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SERIES ON
CURRENT TOPICS**

SPORTS IN AMERICA

**RECREATION, BUSINESS,
EDUCATION, AND
CONTROVERSY**



SPORTS IN AMERICA

RECREATION, BUSINESS,
EDUCATION, AND CONTROVERSY

Stephen Meyer



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SPORTS IN AMERICA

RECREATION, BUSINESS,
EDUCATION, AND CONTROVERSY

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 the most controversial and studied social issues of the 21st century: abortion, capital punishment, care of senior citizens, crime, education, the environment, health care, immigration, minorities, national security, social welfare, women, youth, and many more. Even though this series is written especially for high school and undergraduate students, it is an excellent resource for anyone in need of factual information on current affairs.

By presenting the facts, it is the intention of Gale, Cengage Learning 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, such as from the various branches of the U.S. government and from private organizations and associations. Every effort has been made to secure the most recent information available. Readers 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 2012 is dated from 2009 or 2010. Older statistics are sometimes presented as well, if they are landmark studies or of particular interest and no more-recent information exists.

Even though 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 that provide 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; readers 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 television. The American 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 turn professional 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 10 chapters and three appendixes. Each chapter examines a particular aspect of sports and American society. For a summary of the information that is covered in each chapter, please see the synopses provided in the Table of Contents. Chapters generally begin with an overview of the basic facts and background

information on the chapter's topic, then proceed to examine subtopics of particular interest. For example, Chapter 8: Sports and Health begins with an overview of the health benefits that are associated with physical activity. The chapter reviews government initiatives that are aimed at promoting exercise and fitness among Americans, while outlining a range of physical and psychological advantages to an active lifestyle. The chapter also explores the risks that are involved with sports and fitness participation by assessing diverse sports-related injuries and investigating their long-term impact on young athletes. An in-depth discussion of concussions follows, with a particular emphasis on the increasing awareness of the damaging effects of head injuries on professional football players. The chapter concludes with an analysis of recent youth physical fitness trends, along with an assessment of various sports and fitness programs. 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 readers 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 cover adult attendance at sporting events, the percentage of people who gamble on sports, the number of Americans who participate in various sports, and the values and revenues of particular sports teams. Gale, Cengage Learning believes that making this information available to readers is the most important way to 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.

To help readers understand these often complicated statistics, all tables and figures are explained in the text. References in the text direct readers 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.

Appendixes

Besides the main body text and images, *Sports in America: Recreation, Business, Education, and Controversy* has three appendixes. The first is the Important Names and Addresses directory. Here, readers 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 readers in conducting their 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. It has been greatly expanded from previous editions and should make it even easier to find specific topics in this book.

ADVISORY BOARD CONTRIBUTIONS

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. The staff's top priority is to produce the highest-quality and most useful books possible, and the Information Plus Advisory Board's contributions to this process are invaluable.

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Why do people care so much about sports? This chapter defines sports and profiles the depth of Americans' passion for them. It summarizes sports participation, attendance, and viewership statistics. The chapter also briefly outlines the major team and individual sports in the United States, as well as the Olympics, and examines the relationship between these sports and the media. Finally, it touches on the connection between sports and health, as well as the sports gambling phenomenon.

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This chapter focuses on the major professional sports in the United States: baseball, football, basketball, and hockey, as well as soccer, which is on its way to joining the list. How did these sports rise to their current status, and where are they headed? The structure of the leagues and the often combative relationship between players and team owners are analyzed. The chapter also addresses the building of new stadiums and the controversy over using public funds to partially support these stadiums.

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Not every sports enthusiast is interested primarily in the major team sports. Many prefer, for example, the head-to-head competition of golf, tennis, auto racing, and/or boxing, which are all covered in this chapter. The chapter also discusses the leagues or structures to these sports and how they operate and how much money the top professionals compete for.

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The role of school sports is a delicate one. College and high school athletics are at once both an element of a well-rounded education and a training ground for hard-core professional competition. These dual roles often come into conflict. College sports have become big business, and as a result high schools have not escaped the influence of money. This chapter examines participation in school sports, the influence of money on the academic institutions that sponsor them, and other issues such as gender equity and the benefits of participation. The growing intensity of school sports has trickled down to youth sports as well; this chapter explores related issues, such as the risks of single-sport specialization by very young athletes.

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bodies of sports fighting back? This chapter describes the variety of substances athletes use in the belief—often correct—that they will make them stronger and faster. It provides the history of performance-enhancing substances, from herbal concoctions used in the ancient Olympics through the more recent BALCO scandal and problems that have plagued Major League Baseball and professional cycling.

States, and most of it is underground. From pari-mutuel betting on horse and greyhound races, to legal sports bookmaking in Nevada, to the office Super Bowl pool, to offshore Internet betting operations, this chapter surveys the scope of sports gambling in the United States. It also considers the problems sports gambling sometimes creates.

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Americans like to bet on sports almost as much as they like to play them. Sports gambling is a huge business in the United

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CHAPTER 1

THE UNITED STATES' 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. Such a simple definition, however, 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 U.S. 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, tuning in to see games and matches broadcast on television, listening to sports broadcasts on the radio, or following games and score updates on their computers, cell phones, and other electronic devices.

There are two broad categories of sports: professional and amateur. A professional athlete is paid to participate; an amateur athlete is one who participates without receiving compensation. 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. Each year the National Sporting Goods Association (NSGA), the trade association for sporting goods retailers, conducts an extensive nationwide survey about Americans' participation in sports. Key results of the survey are shown in Table 1.1. More Americans played basketball than any other team sport in 2010. The NSGA estimates that 26.9 million people aged seven years and older played basketball more than once that year. Other popular team sports included soccer (13.5 million participants), baseball (12.5 million), softball (10.8 million),

volleyball (10.6 million), and tackle football (9.3 million). Of the team sports featured in Table 1.1, basketball showed the most dramatic growth in participation from 2008, increasing by 10.1%. In contrast, softball saw the most dramatic decrease in participation, dropping by 8.4%.

Americans love to participate in individual sports as well. The NSGA estimates that 39 million Americans went bowling in 2010, making it the most popular of all competitive sports nationally. The Sporting Goods Manufacturers Association (SGMA), another industry group that carefully tracks sports participation, also identifies bowling as the most popular competitive sport and estimates the number of participants even higher, at about 55.9 million Americans in 2010, according to its *2011 SGMA Sports, Fitness, & Recreational Activities Topline Participation Report* (2011). According to SGMA estimates, this number represented an increase of 7.6% since 2000, when 51.9 million Americans went bowling at least once.

As Table 1.1 shows, the NSGA indicates that 21.9 million Americans over the age of seven years went golfing more than once in 2010. Tennis was also popular in 2010, with 12.3 million Americans getting out on the courts at least a few times. Figure 1.1 reveals shifts in sports participation trends between 2008 and 2010. Even though participation rates in individual and team sports dipped slightly during this span, a greater percentage of respondents were involved in fitness sports in 2010 compared to 2008. Racquet sports, outdoor sports, and water sports also experienced slight dips, whereas winter sports enjoyed a relatively substantial increase in participation between 2008 and 2010. Figure 1.2 offers a glimpse into various levels of athletic participation according to age group and type of activity.

Another way to gauge interest in sports is by examining how much money people spend on equipment. According to the NSGA, consumer spending on sporting goods rose slightly between 2009 and 2010, from just

TABLE 1.1**Sports participation, by total participation, 2010**

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

Sport	Total	Percent change*
Exercise walking	95.8	2.6%
Exercising with equipment	55.3	-3.4%
Swimming	51.9	3.4%
Camping (vacation/overnight)	44.7	-12.0%
Bicycle riding	39.8	4.3%
Bowling	39.0	-13.3%
Aerobic exercising	38.5	16.3%
Hiking	37.7	10.9%
Workout at club	36.3	-5.3%
Running/jogging	35.5	10.3%
Fishing	33.8	2.8%
Weight lifting	31.5	-8.8%
Basketball	26.9	10.1%
Billiards/pool	24.0	14.8%
Golf	21.9	-2.0%
Yoga	20.2	28.1%
Boating, motor/power	20.0	-16.2%
Target shooting (net)	19.8	0.3%
Hunting with firearms	16.3	-13.5%
Soccer	13.5	-0.3%
Table tennis	12.8	-3.7%
Baseball	12.5	8.9%
Tennis	12.3	13.2%
Backpack/wilderness camp	11.1	-9.3%
Softball	10.8	-8.4%
Volleyball	10.6	-1.0%
Dart throwing	10.5	-14.1%
Football (tackle)	9.3	4.8%
Skateboarding	7.7	-8.5%
In-line roller skating	7.5	-5.4%
Scooter riding	7.4	-9.4%
Skiing (alpine)	7.4	5.6%
Mountain biking (off road)	7.2	-13.5%
Archery (target)	6.5	-8.3%
Paintball games	6.1	-2.7%
Snowboarding	6.1	-1.2%
Kayaking	5.6	14.8%
Target shooting—air gun	5.3	2.4%
Hunting w/bow & arrow	5.2	-16.7%
Water skiing	5.2	0.6%
Gymnastics	4.8	23.5%
Hockey (ice)	3.3	7.9%
Muzzleloading	3.1	-19.6%
Wrestling	2.9	-0.9%
Skiing (cross country)	2.0	19.5%

*Percent change is from 2008.

SOURCE: "2010 Participation—Ranked by Total Participation," in *Research: Sports Participation*, National Sporting Goods Association, 2011, http://www.nsga.org/files/public/2010_Participation_Ranked_by_Total_Participation_4Web_100521.pdf (accessed May 31, 2011)

over \$24.4 billion to slightly under \$24.6 billion. (See Table 1.2.) However, this figure still represented a noticeable drop from 2007, when Americans spent a total of \$25.1 billion on sports equipment. Figure 1.3 also indicates an overall increase in consumer spending on sporting goods between 2009 and 2010.

SPORTS ATTENDANCE

Besides 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,

basketball, 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.

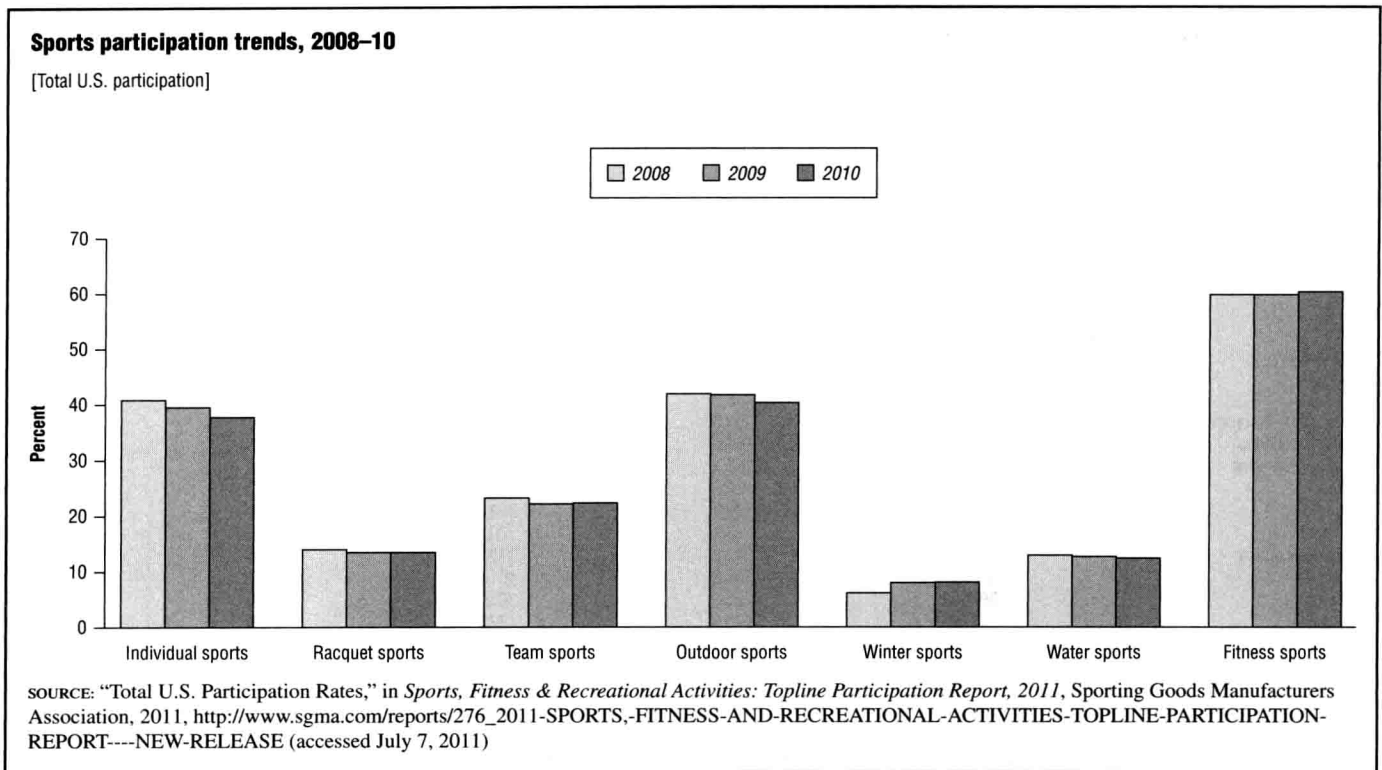
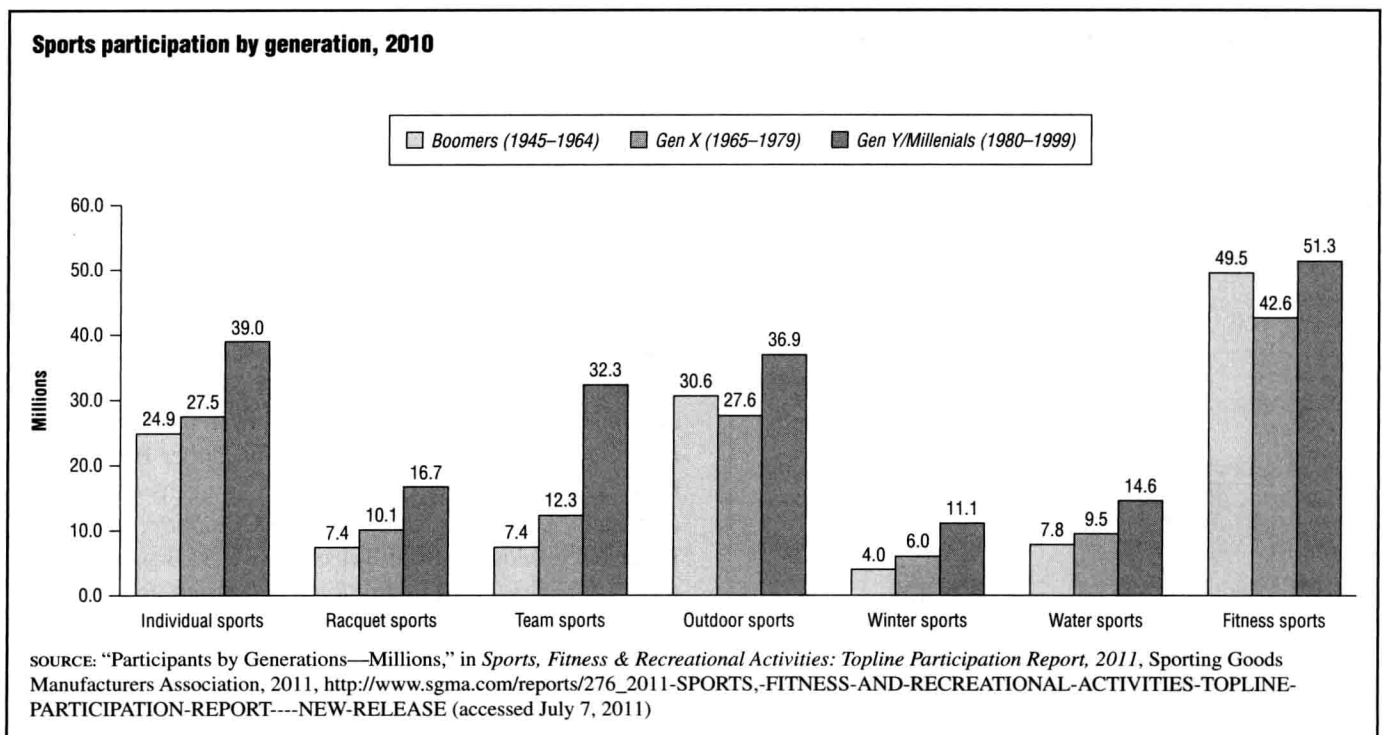
The overall state of the national economy can also take a toll on attendance at major league sporting events. For example, Aaron Gleeman reports in "MLB-Wide Attendance Declines for a Third Straight Season" (NBC Sports, October 4, 2010) that regular-season attendance for all 30 Major League Baseball (MLB) teams fell from a record 79.5 million in 2007 to 73.1 million in 2010, a decline of 8%. The National Basketball Association (NBA) also experienced a decline in attendance during the same period. In "Trouble Ahead? Looming Labor Battle Could Blunt NBA's Boom" (*USA Today*, May 31, 2011), Michael McCarthy reveals that the NBA's regular-season attendance figures fell 2% between the 2006–07 season, when a record 21.8 million fans attended NBA games, and the 2010–11 season, when attendance was 21.3 million. However, McCarthy notes that NBA attendance during the 2010–11 season actually rose 1%, compared to the 2009–10 season. According to ESPN, in "NFL Attendance—2010" (2011, http://espn.go.com/nfl/attendance/_/year/2010/sort/homeTotal), regular-season attendance at National Football League (NFL) games fell from a record 17.4 million in 2007 to 17 million in 2010, a drop of 2%. Of the four major American sports leagues, only the National Hockey League (NHL) saw a modest increase in attendance during this span. In "NHL Attendance Report—2010–11" (2011, <http://espn.go.com/nhl/attendance>), ESPN indicates that regular-season attendance for professional hockey games grew from 20.8 million during the 2006–07 season to 20.9 million during the 2010–11 season, an increase of 0.3%.

PROFESSIONAL SPORTS

Professional sports is a multibillion-dollar industry in the United States. Indeed, American athletes are among the highest-paid athletes in the world. As Table 1.3 shows, between 2010 and 2011 the three wealthiest athletes—Tiger Woods (1975–), Kobe Bryant (1978–), and LeBron James (1984–)—all came from the United States. Furthermore, five of the 10 richest sports figures in the world were American. In "The World's Highest Paid Athletes" (*Forbes*, May 31, 2011), Kurt Badenhausen reveals that athlete earnings include a wide range of income streams, including product endorsements, appearance fees, and licensing deals.

Team Sports

The four biggest professional sports leagues in North America are the MLB, the NFL, the NBA, and the NHL. Plunkett Research estimates in "Introduction to the Sports Industry" (2011, <http://www.plunkettresearch.com/Sports%20recreation%20leisure%20market%20research/industry%20>

FIGURE 1.1**FIGURE 1.2**

20overview) that in 2011 these four leagues combined were generating roughly \$23 billion in annual revenues.

Baseball has long been considered “America’s national pastime.” According to the MLB, in “Standings” (2011, <http://mlb.mlb.com/mlb/standings/index.jsp>), the MLB

consists of 30 teams that are divided into the 14-team American League and the 16-team National League. Each league is in turn divided into three divisions. The MLB season consists of 162 games, running roughly from early April through late September, followed by playoffs and the World Series.

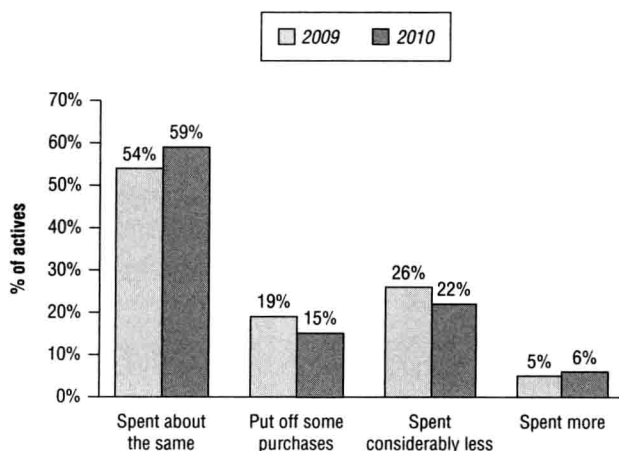
TABLE 1.2**Consumer sports equipment purchases, by sport, 2006–10**

[In millions of dollars]

	Forecast				
	2010	2009	2008	2007	2006
Archery	383.0	379.4	394.4	395.9	\$396.2
Baseball & softball	378.0	374.1	395.8	401.4	388.3
Basketball	241.0	239.0	252.7	265.1	295.8
Billiards and indoor games	300.0	312.0	396.0	531.1	574.0
Bowling	155.0	154.9	170.3	176.2	181.5
Camping	1,526.0	1,496.4	1,460.7	1,452.6	1,526.3
Exercise	5,354.0	5,301.0	5,328.4	5,500.2	5,238.5
Fishing tackle	1,861.0	1,859.1	2,067.4	2,247.0	2,217.7
Football	86.0	85.4	91.5	95.9	97.0
Golf	2,864.0	2,835.8	3,495.4	3,721.5	3,668.6
Helmets, sport protective	156.0	153.3	171.1	165.0	142.0
Hockey & ice skates	173.0	169.2	157.2	146.2	142.2
Hunting and firearms	5,165.0	5,199.1	4,548.1	3,941.5	3,731.8
Lacrosse	33.0	32.2	31.9	30.7	32.5
Optics	1,091.0	1,069.7	1,023.8	1,018.8	1,013.9
Racquetball	28.0	28.1	30.8	33.6	38.4
Skin diving & scuba	350.0	342.8	372.6	376.4	369.0
Snow skiing	516.0	502.3	481.5	531.0	501.0
Snowboarding	294.0	291.2	301.3	325.0	314.0
Soccer balls	75.0	73.3	72.1	76.8	74.3
Tennis	364.0	368.0	386.5	439.7	417.9
Volleyball & badminton	33.0	32.9	32.6	31.8	30.8
Water skis	na*	40.0	48.8	53.1	47.4
Wheel sports	379.0	382.7	397.1	433.5	422.1
Athletic team goods sales	2,591.0	2,565.5	2,617.9	2,671.3	2,618.9
Total equipment	\$24,568.0	\$24,421.0	\$24,861.9	25,061.3	\$24,497.0

*Not available.

SOURCE: "Consumer Sports Equipment Purchases by Sport," in *Research: Consumer Purchases/Sporting Goods Market*, National Sporting Goods Association, 2011, <http://www.nsga.org/files/public/ConsumerSportsEquipmentPurchasesbySport.pdf> (accessed May 31, 2011)

FIGURE 1.3**Changes in sports and fitness expenditures, 2009–10**

SOURCE: "Expenses for Sports, Fitness and Recreation," in *Sports, Fitness & Recreational Activities: Topline Participation Report, 2011*, Sporting Goods Manufacturers Association, 2011, http://www.sgma.com/reports/276_2011-SPORTS,-FITNESS-AND-RECREATIONAL-ACTIVITIES-TOPLINE-PARTICIPATION-REPORT---NEW-RELEASE (accessed July 7, 2011)

The premier professional football league in the United States is the NFL. There are 32 teams in the NFL (2011, <http://www.nfl.com/teams>) that are divided into two conferences: the National Football Conference (NFC) and the American Football Conference (AFC). The NFC and the AFC are each divided into four divisions. NFL teams play a 16-game season, which begins around Labor Day in September. It ends with a single-elimination playoff series, culminating in the Super Bowl in late January or early February. The Super Bowl is the biggest sporting event in the country in terms of viewing audience. According to the Nielsen Company, in "Super Bowl XLV Most Viewed Telecast in U.S. Broadcast History" (February 7, 2011, http://blog.nielsen.com/nielsenwire/media_entertainment/super-bowl-xlv-most-viewed-telecast-in-broadcast-history/), in 2011 over 111 million viewers watched Super Bowl XLV, making it the most-watched television program in U.S. history.

The NBA (2011, <http://www.nba.com/home/teams/>) consists of 30 teams that are split into the Eastern Conference and the Western Conference, each with three divisions. The NBA season begins in early November and lasts for 82 regular-season games. The regular season is followed by the NBA playoffs, which begin in April. Unlike football and

TABLE 1.3**Top-10 highest-paid athletes in the world, 2010–11**

Athlete	Sport	2010–11 earnings*	Nationality
Tiger Woods	Golf	\$75.0 million	United States
Kobe Bryant	Basketball	\$53.0 million	United States
LeBron James	Basketball	\$48.0 million	United States
Roger Federer	Tennis	\$47.0 million	Switzerland
Phil Mickelson	Golf	\$46.5 million	United States
David Beckham	Soccer	\$40.0 million	United Kingdom
Cristiano Ronaldo	Soccer	\$38.0 million	Portugal
Alex Rodriguez	Baseball	\$35.0 million	United States
Michael Schumacher	Auto racing	\$34.0 million	Germany
Lionel Messi	Soccer	\$32.3 million	Argentina

*Through May 1, 2011. Earnings include salaries and bonuses, prize winnings, appearance and licensing fees, and endorsement revenues.

SOURCE: Adapted from Kurt Badenhausen, "The World's Highest Paid Athletes," *Forbes*, May 31, 2011, <http://blogs.forbes.com/kurtbadenhausen/2011/05/31/the-worlds-highest-paid-athletes/> (accessed June 16, 2011)

baseball, basketball has a women's professional league, the Women's National Basketball Association (WNBA, <http://www.wnba.com/>). Financed by the NBA, the women's league consists of 12 teams, six in the Eastern Conference and six in the Western Conference. They play a 34-game regular season, after which the top-four teams in each conference compete in the championship playoffs. Unlike any of the major men's professional sports, however, the WNBA does not generate substantial revenues. Indeed, Michael Buteau reports in "WNBA Owners Make History, Not Profits" (*Bloomberg Businessweek*, September 16, 2010) that none of the WNBA teams turned a profit during the league's first 14 years of existence.

The top professional hockey league in North America, the NHL (2011, <http://www.nhl.com/ice/teams.htm?nav=tms-main>), consists of 30 teams that are divided into the Eastern Conference and the Western Conference. These conferences are in turn broken into three divisions. The NHL regular season, like that of the NBA, is 82 games long. It culminates with the Stanley Cup playoffs, which ultimately determine the NHL champion. The league's popularity suffered a blow when the entire 2004–05 season was canceled due to a labor strike, but the NHL steadily rebuilt its fan base in the ensuing half decade. In "Best-Ever Business Year Highlighted by Record Revenue" (April 13, 2011, <http://www.nhl.com/ice/news.htm?id=559630>), the NHL notes that it achieved record revenues of over \$2.9 billion for the 2010–11 season.

Even though hockey remains the only league to have 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 that 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.

In 2011 the NFL and the NBA saw long-standing collective bargaining agreements between owners and players expire. In the midst of the ensuing labor disputes, both leagues imposed lockouts, which prevented players from using team facilities and prohibited financial transactions such as trades and free agent signings. As of September 2011, the players and owners in the NFL had resolved their differences, whereas the NBA remained under intense negotiations. The NBA league season remained highly uncertain as of early September 2011.

Detailed information on professional team sports is provided in Chapter 4.

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 (2011, <http://www.pgatour.com/r/schedule/>), which in 2011 consisted of 46 events offering roughly \$300 million in total prize money. 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. There are also several other regional women's tours around the world.

Men's professional tennis is coordinated primarily by two organizations: the International Tennis Federation (ITF), which coordinates the four international events that make up the Grand Slam of tennis (the Australian Open, the French Open, the Wimbledon Championships, and the U.S. Open), the Davis Cup competition, and Olympic

tennis; and the Association of Tennis Professionals (ATP), which operates the worldwide ATP tour. The ATP World Tour is divided into three tiers: ATP World Tour Masters 1000, ATP World Tour 500, and ATP World Tour 250. The 2011 ATP World Tour (2011, <http://www.atpworldtour.com/Tournaments/Event-Calendar.aspx>) included 63 tournaments all over the world. Women's professional tennis is organized by the Women's Tennis Association (WTA), which runs the premier women's tour. In 2005 Sony Ericsson signed a six-year, \$88 million agreement to become the official sponsor of the tour's worldwide title events; in 2010 this deal was extended an additional two years. According to the WTA, in "2011 WTA Tournament Calendar" (2011, <http://www.wtatennis.com/page/Calendar/0,,12781,00.html>), the 2011 WTA Tour included 57 events in 32 countries and paid more than \$87 million in total prize money.

Auto racing enjoyed a huge surge in popularity in the United States beginning in the mid-1990s. The most important racing circuit for stock cars—which resemble ordinary cars externally—is the National Association for Stock Car Auto Racing (NASCAR). NASCAR (2011, <http://www.nascar.com/>) oversees three major racing series annually: the Sprint Cup Series, the Nationwide Series, and the Camping World Truck Series.

The other major type of race car is the open-wheeled racer. The main open-wheeled racing circuit in the United States is the Indy Racing League (IndyCar). The 2011 IndyCar Series (2011, <http://www.indycar.com/>) featured 17 races between March and October. Even though most IndyCar races take place in the United States, the league also sponsors events in Canada, Brazil, and Japan. A second prominent open-wheeled race series, the Champ Car Series, was merged into the Indy Racing League in 2008.

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 International Boxing Federation (<http://www.ibf-usba-boxing.com/>), the World Boxing Association (<http://www.wbaonline.com/>), the World Boxing Council (<http://www.wbcboxing.com/>), and the World Boxing Organization (<http://www.wbo-int.com/>). Each follows its own set of regulations, employs its own officials, and acknowledges its own champions. A fighter can be recognized as a 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 sports from the media industry that covers professional and elite amateur events. Leagues, teams, promoters, organizations, and schools make money through lucrative media contracts that give television networks and cable outlets the rights to broadcast sporting events. For a full discussion of the intersection of sports and media, see Chapter 3.

The History of Sports on Television

The history of sports on television began with the 1939 broadcast of a college baseball game between Columbia and Princeton Universities. Five years later the *Gillette Cavalcade of Sports* televised by the National Broadcasting Company (NBC) 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.

Since then, the amount of sports programming and the amount of money in televised sports has continued to grow. According to the Museum of Broadcast Communications, in "Sports and Television" (2011, <http://www.museum.tv/archives/etv/S/htmlS/sportsandte/sportsandte.htm>), Stanley J. Baran states that in 1970 the networks paid \$50 million for the rights to broadcast NFL games, \$18 million for MLB games, and \$2 million for NBA games. By 1985 these totals had grown to \$450 million, \$160 million, and \$45 million, respectively. During the 1980s the addition of cable television outlets extended the reach of televised sports even further. However, television 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 Television

During 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. Even though television ratings for World Series broadcasts declined for several years, they rebounded after 2002, but sank again after peaking in 2004. The article "World Series Ratings Tie All-Time Low" (Associated Press, November 2, 2010) indicates that the 2010 World Series between the Texas Rangers and the San Francisco Giants garnered an average rating of only 8.4 (meaning 8.4% of all households were tuned in), tying the record low that was established by the 2008 World Series between the Tampa Bay Rays and the Philadelphia Phillies. The MLB currently has television broadcast contracts lasting until 2013 with Fox, ESPN, and TBS.

Well before the close of the 20th century, football had supplanted baseball as the reigning king of televised

sports. The Nielsen Company notes in “Super Bowl XLV Most Viewed Telecast in U.S. Broadcast History” that five of the six most-watched television programs of all time were Super Bowl games. The NFL signed a new round of television deals in April 2005, the most lucrative being a \$1.1 billion contract resulting in the move of *Monday Night Football* from the American Broadcasting Company (ABC) to ESPN beginning in 2006. (See Table 1.4.) Annually, the NFL receives over \$2.9 billion in additional revenues from NBC, Fox, CBS, and DirecTV Satellite for various subsets of the NFL schedule.

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. Even though the NHL attracts fewer viewers than the other major sports, it saw a steady resurgence of popularity in the years following the 2004–05 strike. Robert Seidman notes in “2011 Stanley Cup Final Scores at Retail, Online and on TV” (June 20, 2011, <http://tvbythenumbers.zap2it.com/2011/06/20/2011-stanley-cup-final-scores-at-retail-online-and-on-tv/96106/>) that during the 2010–11 Stanley Cup Finals, 18.3 million North American viewers tuned in to watch the decisive game seven between the Boston Bruins and the Vancouver Canucks, a record for a single NHL contest. NASCAR also enjoyed a surge in its television audience during the early 21st century, including

TABLE 1.4
Latest NFL TV contracts, by network or satellite provider

ESPN
Monday night
• 8 years, 2006–13
• \$1.1 billion per year
• No Super Bowls
NBC
Sunday night
• Originally 2006–11, extended through 2013
• \$603 million per year
• Super Bowls in 2009 and 2012
Fox
Sunday afternoon NFC
• Originally 2006–11, extended through 2013
• \$720 million per year
• Super Bowls in 2008, 2011, and 2014
CBS
Sunday afternoon AFC
• Originally 2006–11, extended through 2013
• \$620 million per year
• Super Bowls in 2010 and 2013
DirecTV Satellite
Sunday ticket
• Originally 2006–10, extended through 2014
• \$1 billion per year
• No Super Bowls
NFL = National Football League. NFC = National Football Conference. AFC = American Football Conference.

SOURCE: Created by Stephen Meyer for Gale, 2011

an increased female audience and broader viewership in the Pacific Northwest and other regions of the country that had not traditionally followed auto racing.

AMATEUR SPORTS
College Sports

Most college sports take place under the auspices of the National Collegiate Athletic Association (NCAA). The NCAA (2011, <http://www.ncaa.org/wps/wcm/connect/ncaa/NCAA/About+The+NCAA/index.html?pageDesign=Printer+Friendly+General+Content+Layout>) describes itself as “a voluntary organization through which the nation’s colleges and universities govern their athletics programs. It is comprised of institutions, conferences, organizations and individuals committed to the best interests, education and athletics participation of student-athletes.”

In *Composition & Sport Sponsorship of the NCAA* (2011, http://www.ncaa.org/wps/portal/ncaahome?WCM_GLOBAL_CONTEXT=/ncaa/NCAA/About+The+NCAA/Membership/membership_breakdown.html), the NCAA counts a membership of 1,315 colleges, college athletic conferences, and other organizations and individuals. 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: Division I Football Bowl Subdivision (FBS, formerly Division I-A), Division I Football Championship Subdivision (formerly Division I-AA), and the remaining Division I institutions that do not sponsor a football team (sometimes referred to informally as Division I-AAA). Within the NCAA many major sports colleges are grouped into conferences, which function like the divisions and leagues in professional sports.

According to Erin Zgonc of the NCAA, in *1981–82–2009–10 NCAA Sports Sponsorship and Participation Rates Report* (November 2010, <http://www.ncaapublications.com/productdownloads/PR2011.pdf>), 430,301 student-athletes participated in championship sports at NCAA member schools during the 2009–10 school year. The average NCAA institution had about 406 athletes—232 men and 174 women. Women’s teams, however, actually outnumbered men’s teams. Among men, the sport with the greatest number of teams during the 2009–10 school year was basketball. However, in terms of number of players, football was the leader, with more than 66,000 participants. Among women, soccer and outdoor track and field had the most participants during the 2009–10 school year, but more colleges had women’s basketball teams than had either women’s soccer or track and field teams.

For most of the 20th century, men’s college teams and athletes far outnumbered women’s teams and athletes, and 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 equality in federally funded education programs. Under Title IX, girls’ sports

are 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. Even though college sports generate substantial revenue, this revenue does not cover the cost of running the entire athletic program at the vast majority of schools, largely because only a few sports—mostly football and men's basketball programs—are actually profitable. Daniel L. Fulks of the NCAA notes in *2004–10 Revenues and Expenses of NCAA Division I Intercollegiate Athletics Programs Report* (August 2011, <http://www.ncaapublications.com/productdownloads/2010RevExp.pdf>) that Division I-FBS athletic programs had median (average) total revenues of \$35.3 million and expenses of \$46.7 million in 2010. Football and basketball accounted for a huge share of both revenues and expenses. Coaches' salaries often account for a substantial portion of these expenses. According to the article "Salary Analysis of 2010 Football Bowl Subdivision Coaches" (*USA Today*, December 26, 2010), of the 120 head coaches of Division I-FBS football teams, 59 earned annual salaries in excess of \$1 million in 2010.

High School Sports

The National Federation of State High School Associations (NFHS) conducts a detailed survey of high school sports participation each year. In *2009–10 High School Athletics Participation Survey* (2011, <http://www.nfhs.org/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=4198>), the NFHS indicates that 7.6 million students participated in high school sports during the 2009–10 school year. This total was a record high. Participation among boys was 4.5 million and among girls was 3.2 million. The top states by student-athlete participation during the 2009–10 school year were Texas (780,721), California (771,465), New York (379,677), Illinois (344,257), and Ohio (334,797).

For years, football has been the most popular high school sport for boys. According to the NFHS, 1.1 million boys played high school football during the 2009–10 school year. Outdoor track and field was the second-most popular sport for high school boys, with 572,123 participants, and basketball was third, with 540,207 participants. Among girls, outdoor track and field was the most popular sport, with 469,117 participants, followed by basketball (439,550) and volleyball (403,985).

BENEFITS TO STUDENT-ATHLETES. In "Equality in Sports Participation Benefits All, Says Expert" (April 17, 2008, <http://www.america.gov/st/educ-english/2008/April/200804171153161CJsamohT0.6185572.html>), Jeffrey

Thomas interviewed the sociologist Beckett Broh of Wittenberg University, who noted several benefits of sports participation among high school students. According to Broh, student-athletes perform well academically but also "benefit developmentally in terms of building self-confidence and self-esteem and the ability to problem-solve; they develop socially in that they build relationships with students and teachers and parents that can act as resources for them in terms of their academics." Broh's research indicated further advantages for girls. Female athletes were found to be less likely to get pregnant outside of marriage, more likely to graduate from college, and more likely to achieve a higher income in their professional life than girls who did not participate in school athletics.

IMPACT OF ECONOMIC RECESSION ON HIGH SCHOOL SPORTS. Even though the economic recession officially lasted from late 2007 to mid-2009, the nation was still struggling to recover in 2011. At the local level school districts nationwide were experiencing serious cuts in their state funding, which presented serious problems for many high school sports programs. To deal with severe budget shortfalls, many school districts implemented "pay to play" programs, which require students to pay additional fees to participate in competitive sports. For example, Scott Hayes reports in "Schools in Financial Burdens Ask Athletes to Pay Up" (*Dayton [OH] Daily News*, July 2, 2011) that before the 2011–12 school year, the city of Lebanon, Ohio, raised its high school athletics fee to \$250 per sport, an increase of 614% over the previous year's fee of \$35 per sport. Steve Poitinger, the Lebanon track coach, was concerned that this high fee might discourage many new students from participating in athletics. "Your stars, the kids who are always getting their names in the paper, they'll still play," Poitinger said. "But the kids who I approach in October to see if they'd be interested in giving track and field a try? That's going to be a harder sell at \$250 than it was at \$35."

The Olympics

The concept 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 AD 393. The Olympics were revived in their modern form in 1896. The Summer Olympics take place every four years. According to the International Olympic Committee (IOC; 2011, <http://www.olympic.org/london-2012-summer-olympics>), roughly 10,500 athletes are expected to compete in 26 sports at the 2012 summer games in London, England. Organizers estimate that the London games will attract approximately 180,000 spectators per day.

The Winter Olympics also take place every four years, halfway between the summer games. The winter games are smaller than the summer games. The IOC (2011, <http://www.olympic.org/vancouver-2010-winter-olympics>) notes that the 2010 Winter Olympics in Vancouver, Canada, featured 2,566 athletes from 82 countries and attracted 3 billion television viewers from around the world.

The founder of the modern Olympics was the French historian and educator Pierre de Coubertin (1862–1937). 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 regardless. The inaugural Olympic Games of the modern era took place in 1896 in Athens, Greece, where 241 athletes from 14 countries competed in what was the largest international sporting event in history at the time.

The winter games 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 its own event in 1924. Until 1992 the winter games took place the same year as the summer games; beginning in 1994 they have been held in the years halfway between the Summer Olympics.

Politics have frequently disrupted, or even canceled, the Olympics. The 1916 games were canceled because of World War I (1914–1918), and World War II (1939–1945) caused the cancellation of the 1940 and 1944 Olympics. Boycotts have also diminished the scope of the games. In 1972 the militant Palestinian group Black September abducted and murdered 11 members of the Israeli Olympic team during the summer games in Munich, West Germany. The U.S. team, along with 64 other Western nations, boycotted the 1980 Olympics in Moscow in protest of the Soviet invasion of Afghanistan. In 1984 the Soviet Union and 14 of its allies boycotted the Olympics in Los Angeles, California, 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 winter games in Salt Lake City, Utah) have also marred the idealistic image of international cooperation and amateur athleticism on which the Olympics were founded.

The 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 the country to host the Olympics. The U.S. Olympic Committee, headquartered in Colorado Springs, Colorado, is the NOC in the United States.

Individual sports are governed worldwide by international federations, 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, 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, such as 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/>), link sports participation with a better self-image and a healthier attitude toward one's own body.

A number of studies over the years have shown that sports participation by youth reduces the likelihood of engaging in risky behavior. For example, Geneva Pittman indicates in "Young Athletes Use Fewer Drugs, but More Alcohol" (Reuters, May 30, 2011) that, according to data compiled by the National Institute on Drug Abuse, teens who competed in athletics were less likely to smoke cigarettes or use marijuana than teens who did not participate in sports. According to Pittman, between 25% and 29% of teen athletes surveyed had smoked cigarettes in the past month, and between 15% and 17% had smoked marijuana. By comparison, 38% of teens who did not exercise had smoked cigarettes and 23% had smoked marijuana. At the same time, however, teen athletes were more likely to drink alcohol than nonathletes, by a margin of 57% to 45%. Pittman reports that researchers traced this rise in alcohol use among athletes to a number of factors, including peer pressure exacerbated by a team environment and the pervasiveness of advertising for alcoholic beverages during sports media broadcasts.