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Business Analysis of the Women's Professional Basketball League

by:

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RESEARCH PROJECT Winter Term 1996, Professor Claude Martin, Faculty Supervisor

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**Faculty Advisor Comments
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The attached paper "Business Analysis of the Women's Professional Basketball League" by Sylvia H. Chen is a well done analysis of the subject. Ms. Chen has meticulously examined the sport and concludes that this is a good time for introduction of a professional women's basketball league. Her review of past efforts and their reasons for failure, coupled with an analysis of the current problems and opportunities is excellent.



Sheryl Swoopes (U.S. National Basketball teammate): "I kind of get a little teary when I think about it or talk about it. For the very first time ever, to have a replica jersey with my name and my number on it that's gonna be in the stores for sale. I mean, the young girls can go in there and say, you know, I want Sheryl Swoopes's jersey. I mean, that is the best feeling in the world" (Gustkey, pC9).

Katrina McClain (U.S. National Basketball teammate): "Basketball comes from the States. We have all the great athletes here. Why don't we have a league in the States? I don't know. I'm wondering the same thing" (Muskat, pi).

The image of women in society is constantly being redefined. Today's women are independent, strong, and confident. Consequently, women in sports is a rapidly growing market; women role models are becoming more apparent in the sports world and in the media. Just to name a few, Jackie Joyner Kersey and Uta Pippig are two track and field Olympians, Gabrielle Reece has gained fame as a volleyball player, Mary Pierce, a top tennis player, Picabo Street, a skiing Olympic gold medalist, and finally a few of the women's basketball Olympic dream team stars are Sheryl Swoopes, Lisa Leslie, Dawn Staley, Ruthie Bolton-Holifield, Teresa Edwards, and Rebecca Lobo. The sports arena is opening many doors and opportunities for women. One grand idea that is being talked about a lot is the women's professional basketball league, which will begin in October 1996. A market for a women's pro basketball is being created based on changing

perceptions of women and increasing participation of women and sports. A women's professional basketball league will be successful because it is the ripe time. Perceptions of women are changing, there is increasing participation and interest, and there are many corporate benefits.

Past

In the past, girls who played sports felt negative peer pressure. Girls were often told that sports are for boys. When girls enter puberty, statistics reveal that their self-esteem drops dramatically and they become extremely aware of physical appearance and sex roles.

Many girls strive to achieve the body image and feminine "ideal" that they see in advertisements. Athletic girls may be seen as too masculine and will often be labeled as a "tom-boy" (SportsBridge, p4). Therefore, choosing to play sports brought negative peer pressure.

In addition to stereotypes, girls experienced unequal opportunity. Both public and private programs aimed at enriching the lives of youth have consistently favored boys. They have been developed by males for males; the sports offerings have been oriented towards males; and the staff has been predominantly male. Female organizations like the YWCA have been fewer, smaller, and significantly under funded. Disparity in funding is most clearly demonstrated at the college level. Less than 33% of collegiate scholarship dollars are awarded to women athletes. Male college athletes received over 179 million more in

scholarship dollars every year. Finally, there were few avenues for women to compete professionally in sports (SportsBridge, p3-5).

Sportswomen were also almost invisible in the media. Boys were flooded with media images of older boys and men succeeding in sports as athletes, coaches, trainers and sportscasters (Martin, p26). On the other hand, girls had few such role models.

According to statistics, stories about women athletes made up only 5% of newspaper sports coverage, and television sports news devoted only 5% of its broadcast time to stories about women athletes. Furthermore, women were not presented as athletes.

Rather, they were often depicted as objects or victims. For instance, Sports Illustrated has the yearly bathing suit issue. Also, Monica Seles was shown with her little tennis outfit and knife in her back. Finally, tennis player Mary Pierce, was featured because she feared her abusive father (SportsBridge, p3).

Present

Society, however, is changing. People realize that there are many health, psychological, and emotional benefits associated with sports. A report by the Governor's Alliance Against Drugs last year revealed the many problem girls are facing. The study found that teenage pregnancy and low self esteem are serious problems. Also, more girls under age 18 are smoking cigarettes, dropping out of school and being battered by their boyfriends more than ever before.

Sports is one way to combat these disturbing trends. Research proves that athletic participation has a positive impact on girl's lives. According to the Women's Sports Foundation, girls who participate in sports are less likely to use drugs, less likely to have unwanted pregnancy, and are more likely to graduate from high school than girls who do not participate (Martin, p26). From a medical position, girls and women who are physically active are less likely to suffer from obesity, hypertension, diabetes, cardiovascular disease, osteoporosis, and breast cancer. Furthermore, 80% of women identified as key leaders in Fortune 500 companies participated in sports during their childhood. Finally, women who were active as children have higher self-esteem and greater self-confidence than those who were not involved in athletics as children.

There are also more opportunities for girls and women. Many male organizations are opening their doors to girls. For instance, the Boys Clubs are now called "Boys and Girls Clubs" (SportsBridge, p2-5). Also, Title IX was passed in 1972. This law states that federally funded schools cannot discriminate on the basis of gender for funding.

Therefore, women are allowed to receive scholarships. As a result, more colleges are putting more money into women's athletics (Berlet, pD1). According to Mike May, spokesman for the Sporting Goods Manufacturers Association (SGMA), "There are more women playing sports now than ever before, and that's mainly because they are being given the opportunity" (Bruscas, pD5).

Along with growing opportunities, more girls are participating sports. The Women's Sports Foundation says that 36% of the nation's high school athletes are girls. Mike May, a spokesman for SGMA, says that "In 1971, 1 in 27 girls took part in high school sports. In 1994, that figure has jumped to 1 in 3. For boys, the figure has remained a constant 1 in 2" (Keeler, pE1).

At last, the changing image of women helps to promote sports for females. Women of the 90's are independent and strong. They are professionals, and they are athletes. The average girl who plays sports today is indistinguishable from her male counterpart. She is no longer only the cutsey gymnast or ice-skater. Rather, she is basketball, soccer, softball, volleyball, or tennis player. She starts young and plays on organized, competitive teams. These girls approach their sport with drive and intensity. They have heroes and role models (Sue Levin, women's sports marketing manager of Nike, Inc.).

History of Women's Basketball

The first women's basketball league was formed in 1936 and lasted until 1974. They were actually basketball groups touring the U.S. as an exhibition sport. The teams traveled by car from town to town challenging against males in local high schools, colleges, military base or alumni teams. The women earned only a few thousand dollars a year, but really played for the love of the game.

In 1976, women's basketball became an Olympic sport and there were thoughts of developing a professional league. In 1977, the Women's Basketball League launched the first basketball league for females. It started with eight teams and had a 34 game schedule. The average audience was 1,500 and salaries ranged from \$5,000-\$ 15,000. The facilities were inconsistent; some games were played in high school gyms while others were played in professional arenas. The league struggled for four seasons. Many of the teams lost a considerable amount of money and dropped out. In fact, many of the players and coaches were never paid their salaries.

Over the next six years there were various attempts to start new leagues. In 1984, the Women's American Basketball Association tried a season, and in 1985, the Continental Basketball Association attempted to start a league. None of these leagues have survived (Auchincloss & Turner, Inc.).

Why leagues have failed in the past

Auchincloss & Turner, Inc., a team sports research foundation, evaluated past women's professional basketball leagues. They have failed for these reasons:

- There are not enough recognizable names in the sport
- Players are not being trained to be entertainers
- Large cities are the wrong market
- Not all competitions are equally good or as skilled as they might be

- Advertisers targeted women but men are 50% of the spectators
- There has been no combined effort to package and market women's basketball for the public or sponsors.
- Men's sports and basketball are everywhere. It receives priority for sponsorship and for television coverage.

Road to Success

Although basketball leagues for women in the past have been unsuccessful, it seems to be the right time now. Changing female perceptions and increasing interest of women and sports are excellent for the up and coming women's professional basketball league.

Interest in this segment of women's sports is skyrocketing. In basketball alone, women are competing at higher levels than at any time in the history of the sport. Currently, after collegiate level basketball, women must go overseas to Europe, Japan, or South America to compete professionally. It is time to bring these players home. Olympic team member Teresa Edwards, who has played in France, Italy, Spain and Japan, is "tired of lonely nights and \$1,000 phone bills" (Starr, p76). Increasing participation, interest, media exposure, role models, opportunities, and corporate support of pro women's basketball will help to make the new league a success.

Basketball carries the American spirit and heart. Americans like the fast-paced motion of the game. Young boys love the sport and so do young girls. More than 8 million girls

under the age of 17 play basketball in the United States today (Mallory, p60). Also, basketball is the number one participation sport among high school girls in America today. Nearly 427,000 girls play on school teams (Teel, pC1).

In addition to increasing participation, more people are watching women's college basketball. According to University of Connecticut coach Geno Auriemma, "Eleven years ago, you could count the fans while your were coaching the game...We used to play in an old field house where they wouldn't even pull out the bleachers" (Muskat, pi). The audience for women's sports is increasing impressively. Attendance at NCAA Division I women's games has more than tripled, to 3.6 million in the last 10 years. For the team leaders, the average attendance per game in 1992 for the top five teams was 5,607 . In 1995, it went up to 7,714 fans (NCAA statistics). Of the top 50 women's teams in average attendance for the 1994-95 season, 70% had a higher average than the previous year. The women's teams at Texas Tech University, Southwest Missouri State University, University of Colorado and University of Washington all outdrew the men's teams in 1994-95 (Powers, p18). Also, the Final Four has sold out the past three years, including in Minneapolis in April, when UConn completed a 35-0 season (Berlet, pDI). In addition, for the 1996 regular season attendance, UConn had 17 sellouts in 19 games. Furthermore, television ratings for the 1995 NCAA Women's Basketball Final Four on CBS were up 95% and beat both the NBA, NBC and the NHL on Fox. CBS has sold all Final Four advertising spots two months in advance (Martin, p26). Finally, people are

even scalping tickets for a women's game! Another notable statistic is that two out of five viewers of pro basketball, football, and baseball are women according to a national study conducted by American Sport Data Inc. (Bruscas, pD5).

Media exposure for women and sports is also increasing. ESPN is more than doubling its coverage of women's basketball, and Sunshine Network is expanding its coverage of women's professional and college teams. At the end of this year, there is a chance for a 24-hour cable channel dedicated exclusively to women's sports (Yasuda, pD1). In addition, companies like Nike and Reebok are creating TV commercials aimed at women. One Nike commercial features National teammates Sheryl Swoopes, Lisa Leslie, and Dawn Staley, where these three women challenge some men to a pickup game on a neighborhood court. The message is not whether the women win or lose, but that they can play. Also, Rebecca Lobo, MVP of the undefeated UConn team, was featured on the cover of Sports Illustrated in a regionalized edition the week after the NCAA finals. (Muskat, pi).

Role models and talented women athletes are becoming more visible. According to a high school sociology of sports teacher, she has noticed the trend for girls to name women athletes as their heroes. As mentioned earlier in the introduction, there are a number of rising female athletic stars. In particular to basketball, in 1993, Sheryl Swoopes scored a title game record 47 points in Texas Tech's victory over Ohio State. She even has her

own shoe called Air Swoopes. After Michael Jordan, Swoopes is the only other athlete Nike has designed a shoe for. Also, after Atlanta, Teresa Edwards will be the first American basketball player to make four Olympic teams. Other notable basketball stars are Dawn Staley and Lisa Leslie. Dawn is a two time Naismith Player of the year who led Virginia to three Final Fours and is the only player, male or female, in the Atlantic Coast Conference history to have a combination of more than 2,000 points, 700 rebounds, 700 assists, and 400 steals. Lisa, a former USC star, made history as a high school senior by scoring 101 points in one half. The emergence of female sports heroes encourages girls to play. Maybe these young girls will become role models themselves.

Furthermore, the 1996 Olympics and USA basketball pre-Olympic tour creates a window of opportunity. These women are expected to bring home the Gold and prove that they are the best women's basketball team in the world. Success will lead to lots of publicity. Hopefully, the momentum from Atlanta will quickly lead to a new era of women's professional basketball (Starr, p67).

Finally, there is no credible league yet. The American Basketball League (ABL) is expected to start in October 1996. "This league is the real deal. No gimmicks. No Lycra. No multicolored balls. No lowered rims" (Ryan, pDI). Just a quick note- "woman" is not in the league's title and there is no "man" in the National Basketball Association (NBA). However, the NBA may help to get the ABL started. So far, nine

players from the Olympic team and twenty-five other top players have signed on. Tryouts for the team will be held on May 28-June 2, 1996, in Atlanta. Organizers are expecting 400-800 players for 80 roster spots. The league also has a lot of corporate support. Nearly every team member on the U.S. national team has some sort of contract with a sporting goods company. The team itself has Nike as a marketing partner, and is sponsored by Champion, Topps, Sears, State Farm Insurance, Lifetime, Kraft, and Tampax (Bruscas, pD5). In October 1995, eight major corporate sponsors supported 80% of a \$4 million budget for the national team's yearlong training and promotions. This includes the \$70,000 salary for eleven of the players (Berlet, pD1). There is also better market sense this time. These teams will be put in midsized cities such as Richmond, VA, Columbus, OH, and New Haven, CT, where college teams have excelled (Teel, pC1).

Although the league seems promising, there are also potential problems. Despite the 300% increase in attendance, crowds for women's Division I college basketball are still low. Average attendance last season was 1,241. Medium support also makes it difficult for women's basketball programs to make a profit. For instance, even the 1995 NCAA Tournament, with its Final Four sellout, did not make a lot of money. It averaged 5,917 spectators per game. Furthermore, the ABL proposes a 42 game regular season that starts in October and ends in March. The problem is that the heart of the college season is at this time and fans may not want to watch both games. Even though corporate sponsors have invested about \$4 million towards the first season, this is not enough. With 10-12

teams and an average salary of \$70,000 equals \$8.4 million. Other expenses such as coaches, referees, trainers, doctors, administrators, transportation, lodging, advertising, etc. must be considered too (Teel, pC1). Also, some people believe that "women's basketball doesn't yet measure up." TV ratings for the men's NCAA championship was 19.3 while women's ratings were only 5.7. Finally, it is a fact that the women's game is not yet as skilled, fast-paced, or exciting as its male counterpart. It is "less physical, less slam-dunk, and a less trash-talking game" (Starr, p76).

Corporate Benefits

What does the coming women's professional basketball league and increasing interest in women's athletics mean? It creates a powerful sports marketing vehicle which will ultimately be self-sustaining or profitable. Companies should create new opportunities-market, advertise, innovate new products and take advantage of this growing market. It is no longer a man's world in the sporting goods business. It is just as likely a mother will help her daughter pick out a basketball, running shoes, or a softball bat (Keeler, pE1). Girls used to shop in sporting goods stores tailored for males. They wore uniforms and shoes that were designed for boys and men. "The clothes were always too loose, the Air Jordans rarely seemed to fit, and the basketballs for sale were never the smaller, regulation size of the women's game. The products always were enforced by men, advertised by men, and sold by men." Contrasting to popular belief, however, more than 80% of athletic clothing purchases are made by women (Bruscas, pD5), and women make

up 70% of the sporting goods buying decisions in the U.S. (Keeler, pE1). Women also spent more money last year on athletic shoes than men~\$5.4 billion, \$5.2 billion respectively. Further, women's athletic shoe sales are expected to grow to \$6.2 billion in 1995, while men's athletic shoe sales are expected to stay flat (Mallory, p60). According to Mike May, spokesman for the Sporting Goods Manufacturing Association, "there is a need for equipment to match women's bodies and physical needs, whether it is smaller Softball mitts with deeper pockets for women's hands, or bats and golf clubs that are not merely trimmed down versions of men's equipment" (Keeler, pE1).

Retailers are realizing that there is an untapped market in this fitness boom era. Several major sporting goods companies are starting and learning to market products specifically for women. For instance, Topps is releasing a set of women's Olympic basketball cards. This is the first time a women's team is featured on cards. Also, Spalding is introducing two new women's basketballs, including a Rebecca Lobo autograph ball (Martin, p26). Nike is also demonstrating its commitment to women's sports. Nike has recently surpassed Reebok in women's footwear market share. It owns 29% of market share, while Reebok owns 22%. Nike is trying to win the hearts and expand the market of the young females sports consumers. According to Sue Levin, Nike's woman's sports marketing manager, "In order to grow the market, you need to push at the bottom and pull at the top. At the top, Nike is increasing exposure for its best women athletes, so that children are influenced by these wonderful role models. At the bottom of the pyramid,

through local and grassroots efforts, Nike is helping to create the opportunity for girls to fall in love with the sports." In October 1995, Nike launched the "Air Swoopes" shoe named after basketball star, Sheryl Swoopes. These shoes are intended to be the women's equivalent of the popular shoes endorsed by Michael Jordan. Until now, many women were purchasing the Air Jordans, Air Flights, and Air Force shoes. Nike, however, realized that there was a need to make a basketball shoe that fit women's feet. As a result, Air Swoopes shoe sales were excellent this past year. By the way, Nike is named after a Greek goddess, not a god.

Survey

I conducted a pilot survey to determine the target audience and whom the ABL should target in the future. Fourteen questions (see exhibit A) were sent out to fifty University of Michigan students through random E-mail and random people in my classes. Fifty surveys were also given to high school juniors at Kimball High School in Royal Oak, Michigan. I received an 80% response rate, which is twenty responses from each group- college males, college females, high school males, and high school females.

Survey Analysis

The data and results (see exhibit B,C, D) suggest that males are the current target audience. More men watch and play the game and men are more familiar with women's basketball. The gap between men's knowledge of women's basketball is greatest when

naming the player of the NCAA final game, Michelle Marciniak, and Nasmith player of the year, Saudia Roundtree. 50% and 40% of college men could name the players respectively, but none of the college or high school women could name either of the athletes. In addition, 70% of college males, 25% of high school males had favorite or could name women basketball players compared to 35% of college females, 10% of high school females. It is interesting to note that the men suggested many different female players, but the women only suggested two players. The player with the most votes is Sheryl Swoopes. It is difficult, however, to determine whether or not men's knowledge of women's basketball is due to interest or coincidence. Some guys watch ESPN all the time. They may watch women's basketball because it happens to be on TV and there is nothing better to watch. The men can name most of the final four teams, the player of the NCAA final game and Nasmith winner. It probably because men like to watch sports highlights and women's sports are sometimes included.

We must consider the future target audience for a successful ABL league. Responses to questions regarding the future are the only time women's ratings are higher than men's. 70% of college women, 65% of high school girls say they would watch women's pro basketball on TV, but only 10% of college men, 20% of high school boys say they will (about 40% are "maybes" for males). In addition, more women believe that the ABL league will be successful and are more willing to support the league. 55% of U of M females, 45% of Kimball High girls believe that a new league will be successful, but only

30% of U of M males, 25% of Kimball boys think that it will succeed. For instance, a U of M female student voices her opinion, "I do, in fact, feel that a women's pro basketball league can succeed. In a nation where girls are being encouraged more and more to play sports, more and more will, in turn, wish to watch sports. Not only will the girls want to watch, but so will their parents. But, I do think that it needs to be marketed correctly. It shouldn't compete with men's basketball; it should simply be another form of entertainment. Women's basketball is not inferior, in my opinion, but different. One can learn more about form, fundamentals, etc. from women's ball." Finally, the majority of future parents will encourage their daughters to play sports-90% college M, 80% college F, 80% high school M, 80% high school F. Some positive responses are: "Sports helps to build self-esteem, fosters a positive relationship with the body, discipline promotes teamwork and good sportsmanship. It teaches lots of life-long skills. Sports teach children to excel in a given role for the benefit of others as well as themselves."

It is important, however, to note that this study is not very accurate. Since it is a pilot study, it is not a thorough representation of all young adults in the United States. Biases may result for these reasons. First of all, the survey was only given to University of Michigan students. The U of M does not have a strong women's basketball team and receives little publicity. If, however, the same questions were asked to University of Tennessee (1996 winner of the NCAA tournament) students, results would most likely be different. Michelle Marciniak's photo, the MVP player of the final game, was probably

on the front page of Tennessee newspapers, thus generating lots of publicity. Also, it is important to consider location. Both the Michigan men's basketball and Detroit Pistons are popular and have a loyal crowd. Top women's college basketball is located in smaller cities such as Tennessee and Connecticut. There are fewer things to do and fewer sports teams in these areas. Women's college basketball is the main attraction in these smaller towns.

Biases also appear in the high school survey. The survey was given out to Kimball High school juniors. This school is located just outside Detroit. One of the problems with high schoolers is maturity level, especially boys. In particular, this high school has the reputation of having a "punk crowd." The students may not have taken the survey seriously. Some of the answers from males such as, "I don't like butch girls" and "I would kill him" (in response to the question about Sheryl Swoopes as a role model) are just plain obnoxious. Location is also a factor when considering this high school. I talked to my roommate's sister who lives in a small town in Michigan. She is a strong supporter of women's basketball because they have a great girls basketball team and everyone takes basketball seriously at White Pigeon High. Detroit is a bigger city and high schoolers probably like to watch Piston's games. Finally, the questions about the NCAA tournament might be unfair to high-schoolers. College students will pay more attention to the tournament to support their schools. High schoolers most likely do not

care as much about the tournament. Nevertheless, this survey serves as an initial test and provides a "feel" of what young adults think.

Conclusion

People tend to compare men's basketball to the women's game in order to determine whether or not it will be successful. Many believe that women just aren't as talented as men or the game is not as exciting. We must not, however, compare men to women and the NBA to the ABL. The unique element of women's basketball is not how the women's teams compare to the men's but how well they stand on their own. Basketball is basketball; it is a sport for everyone. People love it because of the fast-paced game, competition, and talent. Just watch a woman's game, you'll see.

In order to make any new concept a success, it is necessary to determine the target audience. The survey proves that women and basketball is growing in popularity. Women are becoming more interested in the sport, many would watch the new league, parents will encourage their daughters to play, and more women believe that the ABL will be successful. Even young boys should be encouraged to watch women's sports. The data suggests that most mothers will be proud if their son's role model is a woman, but fathers appear to be indifferent or present a negative attitude. Thus, the future target audience should be young girls. If they get involved at a young age, interest will continue to grow and loyalties will develop. Women basketball role models are already emerging.

For instance, the majority of students who named their favorite female basketball player suggested Sheryl Swoopes. We must start with the youth. Though the women's Olympic team could prove to be a great start, continued growth ultimately goes back to the grass-roots level, to youth and college programs.

Finally, statistics and trends suggest that it is the right time to start a U.S. league.

However, I think **MARKETING** is what will make women's professional basketball successful. There is a sensitivity now. Women are athletes who want to take their game to the next level. Marketers must keep this in mind and communicate this to women. Sports to women are hard core athletics, cutting edge products, and top athletes. Women want to be portrayed in ads as active, multifaceted individuals-no old fashioned stereotypes. Women want to see women doing real things. Advertising must celebrate the experience of sports. It is the same for both girls and boys.

Teresa Edwards (U.S. National Basketball teammate): "We 're laying a foundation, carrying a big load, but women's basketball has never been marketed so well. We don't really know what the immediate impact will be, but we hope for a professional league in this country so we 'll be able to be ourselves. It would be nice to be like men in the NBA, where you play ball, go home, and have a life " (Berlet, pDI).

Exhibit A

male/female

- 1) Are you a basketball fan?
- 2) Do you play basketball?
- 3) Did you keep up with the NCAA tournament?
- 4) Which teams were in the women's final four? who won?
- 5) Who was the MVP player of the woman's final game?
- 6) Who is the Nasmith player of the year?
- 7) Who is your favorite female basketball player? If you don't have one, can you name any?
- 8a) Are you familiar with the women's Olympic dream team?
 - b) Have you watched any of the pre-Olympic tour games?
- 9) Did you know that the ABL-American Basketball League is planning on starting a women's professional basketball league in Oct. 1996?
- 10) Would you watch it on TV?
- 11) How much would you pay to see a game?

t
- 12) Do you think it will be successful? Why, Why not?
- 13) In the future, will you encourage your daughter to play basketball and other sports? Or, would you rather her participate in more "feminine" activities such as ballet? Why?
- 14a) If you have a son, will you encourage him to watch women's basketball?
 - b) How would you feel if his role model is Sheryl Swoopes (female b-ball player)?

Exhibit B

COLLEGE MALES

	Yes	No	Maybe	Know	D know	Favorite player	\$0	\$5-10	\$10-15	\$15-20	\$20+
1) B-ballfan?	16	4									
2) Playb-ball?	4	16									
3) Watched NCAA?	14	6									
4) Final Four?	12	8									
5) Player of the game?				10	10						
6) Nasmith player?				8	12						
7) Favorite player?					6	S. Swoopes (5) S. Roundtree(l) C. Miller (2) K. Smith (1) R. Lobo(2) L. Leslie (2) D. Staley(1)					
8a) Familiar with Olympic dream team?	12	8									
8b) Watched pre-Olympic tour games?	12	8									
9) Familiar with ABL?	10	10									
10) Would watch ABL on TV?	2	10	8								
11) Pay to see an ABL game?								12			
12) ABL successful?	6	14									
13) Encourage daughter to play b-ball?	18	1			1						
14a) Encourage son to watch w b-ball?	10	5			5						
14b) Feel if son's role model Swoopes?	10	4			6						

Exhibit B

COLLEGE FEMALES

	Yes	No	Maybe	Know	D know	Favorite player	\$0	\$5-10	\$10-15	\$15-20	\$20+
1) B-ballfan?	12	8									
2) Playb-ball?	6	14									
3) Watched NCAA?	10	10									
4) Final Four?	4	16									
5) Player of the game?				0	20						
6) Nasmith player?				0	20						
7) Favorite player?					13	S. Swoopes (6) K. McClain(1)					
8a) Familiar with Olympic dream team?	6	14									
8b) Watched pre-Olympic tour games?	0	20									
9) Familiar with ABL?	5	15									
10) Would watch ABL on TV?	14	5	1								
11) Pay to see an ABL game?							2	8	6	4	0
12) ABL successful?	11	9									
13) Encourage daughter to play b-ball?	16	0			4						
14a) Encourage son to watch w b-ball?	16	4									
14b) Feel if son's role model Swoopes?	16	0			4						

Exhibit B

HIGH SCHOOL MALES

	Yes	No	Maybe	Know	Dknow	Favorite player	\$0	\$5-10	\$10-15	\$15-20	\$20+
1) B-ball fan?	14	6									
2) Playb-ball?	11	9									
3) Watched NCAA?	11	9									
4) Final Four?	3										
5) Player of the game?				0	20						
6) Nasmith player?				2	18						
7) Favorite player?						S. Roundtree R. Lobo S. Swoopes (2) Holdsclaw					
8a) Familiar with Olympic dream team?	5	15									
8b) Watched pre-Olympic tour games?	3	17									
9) Familiar with ABL?				0	20						
10) Would watch ABL on TV?	4	10	6								
11) Pay to see an ABL game?					3						
12) ABL successful?	5	14	1								
13) Encourage daughter to play b-ball?	16	4									
14a) Encourage son to watch w b-ball?	2	10			8						
14b) Feel if son's role model Swoopes?	5	9			6						

Exhibit C

RESULTS

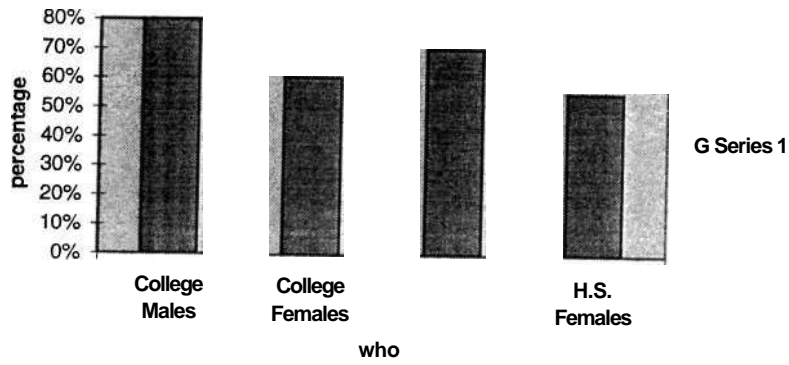
	College Males	College Females	H.S. Males	H.S. Females
1) B-ballfan?				
YES	80%	60%	70%	55%
NO	20%	40%	30%	45%
2) Playb-ball?				
YES	65%	30%	55%	30%
NO	35%	70%	45%	70%
3) Watched NCAA?				
YES	70%	50%	55%	5%
NO	30%	50%	45%	95%
4) Final Four?				
Know	60%	20%	15%	0%
Don't Know	40%	80%	85%	100%
5) Player of the game?				
Know	50%	0%	0%	0%
Don't Know	50%	100%	100%	100%
6) Nasmith player?				
Know	40%	0%	10%	0%
Don't Know	60%	100%	90%	100%
7) Favorite/any female player?				
% who could name	70%	35%	25%	10%
8a) Familiar with Olympic dream team?				
YES	60%	30%	25%	20%
NO	40%	70%	75%	80%
8b) Watched pre-Olympic tour games?				
YES	60%	0%	15%	20%
NO	40 ^o	100%	85%	80%

Exhibit C

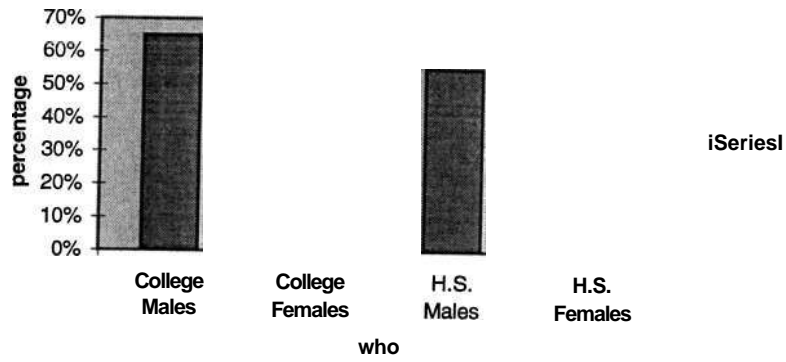
	College	College Females	H.S. Males	H.S. Females
9) Familiar with ABL?				
YES	50%	25%	25%	20%
NO	50%	75%	75%	80%
10) Would watch ABL on TV?				
YES	10%	70%	20%	65%
NO	50%	25%	50%	25%
MAYBE	40%	5%	30%	10%
11) Pay to see an ABL game?				
\$0	20%	10%	35%	45%
\$5-10	60%	40%	25%	15%
\$10-15	10%	30%	0%	10%
\$15-20	10%	20%	5%	0%
\$20+	0%	0%	0%	15%
Don't Know	0%	0%	15%	15%
12) ABL successful?				
YES	30%	55%	25%	45%
NO	70%	45%	70%	45%
MAYBE	0%	0%	5%	10%
13) Encourage daughter to play b-ball				
YES	90%	80%	80%	80%
NO	5%	0%	20%	10%
Don't Know	5%	20%		10%
14a) Encourage son to watch w b-ball?				
YES	50%	80%	10%	80%
NO	25%	20%	50%	10%
Don't Know	25%	0%	40%	10%
14b) Feel if son's role model is Swoopes?				
YES	50%	80%	25%	70%
NO	20%	0%	45%	15%
Don't Know	30%	20%	30%	15%

Exhibit D

B-ball Fans



B-ball Players



Watched NCAA

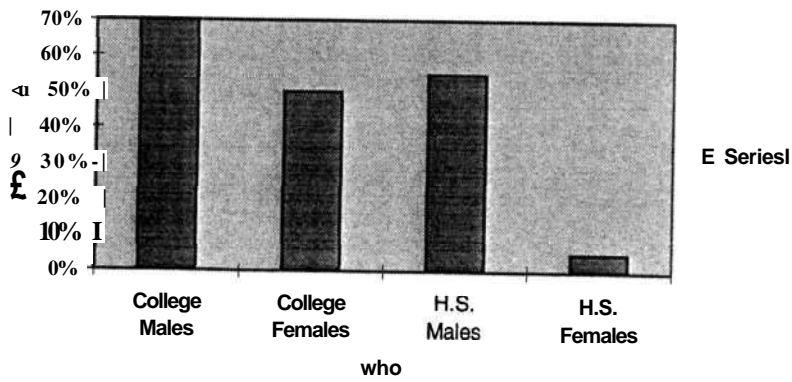
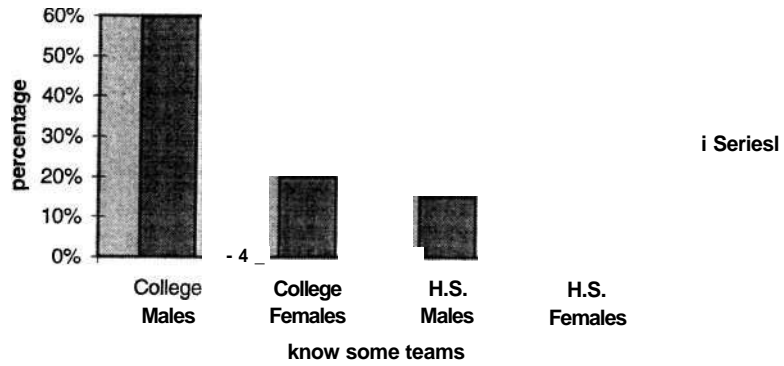
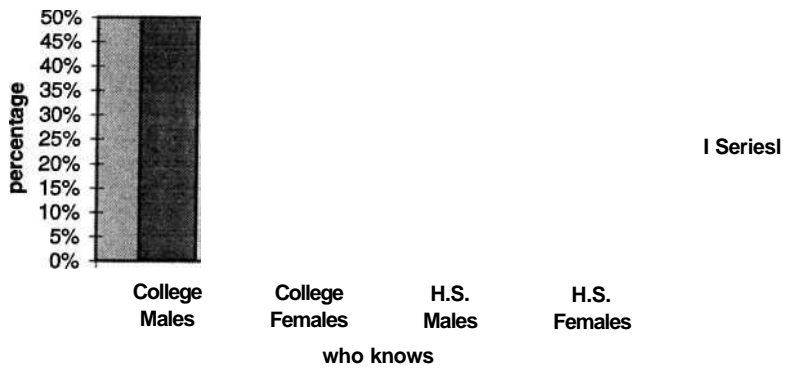


Exhibit D

Final Four



Player of the NCAA Finals



Nasmth Player

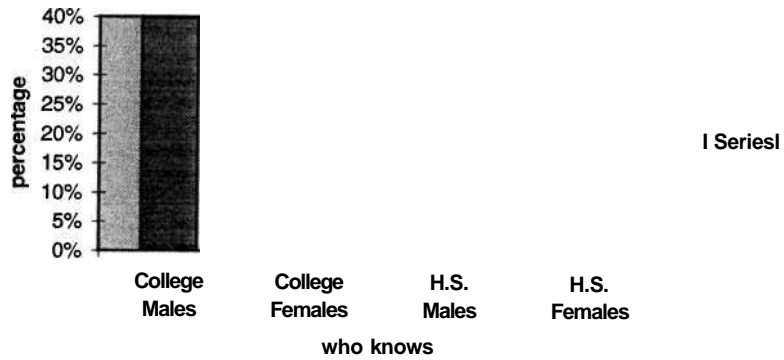
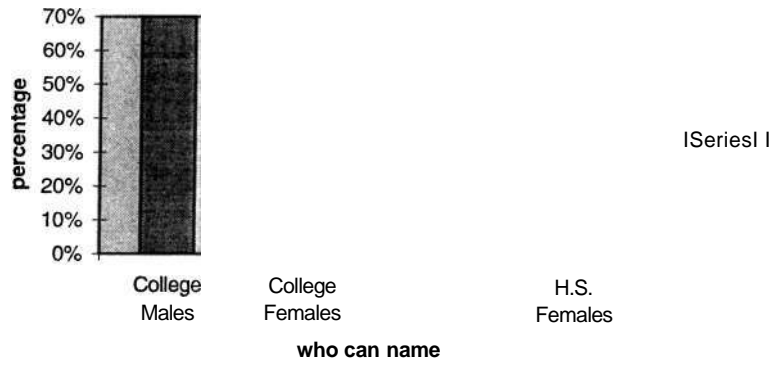
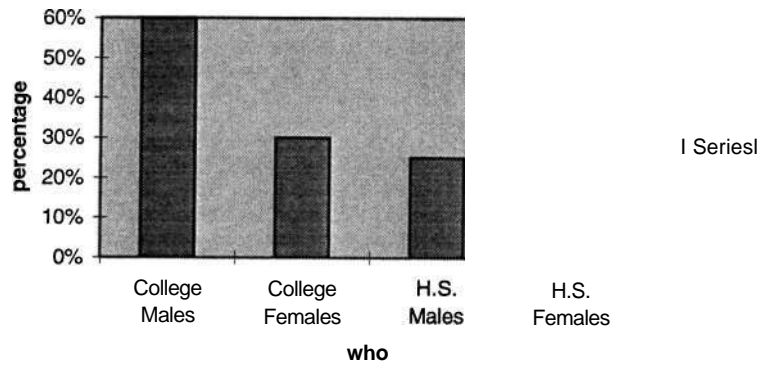


Exhibit D

Favorite/Any Female B-ball Player

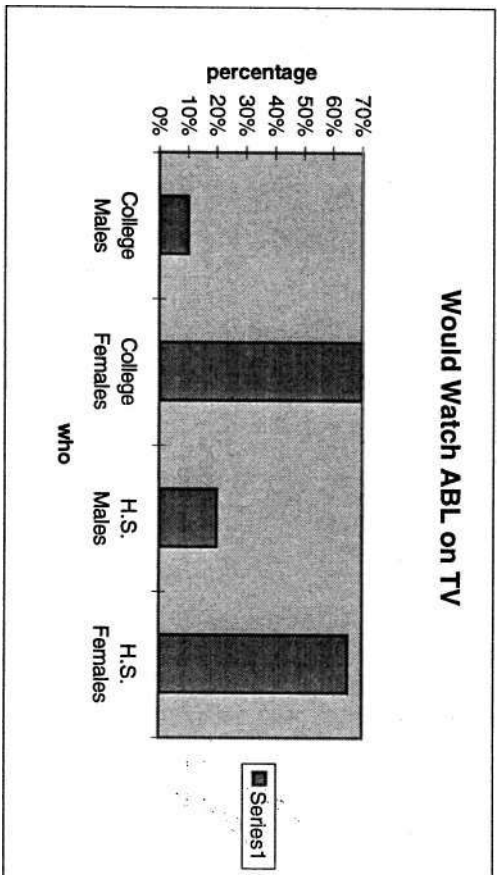
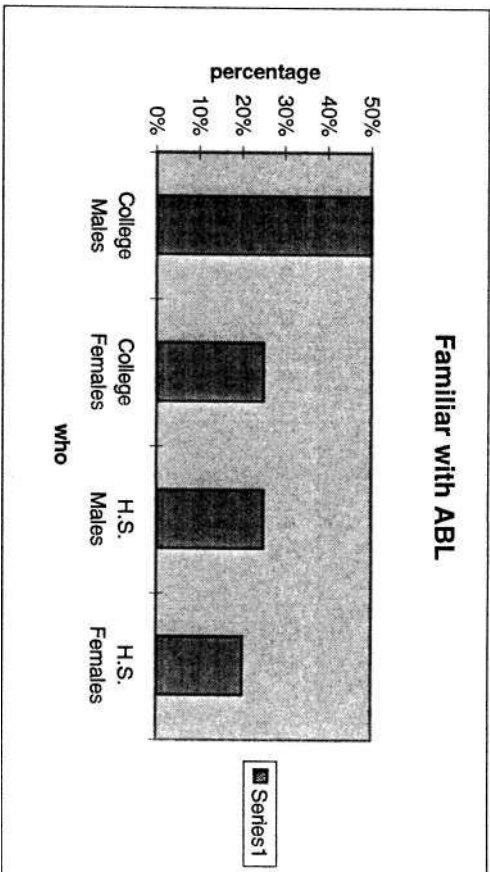


Familiar with Olympic Dream Team



Watched Pre-Olympic Tour Games





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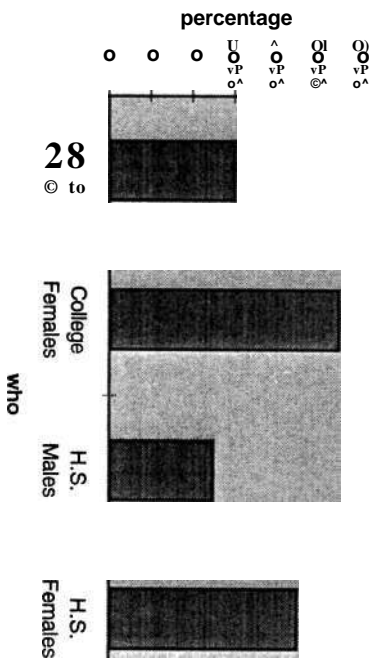
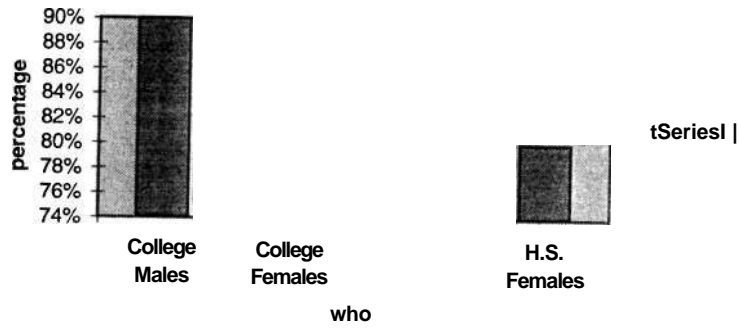
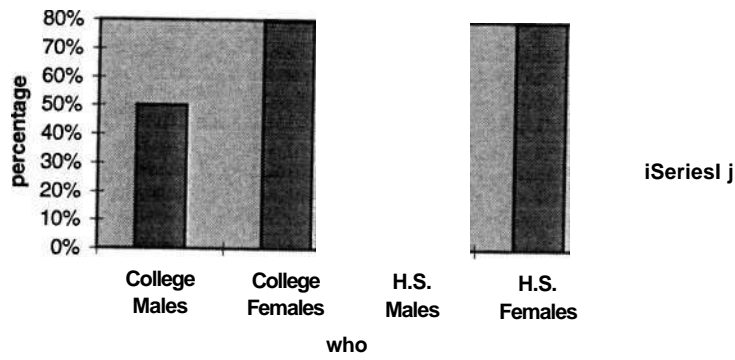


Exhibit D

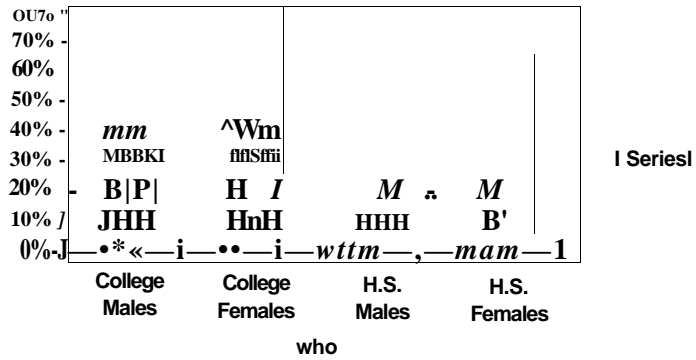
Encourage Daughter to Play B-ball



Encourage Son to Watch Wmms B-ball



Attitude if Son's Role Model is Swoopes



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