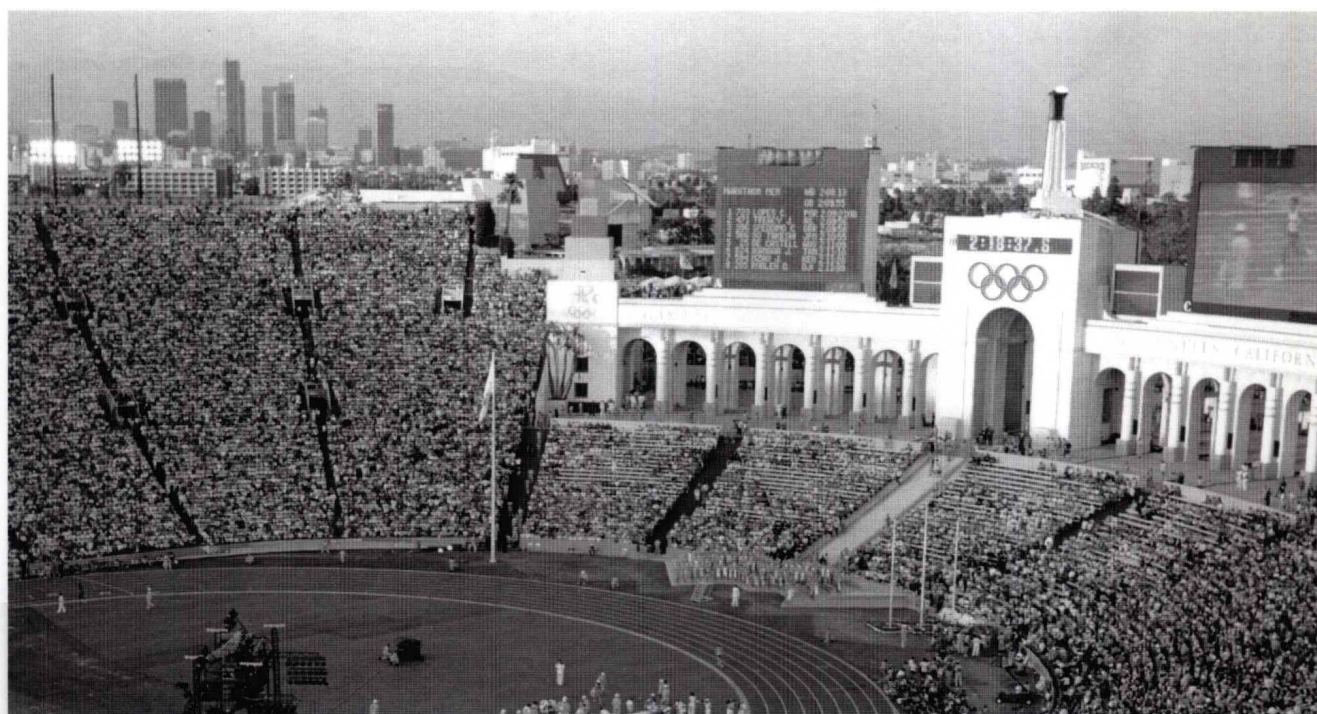


**THE INFORMATION  
SERIES ON  
CURRENT TOPICS****SPORTS IN  
AMERICA****RECREATION, BUSINESS,  
EDUCATION, AND  
CONTROVERSY**

# SPORTS IN AMERICA

## RECREATION, BUSINESS, EDUCATION, AND CONTROVERSY

Robert Jacobson

**INFORMATION PLUS® REFERENCE SERIES**  
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## PREFACE

*Sports in America: Recreation, Business, Education, and Controversy* is part of the *Information Plus Reference Series*. The purpose of each volume of the series is to present the latest facts on a topic of pressing concern in modern American life. These topics include today's most controversial and most studied social issues: abortion, capital punishment, care for the elderly, crime, the environment, health care, immigration, minorities, national security, social welfare, women, youth, and many more. Although written especially for the high school and undergraduate student, this series is an excellent resource for anyone in need of factual information on current affairs.

By presenting the facts, it is Thomson Gale's intention to provide its readers with everything they need to reach an informed opinion on current issues. To that end, there is a particular emphasis in this series on the presentation of scientific studies, surveys, and statistics. These data are generally presented in the form of tables, charts, and other graphics placed within the text of each book. Every graphic is directly referred to and carefully explained in the text. The source of each graphic is presented within the graphic itself. The data used in these graphics are drawn from the most reputable and reliable sources, in particular from the various branches of the U.S. government and from major independent polling organizations. Every effort has been made to secure the most recent information available. The reader should bear in mind that many major studies take years to conduct, and that additional years often pass before the data from these studies are made available to the public. Therefore, in many cases the most recent information available in 2006 dated from 2003 or 2004. Older statistics are sometimes presented as well if they are of particular interest and no more recent information exists.

Although statistics are a major focus of the *Information Plus Reference Series*, they are by no means its

only content. Each book also presents the widely held positions and important ideas that shape how the book's subject is discussed in the United States. These positions are explained in detail and, where possible, in the words of their proponents. Some of the other material to be found in these books includes: historical background; descriptions of major events related to the subject; relevant laws and court cases; and examples of how these issues play out in American life. Some books also feature primary documents or have pro and con debate sections giving the words and opinions of prominent Americans on both sides of a controversial topic. All material is presented in an even-handed and unbiased manner; the reader will never be encouraged to accept one view of an issue over another.

### HOW TO USE THIS BOOK

Sports have an enormous presence in American life. Most Americans engage in sporting activities of one type or another and enjoy watching sports in person or on TV. Americans' passion for sports has made it a major industry worth billions of dollars. It has also brought with it a host of problems. Illegal sports gambling is commonplace. Athletes at all levels have been caught using performance-enhancing drugs. Professional athletes and their teams squabble over their shares of the profits to the dismay of fans. The lure of money has also had a corrupting influence on major college sports and encouraged student athletes to quit school and go pro at an increasingly young age. Meanwhile, less popular sports, including many women's sports, struggle for attention and funds.

*Sports in America: Recreation, Business, Education, and Controversy* consists of ten chapters and three appendices. Each of the chapters examines a particular

aspect of sports and American society. For a summary of the information covered in each chapter, please see the synopses provided in the Table of Contents at the front of the book. Chapters generally begin with an overview of the basic facts and background information on the chapter's topic, then proceed to examine sub-topics of particular interest. For example, Chapter 9, Performance-Enhancing Drugs, begins with a history of the use of drugs to increase strength, stamina, and other athletic traits. Particular attention is paid to recent scandals in American sports. This is followed by a description of the major types of performance-enhancing drugs and their effects. The serious, long-term health consequences of the drugs are also examined. Next, the chapter gives an overview of what is known about drug use within youth, college, and professional sports. The final section of the chapter outlines the efforts undertaken by the U.S. government and the World Anti-Doping Agency to combat performance-enhancing drug use. Readers can find their way through a chapter by looking for the section and subsection headings, which are clearly set off from the text. They can also refer to the book's extensive Index if they already know what they are looking for.

### Statistical Information

The tables and figures featured throughout *Sports in America: Recreation, Business, Education, and Controversy* will be of particular use to the reader in learning about this issue. These tables and figures represent an extensive collection of the most recent and important statistics on sports and their role in American society—for example, graphics in the book cover the earnings of professional sports leagues, the percentage of college students who gamble on sports, the number of Americans who participate in various sports, spending on athletic scholarships by gender, and racial and ethnic differences in TV audiences for sports. Thomson Gale believes that making this information available to the reader is the most important way in which we fulfill the goal of this book: to help readers understand the issues and controversies surrounding sports in the United States and to reach their own conclusions.

Each table or figure has a unique identifier appearing above it for ease of identification and reference. Titles for the tables and figures explain their purpose. At the end of each table or figure, the original source of the data is provided.

In order to help readers understand these often complicated statistics, all tables and figures are explained in the text. References in the text direct the reader to the relevant statistics. Furthermore, the contents of all tables and figures are fully indexed. Please see the opening section of the index at the back of this volume for a description of how to find tables and figures within it.

### Appendices

In addition to the main body text and images, *Sports in America: Recreation, Business, Education, and Controversy* has three appendices. The first is the Important Names and Addresses directory. Here the reader will find contact information for a number of government and private organizations that can provide further information on sports and related issues. The second appendix is the Resources section, which can also assist the reader in conducting his or her own research. In this section, the author and editors of *Sports in America: Recreation, Business, Education, and Controversy* describe some of the sources that were most useful during the compilation of this book. The final appendix is the detailed Index, which facilitates reader access to specific topics in this book.

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The staff of Information Plus would like to extend its heartfelt appreciation to the Information Plus Advisory Board. This dedicated group of media professionals provides feedback on the series on an ongoing basis. Their comments allow the editorial staff who work on the project to make the series better and more user-friendly. Our top priority is to produce the highest-quality and most useful books possible, and the Advisory Board's contributions to this process are invaluable.

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### COMMENTS AND SUGGESTIONS

The editors of the *Information Plus Reference Series* welcome your feedback on *Sports in America: Recreation, Business, Education, and Controversy*. Please direct all correspondence to:

Editors

*Information Plus Reference Series*

27500 Drake Rd.

Farmington Hills, MI 48331-3535



## **Sports in America: Recreation, Business, Education, and Controversy**

Robert Jacobson  
Paula Kepos, Series Editor

### **Project Editor**

John McCoy

### **Composition and Electronic Prepress**

Evi Seoud

### **Manufacturing**

Drew Kalasky

### **Permissions**

Margaret Abendroth, Edna Hedblad,  
Emma Hull

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## CHAPTER 1

# AMERICA'S SPORTS OBSESSION

### WHAT ARE SPORTS?

A sport is a physical activity that people engage in for recreation, usually according to a set of rules, and often in competition with each other. However, such a simple definition does not capture the passion many Americans feel for their favorite sports. Sports are the recreational activity of choice for a huge portion of the American population, both as spectators and as participants in sporting competitions. When enthusiasts are not participating in sports, they are flocking to the nation's arenas and stadiums to watch their favorite athletes play or tuning in to see games and matches broadcast on television. Table 1.1 gives a sport-by-sport view of spectator interest in the United States, based on polling data from the Gallup Organization.

There are two broad categories of sports: professional and amateur. A professional athlete is paid to participate; an amateur athlete is one who participates merely as a pastime, not for pay. The word "amateur" comes from the Latin word for "love," suggesting that an amateur athlete plays simply because he or she loves the game.

### SPORTS PARTICIPATION

Sports participation is difficult to measure because there are many different levels of participation, from backyard games to organized leagues, but analysts continue to refine research methods. The most direct approach is through surveys. One of the most extensive regular surveys is the *Superstudy of Sports Participation* conducted annually by a company called American Sports Data, Inc. (ASD) ([http://www.americansportsdata.com/ss\\_participation2.asp](http://www.americansportsdata.com/ss_participation2.asp)). The information collected by ASD is analyzed by such organizations as SGMA International, the trade association for sporting goods manufacturers. Chapter 2 contains detailed information from the *Superstudy* as well as other surveys of sports participation.

Table 1.2 ranks sports by total participation. According to the National Sporting Goods Association (NSGA), the trade association for sporting goods retailers, more Americans play basketball than play any other team sport (<http://www.nsga.org/public/pages/index.cfm?pageid=1>). The NSGA estimated that about 27.8 million people age seven and over played basketball in 2004. Another organization, the SGMA, estimated the number of basketball players even higher that year, at about 34.2 million people age six and over (<http://www.sgma.com/>). The NSGA reported that other popular team sports include softball (12.5 million participants), volleyball (10.8 million), and touch football (9.6 million). Participation in some team sports, including tackle football, softball, and basketball, showed a decline from 2003 to 2004, but other team sports gained participants. Baseball, soccer, and volleyball all experienced modest increases in participation, and ice hockey experienced a dramatic 24.9% expansion in participation from 2003 to 2004. (See Table 1.2.)

Americans love to participate in individual sports as well. The NSGA estimated that about 43.8 million Americans went bowling in 2004, making it the most popular of all competitive sports nationally. (See Table 1.2.) The SGMA also identified bowling as the most popular competitive sport, and estimated the number of participants even higher, at about 53.6 million Americans in 2004. Billiards is also exceedingly popular as a recreational sport. About 34.2 million people shot pool in the United States in 2004, according to the NSGA, which was a 3.7% increase over 2003. Proprietors of bowling and billiards facilities are attempting to overcome a seedy reputation in order to draw in a new generation of enthusiasts.

About 25.7 million Americans went golfing in 2004, according to the SGMA (<http://www.sgma.com/>). This was significantly fewer than the 30.4 million people who participated at golf's peak in 2000. The vast majority of golf rounds (91%) were played by a core of about 12.8



TABLE 1.1

## Fans by sport, 2004

Sport	Percentage of Americans who are fans
Professional football	64
College football	54
Professional baseball	52
Figure skating	41
College basketball	41
Professional basketball	38
Auto racing	30
Professional golf	30
Professional tennis	24
Professional ice hockey	23
Professional wrestling	10

SOURCE: Jeffrey M. Jones, "Fans of Major Sports, All Americans," in *Six in 10 Americans Are Pro Football Fans*, The Gallup Organization, February 4, 2005, <http://www.gallup.com/poll/content/?ci=14812&pg=1> (accessed September 22, 2005). Copyright © 2005 by The Gallup Organization. Reproduced by permission of The Gallup Organization.

million adults who golfed at least eight times a year. Tennis, while less popular now than at its peak in the late 1980s, has been enjoying a comeback in the 2000s. In 2004 about 18.3 million people hit U.S. tennis courts, according to the SGMA's analysis of *Superstudy* data.

An interesting transition is taking place in youth sports participation. Generally, participation among youth in traditional team sports has been declining for several years. One exception is soccer, which is becoming a major sport in the United States. Instead of tossing a football, an increasing number of young Americans are also opting for "extreme" sports like snowboarding. Golf has also enjoyed an increase in participation among youth since the mid-1990s, as has lacrosse, a modern game derived from a Native American competition that became popular among French pioneers in Canada. U.S. Lacrosse reported in its *Participation Survey: A Review of National Lacrosse Participation in 2004* that 351,852 people played lacrosse in 2004, compared with 253,931 in 2001, and that over the previous decade the number of people playing lacrosse nationally had increased more than 10% per year ([http://www.uslacrosse.org/pdf/usl\\_participationsurvey04.pdf](http://www.uslacrosse.org/pdf/usl_participationsurvey04.pdf)).

Another way to gauge interest in sports is by examining how much money people spend on equipment. According to the NSGA, American consumers spent nearly \$23 billion on sporting goods in 2004. Table 1.3 shows consumer purchases of sporting goods broken down by sport.

## SPORTS ATTENDANCE

In addition to participation, another measure of interest in sports is the number of people who attend games in person. Sports attendance in the United States is dominated by the four major team sports: baseball, football,

TABLE 1.2

## Sports participation, by total participation, 2004

[Participated more than once (in millions). Seven (7) years of age and older.]

Sport	Total	Percent change*
Exercise walking	84.7	3.8%
Camping (vacation/overnight)	55.3	3.5%
Swimming	53.4	2.2%
Exercising with equipment	52.2	3.9%
Bowling	43.8	4.6%
Fishing	41.2	-3.6%
Bicycle riding	40.3	5.3%
Billiards/pool	34.2	3.7%
Workout at club	31.8	8.0%
Aerobic exercising	29.5	5.1%
Hiking	28.3	6.1%
Basketball	27.8	-0.1%
Weight lifting	26.2	1.4%
Running/jogging	24.7	3.2%
Golf	24.5	-4.6%
Boating, motor/power	22.8	-5.9%
Target shooting	19.2	7.0%
Hunting with firearms	17.7	-1.1%
Backpack/wilderness camp	17.3	14.4%
Baseball	15.9	2.9%
Soccer	13.3	2.2%
Scooter riding	12.9	8.5%
Softball	12.5	-0.8%
In-line roller skating	11.7	-26.9%
Volleyball	10.8	3.3%
Skateboarding	10.3	15.1%
Tennis	9.6	0.5%
Football (touch)	9.6	2.6%
Paintball games	9.4	28.0%
Football (tackle)	8.2	-5.3%
Mountain biking (off road)	8.0	-2.3%
Canoeing	7.5	na
T'ai Chi/yoga	6.7	2.5%
Snowboarding	6.6	4.2%
Skiing (alpine)	5.9	-12.8%
Hunting with bow & arrow	5.8	17.5%
Archery (target)	5.3	36.6%
Water skiing	4.7	-13.2%
Martial arts	4.7	-3.4%
Cheerleading	4.1	na
Muzzleloading	3.8	12.1%
Kick Boxing	2.8	-8.1%
Sailing	2.6	na
Hockey (ice)	2.4	24.9%
Skiing (cross country)	2.4	21.6%

Note: 31.8 million people indicated they 'worked out at club' in 2004, an 8.0% increase over 2003. na = not available

\*Percent change is from 2003

SOURCE: "2004 Participation—Ranked by Total Participation." National Sporting Goods Association, 2005, <http://www.nsga.org/public/pages/index.cfm?pageid=150> (accessed September 22, 2005)

baseball, and hockey. In professional team sports, attendance is affected by two main factors: the size of the market in which the team plays and the team's current success. Big-city teams and winning teams typically draw bigger crowds than small-town teams and losing teams.

Major League Baseball (MLB) reported in a press release (October 3, 2005) that close to seventy-five million people attended MLB games during the 2005 regular season, an all-time high and a 2.6% increase over 2004. Average attendance at an MLB game was nearly 31,000. The National Basketball Association (NBA) also set a

**TABLE 1.3****Consumer sports equipment purchases, by sport, 2004**

[In millions]

	2004	2003
Archery	\$331.6	\$320.3
Baseball & softball	\$346.0	\$340.4
Basketball	\$310.7	\$306.3
Billiards & indoor games	\$627.2	\$624.8
Bowling	\$181.7	\$176.9
Camping	\$1,531.4	\$1,486.7
Exercise	\$5,011.8	\$4,957.2
Fishing tackle	\$2,014.8	\$1,981.4
Football	\$83.4	\$83.2
Golf	\$3,148.1	\$3,046.0
Hockey & ice skates	\$142.0	\$147.6
Hunting & firearms	\$2,870.2	\$2,653.7
Optics	\$858.8	\$846.6
Racquetball	\$29.6	\$29.4
Skin diving & scuba gear	\$351.3	\$337.8
Skiing, downhill	\$457.5	\$462.1
Skiing, cross-country	\$40.7	\$43.8
Skiing, snowboards	\$269.9	\$272.6
Soccer balls	\$63.5	\$62.4
Tennis	\$361.7	\$343.1
Volleyball & badminton sets	\$33.7	\$32.9
Water skis	\$48.9	\$51.0
Wheel sports & pogo sticks	\$580.1	\$603.8
Team goods sales	\$2,517.2	\$2,467.8
<b>Total equipment</b>	<b>\$22,934.3</b>	<b>\$22,393.8</b>

SOURCE: "2004 Consumer Equipment Purchases by Sport (in millions)," National Sporting Goods Association, 2005, <http://www.nsga.org/public/pages/index.cfm?pageid=162> (accessed September 22, 2005)

new season attendance record during the 2004–05 regular season, according to a press release dated April 21, 2005, drawing over twenty-one million spectators to its arenas ([http://www.nba.com/hawks/news/200405\\_NBA\\_Attendance.html](http://www.nba.com/hawks/news/200405_NBA_Attendance.html)). Football set a new record for the 2004 regular season as well. Total paid attendance across the National Football League (NFL) was about seventeen million, according to the NFL Web site (<http://www.nfl.com/history/chronology/2001-#2004>). The 2004–05 National Hockey League season was cancelled due to a labor dispute. The previous year, NHL attendance was a little over twenty million according to data available on ESPN.com. In contrast to the other major team sports, which have set attendance records in the last couple of years, NHL attendance has been shrinking steadily for the last several years.

The other big sports draw in the United States is auto racing. NASCAR, the nation's major stock car racing circuit, attracted about 4.4 million spectators in 2004 according to ESPN.com. Chapter 2 presents more detailed discussion of major sports attendance in the United States.

## PROFESSIONAL SPORTS

### Team Sports

Throughout most of the twentieth century, professional team sports in the United States meant baseball, football, basketball, and hockey. However, since the

1990s soccer has been gaining popularity and is often included in discussions of professional sports in America. Detailed information on professional team sports is provided in Chapter 4.

Major League Baseball has long been considered America's "national pastime." MLB currently consists of thirty teams, divided into the sixteen-team National League and the fourteen-team American League. Each league is in turn divided into three divisions. The MLB season consists of 162 games, running from early April through late September, followed by playoffs and finally the championship series known as the World Series. MLB was a \$4.1 billion industry in 2005, according to data published online by Plunkett Research, Ltd. ([http://www.plunkettresearch.com/sports/sports\\_statistics\\_1.htm](http://www.plunkettresearch.com/sports/sports_statistics_1.htm)).

The premier professional football league in the United States is the National Football League. The NFL generated league-wide revenue of \$4.8 billion in 2004–05 according to Plunkett Research, making it the richest of the major sports. There are thirty-two teams in the NFL, divided into two conferences, the National Football Conference (NFC) and the American Football Conference (AFC). The NFC and AFC are each divided into four divisions. NFL teams play a sixteen-game season, which begins around Labor Day. It ends with a single-elimination playoff series, culminating in the Super Bowl in early February. The Super Bowl is the biggest sporting event in the country in terms of viewing audience. About 133.7 million viewers tuned in to the 2005 Super Bowl according to NFL.com, making it the fifth most watched television show of all time.

The National Basketball Association (NBA), the top professional basketball league in the country, consists of thirty teams split into the Eastern and Western Conferences. Each conference has three divisions within it. The NBA season, which lasts for eighty-two regular season games, begins in early November. The regular season is followed by the NBA playoffs, which begin in April. According to data from Plunkett Research ([http://www.plunkettresearch.com/sports/sports\\_statistics\\_1.htm](http://www.plunkettresearch.com/sports/sports_statistics_1.htm)), the NBA generates \$3.1 billion in revenue, placing it behind both football and baseball. Unlike football and baseball, basketball has a women's professional league, the Women's National Basketball Association (WNBA). There are fourteen teams in the WNBA. They play a thirty-four-game regular season, after which the top four teams compete for the championship. Unlike any of the major men's professional sports, the WNBA loses money.

The top professional hockey league in North America is the National Hockey League (NHL), which actually encompasses two countries, the United States and Canada, and is arguably more popular in the latter. The NHL consists of thirty teams, divided into Eastern and

Western Conferences. These conferences are in turn broken into three divisions each. The NHL season, like that of the NBA, is eighty-two games long. It is followed by the Stanley Cup playoffs, which ultimately determine the NHL champion. The NHL has struggled for more than a decade. Even before the entire 2004–05 season was cancelled due to labor strife, the league's popularity was in decline. League-wide revenue, according to Plunkett Research, is about \$2 billion, considerably less than any of the other major team sports.

While only hockey has experienced a labor dispute that resulted in cancellation of an entire season, each of these sports is occasionally subject to disputes that threaten their continuity, and sometimes result in cancellation of part of a season. Labor disagreements in professional sports often pit the league, which represents the interests of the team owners, against the players, who are represented by a labor union.

### Individual Sports

Team sports get most of the media attention in the United States, but professional sports that feature individual competitors are also of considerable interest.

The premier golf tour in the United States and in the world is the PGA Tour, which in 2005 consisted of forty-eight official events offering over \$250 million in total prize money ([http://www.pgatour.com/info/company/about\\_us](http://www.pgatour.com/info/company/about_us)). The PGA Tour organization also runs a developmental tour called the Nationwide Tour and a tour for senior players called the Champions Tour. There are several other prominent regional professional golf tours based in other countries. Women's professional golf has a similar structure. The most prominent women's tour is the LPGA Tour, which is operated by the Ladies Professional Golf Association, and there are several other regional women's tours around the world.

Men's professional tennis is coordinated primarily by two organizations: the Association of Tennis Professionals, which operates the worldwide ATP Tour; and the International Tennis Federation, which coordinates the four international events that make up the Grand Slam of tennis. The 2005 ATP Tour included sixty-four tournaments in thirty-one countries (<http://www.atptennis.com/en/>). Women's professional tennis is organized by the Women's Tennis Association (WTA), which runs the premier women's tour, currently sponsored by Sony Ericsson. According to the tour's official Web site (<http://www.wtatour.com/thewtatour/>), the 2005 Sony Ericsson Tour included sixty-three events in thirty-three countries, in which one thousand players representing seventy-one nations competed for \$57.8 million in total prize money.

Auto racing has enjoyed a huge surge in popularity in the United States since the mid-1990s. The most impor-

tant racing circuit for stock cars—which resemble ordinary cars externally—is the National Association for Stock Car Auto Racing, or NASCAR. NASCAR sanctions over 1,500 races a year at over one hundred tracks in thirty-eight states, plus Canada and Mexico.

The other major type of racecar is the open-wheeled racer. There are two main open-wheeled racing circuits in the United States: the Indy Racing League (IRL, or IndyCar) and the Champ Car Series. The 2006 Champ Car Series includes fifteen races in the United States, Australia, Canada, Mexico, and South Korea between April and November; the 2006 IndyCar Series features fourteen races between March and September, most in the United States with one in Japan.

Boxing is unique among professional sports in that it has no single commission that regulates or monitors it nationwide. A number of organizations sanction professional boxing matches, including the World Boxing Association (WBA), the World Boxing Council (WBC), the World Boxing Organization (WBO), and the International Boxing Federation (IBF). Each follows its own set of regulations, employs its own officials, and acknowledges its own champions. A fighter can be recognized as champion by more than one organization simultaneously. Professional boxing in the United States has been plagued by corruption over the years, including tainted judging and fixed fights. Nevertheless, devoted fans tune in regularly to watch boxing on pay cable networks, and gamblers wager millions on the outcomes of boxing contests, injecting huge sums of money into the industry.

## SPORTS AND THE MEDIA

For American sports enthusiasts, it is hard to separate the sports from the media industry that surrounds all aspects of professional and elite amateur sports. Leagues, teams, promoters, organizations, and schools make money through lucrative media contracts that give television networks the rights to broadcast sporting events over the public airwaves. For a full discussion of the intersection of sports and media, see Chapter 3.

### History of Sports on TV

The history of sports on television began with the 1939 broadcast of a college baseball game between Columbia and Princeton universities. Five years later, NBC's *Gillette Cavalcade of Sports* became the first network-wide television sports show. When single-company sponsorship became too expensive during the mid-1960s, sports programming developed a new model in which different companies bought advertising spots throughout the program.

The amount of sports programming and the amount of money in televised sports has continued to grow

quickly since then. According to the Museum of Broadcast Communications publication *Sports and Television*, in 1970 the networks paid \$50 million for the rights to broadcast NFL games, \$2 million for NBA broadcast rights, and \$18 million for MLB. By 1985 those totals had grown to \$450 million, \$45 million, and \$160 million respectively (<http://www.museum.tv/archives/etv/S/htmlS/sportsandte/sportsandte.htm>). In the 1980s the addition of cable television outlets extended the reach of televised sports even further. However, TV ratings for the four major team sports generally declined during the 1990s as competition for the same audience arose from other viewing options.

## Major Sports on TV

In the 1950s baseball was the most popular televised sport. Since then, however, it has lost a large share of its audience to other sports, particularly football. While television ratings for World Series broadcasts declined for several years, they rebounded after 2002. According to data from Nielsen Media Research, 15.8% of American households tuned in to the 2004 World Series, and 25% of households that were using their televisions had them tuned in to the World Series. MLB has a \$2.5 billion broadcast contract with Fox that runs through the 2006 season, and in September 2005 signed an eight-year, \$2.37 billion deal with ESPN to air a series of Monday night games (<http://www.mlb4u.com/leagueinfo.html>).

Football has supplanted baseball as the reigning king of televised sports. Five of the ten top-rated television shows of all time have been sports programs, and four of those were Super Bowls. Super Bowl XXXIX in February of 2005 drew a Nielsen rating (percentage of households tuned in) of 43.4. The NFL signed a new round of television deals in April 2005, the most lucrative being the \$1.1 billion contract resulting in the move of *Monday Night Football* from ABC to ESPN beginning in 2006. The NFL gets hundreds of millions of additional dollars from Fox, CBS, and NBC for various subsets of the NFL schedule. Table 1.4 shows the latest round of NFL television agreements.

Regular season NBA basketball has never drawn as big a viewing audience as the NFL has—probably because there are so many more games—but viewership expands significantly during the playoffs. Of the major sports, the NHL is struggling the most to maintain its television audience. Even at its peak, hockey drew far fewer viewers than the other major sports, and the cancellation of the 2004–05 season hurt the NHL further. At the other extreme, NASCAR has enjoyed a surge in its television audience in the 2000s, including an increased female audience and broader viewership in the Pacific Northwest and other regions of the country that have not traditionally favored auto racing.

**TABLE 1.4**

### Latest NFL TV contracts, by network or satellite provider, April 2005

#### ESPN

- Monday night
- 8 years, 2006–13
- \$1.1 billion per year
- No Super Bowls

#### NBC

- Sunday night
- 6 years, 2006–11
- \$600 million per year
- Super Bowls in 2009 and 2012

#### Fox

- Sunday afternoon NFC (National Football Conference)
- 6 years, 2006–11
- \$712.5 million per year
- Super Bowls in 2008 and one other year during deal

#### CBS

- Sunday afternoon AFC (American Football Conference)
- 6 years, 2006–11
- \$622.5 million per year
- Super Bowls in 2007 and one other year during deal

#### DirecTV

- Sunday Ticket satellite
- 5 years, 2006–10
- \$700 million per year
- No Super Bowls

SOURCE: Created by Information Plus using information from various sources

## AMATEUR SPORTS

### College Sports

Most college sports take place under the auspices of the National Collegiate Athletic Association (NCAA). The NCAA is a voluntary association with a membership of about 1,250 colleges, college athletic conferences, and other organizations and individuals ([http://www2.ncaa.org/about\\_ncaa/](http://www2.ncaa.org/about_ncaa/)). The NCAA is divided into Divisions I, II, and III based on size, athletic budget, and related variables. Division I is further divided into three subdivisions, I-A, I-AA, and I-AAA. I-AAA includes schools that have substantial sports programs but do not field a football team. Within the NCAA, many major sports colleges are grouped into conferences, which function like divisions and leagues do in professional sports.

According to the NCAA's annual *Sports Sponsorship and Participation Report* (November 2004, [http://www.ncaa.org/library/research/participation\\_rates/1982-2003/olympic\\_sports\\_supplement.pdf](http://www.ncaa.org/library/research/participation_rates/1982-2003/olympic_sports_supplement.pdf)), over 375,000 student-athletes participated in championship sports at NCAA member schools in 2003–04. The average NCAA institution had about 366 athletes—209 men and 157 women. However, women's teams actually outnumber men's teams. Among men, the sport with the greatest number of Division I teams in 2003–04 was basketball, with 327. However, in terms of number of players, football was the

leader, with over 25,000 participants. Among women, outdoor track and field had the most participants in 2003–04, with over 10,000 on the NCAA's 294 Division I teams. However, more colleges have women's basketball teams than have women's track and field teams.

For most of the twentieth century, men's college teams and athletes far outnumbered women's teams and athletes, and far more money went into men's sports. However, the gap has been closing, largely because of the passage in 1972 of Title IX, a law mandating gender equity in federally funded education programs. Under Title IX girls' sports were to be funded at the same rate as sports programs for boys. Since Title IX's mandatory compliance date of 1978, women's collegiate sports have experienced explosive growth.

Much to the discomfort of some in the academic world, college sports have become big business in the United States. Spending on sports programs has been rising at a faster rate than overall institutional spending across the NCAA. While college sports generate substantial revenue, that revenue does not cover the cost of running the entire athletic program at the vast majority of schools, largely because only a few sports—often only football and men's basketball programs—are actually profitable. According to the NCAA's annual *Revenues and Expenses of Divisions I and II Intercollegiate Athletics Programs Report* (February 2005, <http://www.ncaa.org/>), on revenues and expenses of college programs, the average Division I-A athletic program had total revenues of \$29.4 million and expenses of \$27.2 million in 2003. Football and basketball accounted for a huge share of both revenues and expenses.

### High School Sports

The National Federation of State High School Associations (NFHS) conducts a detailed survey of high school sports participation each year. NFHS data show that over seven million students participated in high school sports in 2004–05 ([http://www.nfhs.org/scriptcontent/VA\\_Custom/SurveyResources/2004-05\\_Participation\\_Survey.pdf](http://www.nfhs.org/scriptcontent/VA_Custom/SurveyResources/2004-05_Participation_Survey.pdf)). This total, a record high, represented nearly 53% of the national high school student body. Participation among boys was 4.1 million, while 2.9 million girls participated.

For years, football has been the most popular boys' high school sport. According to the *2004–05 NFHS High School Athletics Participation Survey*, a little over one million boys played high school football in 2004–05. Basketball was second, with about half as many participants. Among girls, basketball was the most popular high school sport, with 456,543 participants, followed by outdoor track and field with 428,198.

Analysis by the research group Child Trends of data from the *Monitoring the Future* study (National Institute on Drug Abuse) indicated that kids who participated in

high school sports between 1991 and 2003 were less likely to engage in risky behavior, and more likely to do well in school. On the other hand, there is also evidence that the corrupting influence of money in big-time sports is beginning to trickle down to the high school level, including a series of reports in the *New York Times* in late 2005 of athletes buying diplomas and passing grades from bogus correspondence schools.

### The Olympics

The idea behind the Olympic Movement is to bring the world together through sports, in the spirit of common understanding and noble competition. The Olympic Games are based on an athletic festival that took place in ancient Greece from about 776 BC until 393 AD. The Olympics were revived in their modern form in 1896. The Summer Olympics take place every four years, the same years in which February has twenty-nine days. The most recent Summer Olympics were held in Athens in August 2004. According to the Olympic Movement Web site, about 11,000 athletes from 202 countries competed in those games, and medals were awarded in 301 events covering twenty-eight sports (<http://www.olympic.org/>).

The Winter Olympics also take place every four years, halfway between the summer games. The Winter Olympics are much smaller than the Summer Olympics. According to the Web site of the Olympic Movement, the 2002 Winter Olympics in Salt Lake City, Utah, featured about 2,400 athletes from seventy-seven countries, competing in seventy-eight medal events in seven sports. Table 1.5 lists the sports that currently make up the Summer and Winter Olympic Games.

The founder of the modern Olympics was the French historian and educator Pierre de Coubertin. Coubertin believed that war could be averted if nations participated together in friendly athletic competition. His ideas have not proved true, but the Olympic Movement has thrived anyway. The inaugural Olympic Games took place in 1896 in Athens, Greece, where 245 athletes from fifteen countries competed in what was the largest international sporting event in history at the time.

The Winter Olympics arose initially as an outgrowth of the summer games. A handful of winter sports were included in early versions of the Olympics. The Winter Olympics finally became their own event in 1924. Until 1992, the Winter Olympics took place the same year as the summer games. Since 1994 they have been held between Summer Olympics.

Politics have frequently disrupted, or even cancelled, the Olympics. The 1916 Games were cancelled because of World War I, and World War II caused the cancellation of the 1940 and 1944 Olympics. Boycotts have also diminished the scope of the Olympic Games. The U.S. team, along with sixty-four other Western nations,

**TABLE 1.5****Olympic sports**

Summer games		Winter games
Aquatics	Hockey	Biathlon
Archery	Judo	Bobsleigh
Athletics	Modern pentathlon	Curling
Badminton	Rowing	Ice hockey
Baseball	Sailing	Luge
Basketball	Shooting	Skating
Boxing	Softball	Skiing
Canoe/kayak	Table tennis	
Cycling	Taekwondo	
Equestrian	Tennis	
Fencing	Triathlon	
Soccer	Volleyball	
Gymnastics	Weightlifting	
Handball	Wrestling	

SOURCE: Created by Information Plus using data from the International Olympic Committee, [http://www.olympic.org/uk/sports/index\\_uk.asp](http://www.olympic.org/uk/sports/index_uk.asp)

boycotted the 1980 Moscow Olympics in protest of the Soviet invasion of Afghanistan. In 1984 the Soviet Union and fourteen of its allies boycotted the Los Angeles Olympics, ostensibly because of security concerns, but more realistically as a response to the Moscow boycott. Scandals related to doping—such as the BALCO affair described in detail in Chapter 9—and bribery—including the implication of the organizing committee for the 2002 Salt Lake City Winter Games—have also marred the idealistic image of international cooperation and amateur athleticism upon which the Olympics were founded.

The International Olympic Committee (IOC) is the worldwide governing body for the Olympics. Each participating country has its own National Olympic Committee (NOC), whose role is to support that nation's Olympic team and to coordinate bids by cities within their country to host the Olympics. The United States Olympic Committee (USOC), headquartered in Colorado Springs, Colorado, is the NOC in the United States.

Individual sports are governed worldwide by International Federations (IFs), which make the rules for the events within their portfolio. On the national level, there are corresponding organizations called national governing bodies (NGBs). Some of the NGBs in the United States include USA Gymnastics, USA Swimming, and USA Track and Field. These organizations are in charge of choosing which athletes will represent the United States in that sport. In the host country the Olympic Games are planned by an Organizing Committee for the Olympic Games (OCOG), which takes care of the logistical preparations for the Olympics.

The Olympics generates billions of dollars through a handful of marketing programs. The biggest source of money is television broadcast revenue. Other sources include corporate sponsorships, ticket sales, and sales

of licensed merchandise. Chapter 7 contains detailed information about Olympic revenue. It also includes descriptions of other Olympic-style meets—the Special Olympics, Paralympics, and Deaflympics.

**SPORTS AND HEALTH**

Participation in sports yields great health benefits. Many health benefits of physical activity have been well documented. Physical activity builds and maintains bones and muscles, reduces fat, reduces blood pressure, and decreases the risk of obesity and heart attacks. There is also substantial evidence that physical activity improves mental health and may help fend off depression. A number of studies, including a massive 2001 survey conducted by researchers at the University of Florida (<http://news.ufl.edu/2001/03/07/body-image/>), have linked sports participation with a better self-image and healthier attitude toward one's own body. Sports participation by youth has been shown to reduce the likelihood of engaging in risky behavior, though some studies, notably one involving female African-American students living in rural areas, have been more ambiguous on this point (Matthew J. Taylor, "Sports Participation, Delinquency, and Substance Use among Rural African-American Girls," University of Wisconsin-LaCrosse, August 2001).

These benefits do not come without risk, however. Every year, millions of people injure themselves participating in sports. The most common sports injuries are muscle sprains and strains, ligament and tendon tears, dislocated joints, and bone fractures. The most common body part to injure is the knee. Soft tissue injuries, such as bruises, sprains, and tendonitis, account for 95% of all sports injuries, according to Health A to Z.com ([http://www.healthatoz.com/healthatoz/Atoz/ency/sports\\_injuries.jsp](http://www.healthatoz.com/healthatoz/Atoz/ency/sports_injuries.jsp)). Injuries that happen suddenly during an activity, such as those resulting from a fall, are called "acute" injuries, while injuries that occur through repeated overuse are called "chronic" injuries.

According to American Sports Data, Inc. (ASD) in *Comprehensive Study of Sports Injuries in the U.S.*, there were about twenty million sports injuries in the United States in 2002 (<http://www.americansportsdata.com/prsportsinjuries.asp>). Less than half of them required medical treatment. About 3.4 million sports injuries were serious enough to require an emergency room visit. Basketball, running, and soccer were the sports responsible for the greatest number of sports injuries in 2002, according to ASD. When considered as a percentage of the number of participants, however, tackle football jumps to the top of the list, with 18.8 injuries per one hundred players.

Sports participation brings special hazards for children and youth. Children who are placed under severe

pressure to succeed by parents, coaches, and other adults are at risk of psychological damage. The stress of ultra-competitive sports participation leads to high rates of burnout among young athletes. Pressure to perform also puts children and youth at elevated risk of physical injury, as demands are put on young bodies not yet developed enough to withstand the strain. Chapter 8 explores both the health benefits and health risks of athletic participation.

## Doping

The use of prohibited substances to give an athlete an unfair advantage over other competitors is called *doping*. Doping has been around almost as long as sports have. Historical writings suggest that athletes were using concoctions made of herbs or psychoactive mushrooms to give themselves a competitive edge as early as the ancient Olympics.

The modern era of doping began in 1935, when injectable testosterone was first developed by scientists in Nazi Germany. Testosterone is a male hormone that occurs naturally in the body. Boosting its levels in the blood is thought to increase strength and aggressiveness.

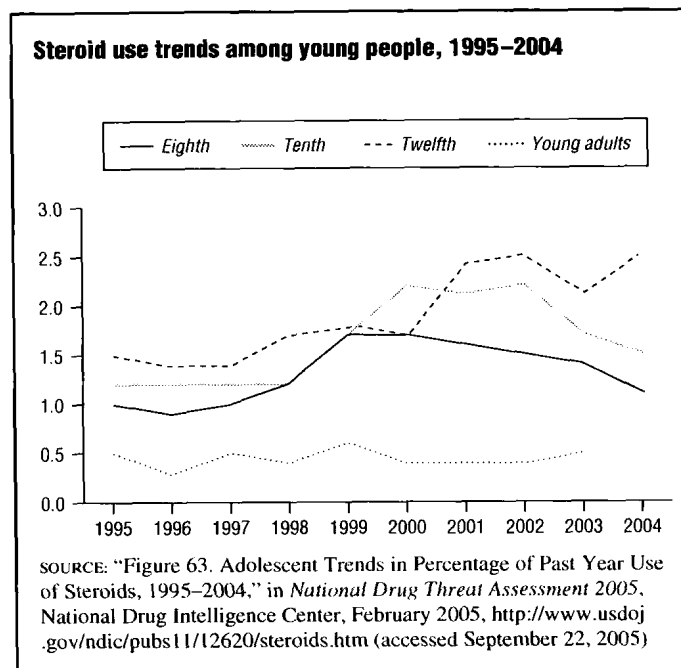
A couple of decades later, anabolic steroids—chemical variants of testosterone—were developed. Dr. John Ziegler, a team physician for the U.S. weightlifting squad, learned about steroids from his Russian counterparts, and soon steroids were in wide use in the United States. By the late 1960s, the IOC had compiled a list of officially banned substances, but they had no effective way to monitor steroid use.

Steroids soon spread to professional football, and other sports requiring extreme strength and bulk. Professional and Olympic sports eventually developed into a kind of cat-and-mouse game between developers of performance-enhancing drugs and the governing bodies of sports that prohibited their use. The latter would invent a way to detect the latest drugs, only to discover that the former had invented a new method for avoiding detection. The issue of doping in elite athletics continues today.

One of the biggest doping scandals to date, the BALCO scandal, has been unfolding since 2003. BALCO, the Bay Area Laboratory Co-Operative, was a California-based drug distributor. The scandal erupted in the summer of 2003, when a disgruntled track coach named Trevor Graham provided authorities with a syringe containing a previously unknown steroid called THG. Authorities raided BALCO facilities, and uncovered not only large amounts of steroids but also documents implicating a number of high-profile athletes and trainers in football, baseball, and track and field.

Steroid use has been linked to many potentially serious health problems. These include liver and kidney

**FIGURE 1.1**



tumors, high blood pressure, elevated cholesterol, severe acne, and in men, shrunken testicles. Steroid use is also associated with emotional disturbances, including violent mood swings popularly known as "roid rage."

In addition to steroids, athletes turned to a number of other substances to gain an advantage before each was banned from sports. These include erythropoietin (EPO), a hormone that increases oxygen in the blood that was at the center of a 1998 doping scandal in cycling; androstenedione, which stimulates testosterone production and was made famous by the home-run leader Mark McGwire; and ephedra, an herbal stimulant that has been used in Chinese medicine for centuries.

Steroid use in youth sports has grown in recent years as young athletes emulate their idols. (See Figure 1.1.) According to the long-term study of youth attitudes and behavior *Monitoring the Future*, 2.5% of twelfth-graders in 2003 reported having used steroids in the previous year. Perhaps even more shocking is the fact that only 55.7% of high school seniors thought steroids were harmful.

Chapter 9 includes more detailed information on the variety of different anabolic steroids and other performance-enhancing substances that have been used over the years.

## SPORTS AND GAMBLING

For millions of sports fans, the pleasure of watching a sporting event is enhanced by betting on the outcome. While gambling on sports (not including horse- and greyhound racing) is technically legal only in the state of



Nevada, Americans nevertheless find ways to engage in sports wagering in huge numbers, whether through small-scale office pools or via offshore Internet gambling sites of questionable legality.

### **Legal Sports Betting**

In Nevada legal sports betting is practiced through legitimate “bookmaking” operations, which are often affiliated with and located in a casino. Bookmakers set the “line,” or margin of victory required to win the bet, for each game. Football is the biggest betting draw among the major team sports, accounting for about 40% of legal sports betting, according to the Nevada Gaming Commission. The Nevada Gaming Control Board reported in February 2005 ([http://www.gaming.nv.gov/documents/pdf/pr\\_05superbowl.pdf](http://www.gaming.nv.gov/documents/pdf/pr_05superbowl.pdf)) that more than \$90.7 million was bet legally on the Super Bowl alone in 2005, a 12% increase from 2004 (\$81.2 million) and nearly 27% more than was wagered in 2003 (\$71.7 million).

While most sports gambling remains illegal, polls show that the majority of Americans are perfectly comfortable with sports gambling, even though a relatively small percentage actually participate. According to data from the Gallup Organization collected in December 2003, nearly two-thirds of adults approve of legalized gambling in general, though only 10% say they have bet on professional sports in the past year.

Gambling on horse racing, dog racing, and jai alai (a handball-like sport popular in Florida) uses what is called the pari-mutuel system. In this type of betting, all of the wagers go into a single pool, which is then split among

the winners, with management taking a small share off the top. The American Gaming Association has estimated that total revenue from pari-mutuel gambling in the United States was about \$3.8 billion in 2003, the vast majority (\$3.4 billion) coming from horse racing.

### **Illegal Sports Betting**

In spite of these impressive dollar amounts for both Nevada sports books and pari-mutuel gambling, these sums represent just the tip of the sports betting iceberg. Legal gambling in the United States is utterly dwarfed by illegal gambling. The American Gaming Association estimates that Nevada sports books account for only 1% to 3% of all sports gambling nationwide in a typical year. It is almost impossible to gauge how much money is bet on sports when illegal bets are included. The 1999 report of President Bill Clinton’s Gambling Impact Study Commission estimated that illegal sports gambling in the United States amounted to between \$80 billion and \$380 billion a year (<http://govinfo.library.unt.edu/ngisc/>).

The newest frontier for sports gambling is the Internet. Christiansen Capital Advisors, LLC, a gaming and entertainment consulting firm, estimated that about \$1 billion was bet on sports over the Internet in 2003, about one-quarter of it (\$248 million) on professional football. Because most Internet gambling operations are based overseas, they fall outside the jurisdiction of U.S. gaming laws. While some authorities believe that these operations are nevertheless illegal based on current law, others disagree. Attempts by members of Congress to explicitly ban Internet gambling have made little progress as of late 2005.

