https://scholarworks.umb.edu/trotter_review



Part of the [Entertainment, Arts, and Sports Law Commons](#), [Higher Education Administration Commons](#), and the [Sports Studies Commons](#)

Recommended Citation

Reed, Wornie L. (1990) "Sports Notes," *Trotter Review*: Vol. 4: Iss. 2, Article 6.
Available at: https://scholarworks.umb.edu/trotter_review/vol4/iss2/6

This Article is brought to you for free and open access by the William Monroe Trotter Institute at ScholarWorks at UMass Boston. It has been accepted for inclusion in Trotter Review by an authorized editor of ScholarWorks at UMass Boston. For more information, please contact scholarworks@umb.edu.

¹⁶See Hofstadter, R. (1959). *Social Darwinism in American Thought* (Rev. ed.). New York: G. Braziller; and Schwendinger, H. & Schwendinger, J. (1974). *The Sociologists of the Chair*. New York: Basic Books.

¹⁷Du Bois, W.E.B. (1968). *Dusk of Dawn: An Essay Toward an Autobiography of Race Concept*. New York: Schocker Books. (Originally published 1940).

¹⁸Including the Southern Poverty Law Center, the Center for Democratic Renewal, the Klan Watch Network, the Joint Center for Political Studies, and the Newsletter on Racially Motivated Violence.

¹⁹Wilkerson, I. (1990, May 9). Racial Harassment Altering Blacks' Choices on Campus. *New York Times*, pp. 1, B10.

²⁰Boamah-Wiafe, D. (1990). *The Black Experience in Contemporary America*. Omaha: Wisdom Publications.

²¹Joint Center for Political Studies. (1985). *Black Elected Officials: A National Roster*. Washington, DC: Joint Center for Political Studies.

²²NAACP Legal Defense Fund. (1989). *The Unfinished Agenda on Race in America*. New York: NAACP Legal Defense and Education Fund.

Wornie L. Reed, Ph.D., is director of the William Monroe Trotter Institute and chair of the Black Studies Department at the University of Massachusetts at Boston. E. Yvonne Moss, Ph.D., is a research scientist for the William Monroe Trotter Institute at the University of Massachusetts at Boston. This article is reprinted from *Summary*, Volume 1 of the *Assessment of the Status of African-Americans* series, published in 1990 by the William Monroe Trotter Institute, the University of Massachusetts at Boston, and edited by Wornie L. Reed. Materials included in the article were adapted from papers submitted by members of the Assessment of the Status of African-Americans Study Group on Social and Cultural Change.

Sports Notes

by
Wornie L. Reed

The big-business nature of college sports is becoming increasingly apparent. Each of the four schools with basketball teams in the 1990 "Final Four" received \$1,430,000, while the 64 invited teams were guaranteed at least \$286,000 each. On top of this, the National Collegiate Athletic Association (NCAA) recently signed a \$1 billion basketball deal with CBS television, ensuring that the take for individual schools will be greater in the future.

College athletes are producing this revenue without remuneration other than their scholarships, which pale in comparison to the revenue they generate. The North Carolina State situation is an interesting example. The recently released coach of that school's basketball team is reported to have been receiving around \$200,000 per year to endorse a brand of sneakers that his players wore. Yet when the players, who got none of the endorsement

money, sold sneakers given to them it was considered a serious scandal.

Perhaps what is most tragic is that these players generate the revenue, yet frequently leave school four years later without a degree. North Carolina State University graduates very few of its basketball players—a situation that should get much more publicity as a result of Senator Bill Bradley's bill that would require colleges to publish the graduation rates of their scholarship athletes.

The recent action by the University of Notre Dame is further evidence of the big-business nature of college sports. Notre Dame abandoned the College Football Association's (CFA) television plan and signed its own \$40 million contract with NBC. The CFA is a group of 63 schools, including many of the football powerhouses, that bolted the NCAA's television supervision in the early 1980s so that they could appear on television more often and avoid sharing their television revenue with other NCAA schools. Apparently Notre Dame decided to further maximize its revenue by creating its own deal. Many of Notre Dame's critics in intercollegiate sports argue that this action is bringing serious harm to intercollegiate football. And it is not difficult to see that trends such as these represent further exploitation of athletes, a large proportion of whom are black.