

Sports Scandals and Crimes

in the United States

(selected cases)

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About the Editor

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Books by Michael Erbschloe

Extremist Propaganda in Social Media: A Threat to Homeland Security (CRC Press)

Threat Level Red: Cybersecurity Research Programs of the U.S. Government (CRC Press)

Social Media Warfare: Equal Weapons for All (CRC Press)

Walling Out the Insiders: Controlling Access to Improve Organizational Security (CRC Press)

Physical Security for IT (Elsevier Science)

Trojans, Worms, and Spyware (Butterworth-Heinemann)

Implementing Homeland Security in Enterprise IT (Digital Press)

Guide to Disaster Recovery (Course Technology)

Socially Responsible IT Management (Digital Press)

Information Warfare: How to Survive Cyber Attacks (McGraw Hill)

The Executive's Guide to Privacy Management (McGraw Hill)

Net Privacy: A Guide to Developing & Implementing an e-business Privacy Plan (McGraw Hill)

Performance Enhancing Drugs in Sports over the Decades

New York Yankees star Alex Rodriguez was suspended for 211 games for using performance-enhancing drugs (PEDs). At the time A-Rod was the latest in a long string of high-profile baseball stars whose reputations have been tarnished by PEDs. Others include superstars like Mark McGwire, Barry Bonds, Manny Ramirez, and Roger Clemens.

Baseball has been cracking down on steroid use with more frequent and random testing, but that hasn't stopped the problem. After all, A-Rod's suspension comes on the heels of former National League MVP Ryan Braun's. Why do the big stars keep risking their careers and reputations for drugs? They are all smart enough to know that a short-term gain in strength is likely to be offset by some potentially disastrous long-term health effects, which is why these drugs are banned in the first place.

Part of the problem is that steroid abuse is part of baseball's culture. As in cycling, so many players are taking PEDs that teammates may feel they have to illegally up their game as well.

There may be a troubling trickle-down effect from high-profile athletes continuing to use these drugs. Although less than 3% of high school seniors used PEDs in 2012 (according to NIDA's Monitoring the Future study), the company accused of giving A-Rod the illegal substances is allegedly being investigated for selling high school athletes PEDs as well. Teens may start to believe that the only way to go pro is to use these dangerous drugs.

Once viewed as a problem strictly associated with body builders, fitness "buffs," and professional athletes, the abuse of steroids is prevalent in today's society. This is an alarming problem because of increased abuse over the years, and the ready availability of steroids and steroid related products. The problem is widespread throughout society including school-age children, athletes, fitness "buffs," business professionals, etc. The National Institute on Drug Abuse (NIDA) estimates that more than a half million 8th and 10th grade students are now using these dangerous drugs, and increasing numbers of high school seniors don't believe steroids are risky. Another study indicated that 1,084,000 Americans, or 0.5 percent of the adult population, said that they had used anabolic steroids. These are just a couple of examples of how widespread the problem has become.

Some people are taking dietary supplements that act as steroid precursors without any knowledge of the dangers associated with their abuse. Dietary supplements are sold in health food stores, over the internet, and through mail order. People may believe that these supplements will produce the same desired effects as steroids, but at the same time avoid the medical consequences associated with using steroids. This belief is dangerous. Supplements may also have the same medical consequences as steroids.

What are anabolic steroids? Anabolic steroids are synthetically produced variants of the naturally occurring male hormone testosterone. Both males and females have testosterone produced in their bodies: males in the testes, and females in the ovaries and other tissues. The full name for this class of drugs is androgenic (promoting masculine characteristics) anabolic (tissue building) steroids (the class of drugs). Some of the most abused steroids include Deca-Durabolin® ,

Durabolin® , Equipoise® , and Winstrol® . The common street (slang) names for anabolic steroids include arnolds, gym candy, pumpers, roids, stackers, weight trainers, and juice.

The two major effects of testosterone are an androgenic effect and an anabolic effect. The term androgenic refers to the physical changes experienced by a male during puberty, in the course of development to manhood. Androgenic effects would be similarly experienced in a female. This property is responsible for the majority of the side effects of steroid use. The term anabolic refers to promoting of anabolism, the actual building of tissues, mainly muscle, accomplished by the promotion of protein synthesis.

Why are steroids abused? Anabolic steroids are primarily used by bodybuilders, athletes, and fitness "buffs" who claim steroids give them a competitive advantage and/or improve their physical performance. Also, individuals in occupations requiring enhanced physical strength (body guards, construction workers, and law enforcement officers) are known to take these drugs. Steroids are purported to increase lean body mass, strength and aggressiveness. Steroids are also believed to reduce recovery time between workouts, which makes it possible to train harder and thereby further improve strength and endurance. Some people who are not athletes also take steroids to increase their endurance, muscle size and strength, and reduce body fat which they believe improves personal appearance.

Where do you get steroids? Doctors may prescribe steroids to patients for legitimate medical purposes such as loss of function of testicles, breast cancer, low red blood cell count, delayed puberty and debilitated states resulting from surgery or sickness. Veterinarians administer steroids to animals (e.g. cats, cattle, dogs, and horses) for legitimate purposes such as to promote feed efficiency, and to improve weight gain, vigor, and hair coat. They are also used in veterinary practice to treat anemia and counteract tissue breakdown during illness and trauma. For purposes of illegal use there are several sources; the most common illegal source is from smuggling steroids into the United States from other countries such as Mexico and European countries. Smuggling from these areas is easier because a prescription is not required for the purchase of steroids. Less often steroids found in the illicit market are diverted from legitimate sources (e.g. thefts or inappropriate prescribing) or produced in clandestine laboratories. How are steroids taken?

Anabolic steroids dispensed for legitimate medical purposes are administered several ways including intramuscular or subcutaneous injection, by mouth, pellet implantation under the skin and by application to the skin (e.g. gels or patches). These same routes are used for purposes of abusing steroids, with injection and oral administration being the most common. People abusing steroids may take anywhere from 1 to upwards of a 100 times normal therapeutic doses of anabolic steroids. This often includes taking two or more steroids concurrently, a practice called "stacking." Abusers will often alternate periods (6 to 16 weeks in length) of high dose use of steroids with periods of low dose use or no drug at all. This practice is called "cycling." Another mode of steroid use is called "pyramiding." With this method users slowly escalate steroid use (increasing the number of drugs used at one time and/or the dose and frequency of one or more steroids), reach a peak amount at mid-cycle and gradually taper the dose toward the end of the cycle. Please see "Appendix A" for additional information on patterns of anabolic steroid abuse.

Doses of anabolic steroids used will depend on the particular objectives of the steroid user. Athletes (middle or high school, college, professional, and Olympic) usually take steroids for a limited period of time to achieve a particular goal. Others such as bodybuilders, law enforcement officers, fitness buffs, and body guards usually take steroids for extended periods of time. The length of time that steroids stay in the body varies from a couple of days to more than 12 months.

Examples of oral and injectable steroids are as follows:

Oral Steroids

- Anadrol® (oxymetholone)
- Oxandrin® (oxandrolone)
- Dianabol® (methandrostenolone)
- Winstrol® (stanozolol)

Injectable Steroids

- Deca-Durabolin® (nandrolone decanoate)
- Durabolin® (nandrolone phenpropionate)
- Depo-Testosterone® (testosterone cypionate)
- Equipoise® (boldenone undecylenate) (veterinary product)®

There is increasing concern regarding possible serious health problems that are associated with the abuse of steroids, including both short-term and long-term side effects. The short-term adverse physical effects of anabolic steroid abuse are fairly well known. Short-term side effects may include sexual and reproductive disorders, fluid retention, and severe acne. The short-term side effects in men are reversible with discontinuation of steroid use. Masculinizing effects seen in women, such as deepening of the voice, body and facial hair growth, enlarged clitoris, and baldness are not reversible. The long-term adverse physical effects of anabolic steroid abuse in men and in women, other than masculinizing effects, have not been studied, and as such, are not known. However, it is speculated that possible long-term effects may include adverse cardiovascular effects such as heart damage and stroke. Possible physical side effects include the following:

- High blood cholesterol levels - high blood cholesterol levels may lead to cardiovascular problems

- Severe acne

- Thinning of hair and baldness

- Fluid retention

- High blood pressure

- Liver disorders (liver damage and jaundice)

- Steroids can affect fetal development during pregnancy

- Risk of contracting HIV and other blood-borne diseases from sharing infected needles

- Sexual & reproductive disorders:

Males

- Atrophy (wasting away of tissues or organs) of the testicles

- Loss of sexual drive

Diminished or decreased sperm production
Breast and prostate enlargement
Decreased hormone levels
Sterility

Females

Menstrual irregularities
Infertility
Masculinizing effects such as facial hair, diminished breast size, permanently deepened voice, and enlargement of the clitoris.

Possible psychological disturbances include the following:

Mood swings (including manic-like symptoms leading to violence)
Impaired judgment (stemming from feelings of invincibility)
Depression
Nervousness
Extreme irritability
Delusions
Hostility and aggression

Laws and penalties for anabolic steroid abuse. The Anabolic Steroids Control Act of 1990 placed anabolic steroids into Schedule III of the Controlled Substances Act (CSA) as of February 27, 1991. Under this legislation, anabolic steroids are defined as any drug or hormonal substance chemically and pharmacologically related to testosterone (other than estrogens, progestins, and corticosteroids) that promotes muscle growth.

The possession or sale of anabolic steroids without a valid prescription is illegal. Simple possession of illicitly obtained anabolic steroids carries a maximum penalty of one year in prison and a minimum \$1,000 fine if this is an individual's first drug offense. The maximum penalty for trafficking is five years in prison and a fine of \$250,000 if this is the individual's first felony drug offense. If this is the second felony drug offense, the maximum period of imprisonment and the maximum fine both double. While the above listed penalties are for federal offenses, individual states have also implemented fines and penalties for illegal use of anabolic steroids. State executive offices have also recognized the seriousness of steroid abuse and other drugs of abuse in schools. For example, The State of Virginia enacted a new law that will allow student drug testing as a legitimate school drug prevention program. Some other states and individual school districts are considering implementing similar measures.

The International Olympic Committee (IOC), National Collegiate Athletic Association (NCAA), and many professional sports leagues (e.g. Major League Baseball, National Basketball Association, National Football League (NFL), and National Hockey League) have banned the use of steroids by athletes, both because of their potential dangerous side effects and because they give the user an unfair advantage. The IOC, NCAA, and NFL have also banned the use of

steroid precursors (e.g. androstenedione) by athletes for the same reason steroids were banned. The IOC and professional sports leagues use urine testing to detect steroid use both in and out of competition.

Common types of steroids abused. The illicit anabolic steroid market includes steroids that are not commercially available in the U.S. as well as those which are available. Steroids that are commercially available in the U.S. include fluoxymesterone (Halotestin®), methyltestosterone, nandrolone (Deca-Durabolin®, Durabolin®), oxandrolone (Oxandrin®), oxymetholone (Anadrol®), testosterone, and stanozolol (Winstrol®). Veterinary steroids that are commercially available in the U.S. include boldenone (Equipoise®), mibolerone, and trenbolone (Revalor®). Other steroids found on the illicit market that are not approved for use in the U.S. include ethylestrenol, methandriol, methenolone, and methandrostenolone.

Steroid alternatives

A variety of non-steroid drugs are commonly found within the illicit anabolic steroid market. These substances are primarily used for one or more of the following reasons: 1) to serve as an alternative to anabolic steroids; 2) to alleviate short-term adverse effects associated with anabolic steroid use; or 3) to mask anabolic steroid use. Examples of drugs serving as alternatives to anabolic steroids include clenbuterol, human growth hormone, insulin, insulin-like growth factor, and gamma-hydroxybutyrate (GHB). Examples of drugs used to treat the short-term adverse effects of anabolic steroid abuse are erythropoietin, human chorionic gonadotropin (HCG), and tamoxifen. Also, diuretics and uricosuric agents may be used to mask steroid use.

Over the last few years, a number of metabolic precursors to either testosterone or nandrolone have been marketed as dietary supplements in the U.S. These dietary supplements can be purchased in health food stores without a prescription. Some of these substances include androstenedione, androstenediol, norandrostenedione, norandrostenediol, and dehydroepiandrosterone (DHEA), which can be converted into testosterone or a similar compound in the body. Whether they promote muscle growth is not known.

Are anabolic steroids addictive?

An undetermined percentage of steroid abusers may become addicted to the drug, as evidenced by their continuing to take steroids in spite of physical problems, negative effects on social relations, or nervousness and irritability. Steroid users can experience withdrawal symptoms such as mood swings, fatigue, restlessness, and depression. Untreated, some depressive symptoms associated with anabolic steroid withdrawal have been known to persist for a year or more after the abuser stops taking the drugs.

How widespread is the problem? In today's society people are willing to take great risk to excel in sports and perform their jobs better. Also, we live in a society where image is paramount to some people. Therefore, the popularity of performance enhancing drugs such as anabolic steroids and anabolic steroid substitute products are the choice of some people to achieve these goals. Steroid abuse is still a problem despite the illegality of the drug and the banning of steroids by various sports authorities and sports governing bodies.

The Substance Abuse and Mental Health Services Administration's National Household Survey on Drug Abuse determined 1,084,000 Americans, or 0.5 percent of the adult population, said that they had used anabolic steroids. In the 18 to 34 age group, about 1 percent had ever used steroids.

The "Monitoring the Future" study conducted in 2002 determined that since 1991 there has been a significant increase of steroid use by school age children. This annual study, supported by the NIDA and conducted by the Institute for Social Research at the University of Michigan, surveys drug use among eighth, tenth, and twelfth graders in the United States. The first year data was collected on younger students was in 1991. Since 1991 there has been a significant increase in reported steroid use by teenagers. For all three grades, the 2002 levels represent a significant increase from 1991.

In addition, the 2002 survey also determined how easy it was for school aged children to obtain steroids. The survey indicated 22% of eighth graders, 33.2% of tenth graders, and 46.1% of twelfth graders surveyed in 2002 reported that steroids were "fairly easy" or "very easy" to obtain. More than 57% of twelfth graders surveyed in 2002 reported that using steroids was a "great risk." Also, another study indicated that steroids are used predominately by males. The survey determined the annual prevalence rates were two to four times as high among males as among females.

The "Monitoring the Future" study also determined that misuse and abuse of steroids is a major concern among school aged children. Some of their findings are alarming and indicate a need for concern:

A survey in 1999 determined that 479,000 students nationwide, or 2.9 percent, had used steroids by their senior year of high school.

A survey in 2001 determined the percentage of 12th graders who believed that taking these drugs causes "great risk" to health declined from 68 percent to 62 percent.

The Center for Disease Control and Prevention (CDC) conducts the Youth Risk Behavior Surveillance Study, a survey of high school students across the United States. A survey conducted in 2001 indicated that 5% of all high school students reported lifetime use of steroid tablets/injections without a doctor's prescription. The survey also indicated that 5.8% of ninth graders, 4.9% of tenth graders, 4.3% of eleventh graders, and 4.3% of twelfth graders reported lifetime illegal use of steroids.

A majority of the studies performed on steroid abuse indicate males are twice as likely to abuse steroids as females.

Professional & College Sports The NFL suspended running back Mike Cloud of the New England Patriots, defensive back Lee Flowers of the Denver Broncos, and Keith Newman of the Atlanta Falcons for violating the league's steroid policy. All three players tested positive for steroids and received a four game suspension without pay during the regular season. Three members of the Norwich University (located in Northfield, Vermont) football team were arrested for possession of 1,000 anabolic steroid tablets. During interviews with the three football players

they advised authorities that several other students and football players were using steroids. In professional baseball it is widely believed that steroid abuse is rampant. The news media has reported countless instances where players were taking steroids or other performance enhancing drugs. There is also continuous debate about steroid testing and other drug testing in professional baseball.

Law Enforcement Despite the illegality of steroids without a prescription and the known dangers of steroid abuse the problem continues to grow in the law enforcement community. In Minneapolis, a police sergeant was charged for possession of steroids. He admitted to being a user of steroids. In Miami, a police officer was arrested for the purchase of human growth hormone kits (HGH) from a dealer. The dealer had also informed Federal officials that the police officer had purchased anabolic steroids from him on four other occasions. In Tampa, a police officer was sentenced to 70 months in jail for exchanging 1,000 ecstasy tablets from police custody for steroids.

How can we curtail their abuse? The most important aspect to curtailing abuse is education concerning dangerous and harmful side effects, and symptoms of abuse. Athletes and others must understand that they can excel in sports and have a great body without steroids. They should focus on getting proper diet, rest, and good overall mental and physical health. These things are all factors in how the body is shaped and conditioned. Millions of people have excelled in sports and look great without steroids. For additional information on steroids please see our website at: www.DEAdiversion.usdoj.gov

Criminal Assault in the Figure Skating World

On January 6, 1994, a male attacker clubbed figure skater Nancy Kerrigan in the knee during the U.S. Figure Skating Championships. He was quickly linked to Kerrigan's fierce competitor Tonya Harding, and because of where Harding lived and trained, it was the responsibility of Portland Division of the FBI to interview her about the crime. On January 18, 1994, national media satellite trucks gathered as Harding met with FBI agents in Portland for more than 10 hours as part of the investigation. A few months later, she pled guilty to hindering the investigation and was sentenced to probation and community service. Three others served jail time.

The global media spent considerable time reporting on the incident. This made the Kerrigan-Harding incident one of the biggest sports scandals in U.S. history. Kerrigan got a portrayal as good girl and Harding as trailer trash witch.

Remarks of Secretary Arne Duncan to the NCAA Convention January 11, 2012

It is great to be back at the NCAA convention.

A few months ago, President Emmert said that 2011 was the best of times and the worst of times for college sports.

It was the best of times because college sports have never been as popular or as visible. It was the best of times because graduation rates for student athletes reached new highs, and continued to surpass the graduation rate of their peers.

And it was the best of times because college presidents took major steps to reduce academic abuses in Division I that have allowed rogue programs and coaches to taint the tremendous record of success in college sports for too long.

I can't thank the Division One college and university presidents enough for your decision to raise the academic benchmarks that teams will have to meet to compete in the post-season. In a few short years, teams will have to be on track to graduating at least half of their players to be eligible for post-season play, whether they compete in the NCAA basketball tournament or the BCS football bowl games.

As I'll talk about in a minute, raising the bar for postseason eligibility was a sea-change in policy, though a surprising number of sportswriters failed to catch its significance. And thanks to your collective commitment and leadership, the NCAA approved this unprecedented increase in post-season eligibility standards with record speed.

Yet, it's no secret why 2011 was also the worst of times for college sports. 2011 saw storied athletic programs hit hard by disturbing child sex abuse allegations, recruiting scandals, and rules violations. As President Emmert has pointed out, a year ago no one dreamed that head coaches at powerhouse athletic programs at Penn State, Ohio State, Tennessee, and North Carolina would be gone by the end of the year.

Few also foresaw the full impact of unprecedented multibillion dollar TV football contracts in the BCS and the madcap conference realignments that followed, with little or no regard for student athletes and their education. In the Big East, athletes will now fly from Boise to Boston and San Diego to Storrs and back again to compete. It's hard to fly much further and still be in the continental U.S.

Last month, the Chronicle of Higher Education went so far as to publish a front page story on intercollegiate athletics under the headline: "What in the hell has happened to college sports?"

Now, to be clear, major recruiting violations, academic fraud, stealing, violent crime, and child sex abuse are obviously all still exceptions in college sports programs. The overwhelming majority of institutions, including in the Division I revenue sports, run clean programs and are heavily subsidizing their teams, not the other way around. And I know that while coaches love to

compete, it's very rare to find a college coach that does not care deeply about his players' character and education. I've never understood how a coach could have high expectations for his players on the court and low expectations off of it.

Yet, like it or not, the scandals and the conference jockeying for dollars have created a disturbing and dangerous narrative that all college leaders, ADs, and coaches must grapple with today.

The narrative in 2012 is that college sports is all about the deal, it's all about the brand, it's all about big-time college football programs saying "show me the money."

Too often, large, successful programs seem to exist in a world of their own. Their football and basketball players, and even the coaches, are given license to behave in ways that would be unacceptable elsewhere in higher education or in society at large. And nothing—nothing—does more to corrode public faith in intercollegiate sports than the appearance of a double standard for coaches or athletes in big-time programs.

This narrative is a threat to the core principles of the NCAA, the mission of higher education, and the amateur tradition. And without decisive action by college leaders, that storyline, and the challenges it creates, is likely to become even more embedded in the public's mind.

In the next couple of years, television media revenues for the top five conferences will more than double. Coaches making five million dollars a year could one day soon earn ten million dollars a year. Nearly 40 assistant football coaches in the FBS now earn more than \$400,000 a year. That's about what my boss, President Obama, makes. It is hard to think of a non-profit, much less an educational non-profit, where such exorbitant salaries wouldn't create an outcry.

In one BCS conference, institutions are now spending nearly 12 times as much on athletic spending per athlete as they are on academic spending per student. I can't tell you exactly what that ratio should be—or how much more out of whack it may get—without a concerted, collective effort to slow runaway spending in the revenue sports.

Barring action to moderate the athletic arms race, the pressure to build more gilded athletic facilities will grow—even as other infrastructure on campus deteriorates, and even as faculty and non-athletic staff face salary freezes and furloughs. Meanwhile, antitrust challenges are advancing in the courts that also threaten the amateur traditions of college sports.

That is the path which big-time college sports are on today. We know how that movie ends. But with your leadership, I believe institutions of higher education and the NCAA can create a different path.

You can implement far-reaching reforms to reassert the educational mission of universities and colleges. You can reaffirm the NCAA's principle that the educational experience of the student-athlete is paramount.

Just as is the case in K-12 education, the baseline litmus test about reforms should be, is this good for students—not is it good for adults, or coaches and ADs, and alumni boosters.

I know you can create a better model of intercollegiate sports for the 21st century that strikes a healthier balance between academics and athletics, and that does more to both incentivize good behavior and penalize rogue programs, coaches, and players. I believe you can overhaul the NCAA's crazily complex rulebook and its laborious, vacuum-cleaner enforcement process.

Here's what I don't believe: I don't believe that you can meet these challenges by doing business-as-usual, by pushing legislation through the NCAA that takes years to be approved, and that often ends up watered down to the lowest common denominator.

I don't believe you can strike a healthier balance between academics and athletics without courageous leadership that takes you outside your comfort zone—including making decisions that may be the right thing to do for students but may not necessarily maximize the interests of your conference.

And I don't believe you'll get this perfect—perfection is not the goal. I don't believe you'll put an end to commercialization in revenue sports and competitive financial advantages on the playing field or court. I don't believe that all recruiting violations will magically cease.

Striking a healthier balance between athletics and academics doesn't mean that the needs of athletics programs will disappear or are somehow less than vital. Challenge the status quo, not in the pursuit of perfection, but to better align your work with your moral compass—with what you know is right.

This is tough, controversial work. The intense competitive pressures and alumni pressure that many college presidents, coaches, and ADs work under every day are very real. But the difficulty of change can't become an excuse for throwing in the towel on strengthening the collegiate sports model.

Before I talk a bit about what a better model might look like, I want to be clear that I come here today not as a critic but as an absolute believer in the value of college sports. I learned firsthand about their importance and impact from my own experiences and those of my family.

I am still incredibly grateful to my coaches for the opportunities they gave me when I played college basketball. The lessons and friendships I gained as a student athlete have shaped me in profound ways.

We all know student athletes often spend more time with their coaches than they do with any professor during college. And great coaches, just like great teachers, transform the lives of their students.

My sister, who was a much better basketball player than me, also played in Division I, and was an early beneficiary of Title IX. Maintaining Title IX, maintaining sports opportunities for women is not a legal abstraction for me—I saw how Title IX transformed college sports for the better. My mother, who was actually the best athlete in our family, went to college pre-Title IX—and didn't have the same opportunities as my sister and me.

Some of you may know that my father was the faculty representative to the NCAA at the University of Chicago for more than a quarter century. I remember him coming home from NCAA conventions, animated about the discussions and recounting the debates that took place there. I loved those dinner-time conversations.

My dad instilled in me the understanding that the mission of a university was a dual mission: To educate its students and to prepare them for life. If a college fails to educate all of its students—if it fails to give them a chance to learn and grow—then that university has failed its mission.

Yet when athletic programs do have their priorities in order, there is no better way to teach invaluable life lessons than on the playing field or court. It's an ideal training ground for learning the skills of discipline, resilience, selflessness, taking responsibility, and, above all, leadership.

Like most student athletes, I felt it was an incredible privilege and an honor to represent my university, not a form of exploitation. So, growing up on the South Side of Chicago, I got to see the best that college sports had to offer, and, unfortunately, the worst.

I played with inner-city stars who had been used and dumped by their universities. Ultimately, they had nothing to show for the wins, the championships, and the revenues they brought to their schools. When the ball stopped bouncing, they had very few opportunities in life. They struggled to find work, had difficult lives, and some died early.

Advocates of pay-to-play seem to assume that a full athletic scholarship is small reward for the health risks that athletes assume and the financial rewards reaped by successful college sports programs.

But that was not my experience. The clear dividing line for success in life among the inner-city kids who I played with and grew up with was between those who went to college and got their degrees, and those who did not.

Everyone here today knows that just a tiny percent of Division I players will ever go on to the pros. But getting that degree can change the course of their lives, and their families' lives, forever.

To restore a healthier balance between athletics and academics in the revenue sports, I would encourage college leaders to begin changing policies that clearly fail to put the interests of student-athletes first.

Let me cite a couple of concrete examples. It is not a problem per se that BCS conferences have negotiated lucrative television contracts for their football teams. In a number of instances, those contracts have allowed athletic programs to stop being financial drains on their universities, freeing up more institutional resources for academic purposes.

However, it is a problem that the BCS conferences use zero percent of their bowl game revenues for educational components or to support student academic success.

By contrast, the NCAA has at least some ties to educational goals in its revenue distribution formula for the March Madness tournament.

I believe the NCAA tournament revenue formula should be revised to do more to reward teams that don't shortchange academics, and that less revenue should be awarded based solely on wins on the court. At present, the NCAA awards \$1.4 million to conferences each time one of their teams wins a game in the tournament.

The BCS awards even more, \$20 million a win to a conference for each BCS bowl victory. There has to be a better way to distribute post-season revenues in a manner that does more to support the educational mission of the university.

Finally, creating a better balance between academics and athletics also requires overhauling the NCAA's rulebook and enforcement procedures, which too often undermine faith in the NCAA and cast doubts on the viability of the amateur ethos.

At 426 pages, the NCAA Division I rulebook is about half again longer than the New Testament. It contains two-and-a-half pages that outline the NCAA's Principles of Conduct—followed by 400 plus pages of rules. It is so complex that not even compliance personnel in athletic departments know all the rules.

More than a few rules edge toward the ridiculous. The rulebook contains three pages on the size of the envelope that institutions are allowed to use to send mailings to prospective student athletes. Several years ago, the University of Maryland ran afoul of an NCAA rule that promotional pamphlets for athletes can only have three colors. Their offense? It turns out that the state seal of Maryland has four colors.

And who can forget the urgent controversy over a bylaw that allows an institution to provide a bagel to a student-athlete as a snack? The problem is that bagels with cream cheese must count as an allowable meal. But fear not—this year's legislative cycle includes a proposal to permit bagel spreads.

Almost everyone, including NCAA leaders, thinks the NCAA needs to have a simpler and shorter set of rules, with meaningful sanctions for coaches, ADs, programs, and athletes that violate the NCAA's core principles. As the NCAA enforcement working group has recommended, enforcement needs to distinguish between egregious violations, serious violations, and minor or technical violations.

So, in the spirit of promoting reforms to enhance the educational purposes of the university, let me throw out four additional steps beyond overhauling rules and enforcement that could support student-athlete success—most of which the NCAA is already taking on.

I want to be clear that I am not endorsing a specific course of action or program for the NCAA or its member institutions. These are broad-brush strokes. They are meant to encourage a national dialogue among college leaders about steps that might be taken to incentivize the right priorities

in big-time college sports. You are the experts here—and I am convinced that that you can come up with many other creative solutions.

First, as I mentioned, the BCS conferences should set aside a meaningful share of bowl revenues for an academic enhancement fund that supports the education of student athletes. The NCAA has no control over bowl revenues, so this would be a decision each conference would have to make.

There are models out there to look at now, from the Knight Commission's proposed Academic-Athletics Balance Fund to the NCAA's degree-completion award programs, which enable athletes to return to get their degrees after their five-year eligibility period expires.

Second, too many special admits are not capable of doing college work and competition on day one. In October, the NCAA Division I Board of Directors approved creating a freshman academic redshirt year for academically ineligible students, which would allow them the time and education to handle college work before they could compete.

If students can't do college work, even with assistance, they shouldn't be playing sports until they are academically ready.

An academic redshirt period would also reduce the number of unprepared basketball recruits who enroll with the expectation they will be one-and-done players, which makes a mockery of the idea that they are college students at all.

When the academic redshirt year proposal is implemented in 2015, I think it will have a bigger impact than many people realize. Up to a third of FBS football players and 43 percent of Division I basketball players may be required to serve an academic redshirt year.

And finally, the NCAA Convention has two proposals up for review. One would allow schools to provide multiyear scholarships; a second proposal would allow conferences to provide up to \$2,000 in additional scholarship aid, up to the full cost of attendance.

I know these proposals have met with some opposition. They may need to be modified to comply with Title IX. A number of FBS schools have objected on the grounds that the proposals could cause a financial strain and put coaches at smaller FBS programs at a competitive disadvantage.

I don't know what the NCAA membership will ultimately decide about these initiatives. But it seems clear that they are steps in the right direction to protect student athletes and put their interests first. I don't see how coaches jettisoning scholarship athletes at will are in the student's best educational interest.

I expect that some sportswriters and coaches will contend the directions for reform that I've sketched out today are naïve. But I would counter that it's the skeptics who have been largely bamboozled.

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