

11-12-2007 Woman of the Year Award

1 (File: 20071112mwm)

2 JOSH CENTOR: Dr. Brand, a couple of weeks ago, we got
3 to share the Woman of the Year event -- a great, great event
4 here in Indianapolis with some fantastic female
5 student-athletes. What makes this event so special?

6 DR. MYLES BRAND: Oh, it's a special event. The
7 accomplishments of the young women are absolutely incredible.

8 First of all, they're terrific athletes, really superb
9 athletes. But they also have incredible academic achievement
10 levels, 3.8 is low. And they also have an enormous amount of
11 community engagement. You look at these young women, and you
12 think is that one person or a committee that's going all that?
13 I mean, it's just incredible. They're poised, they're young
14 professionals. It's just a joy to be at the event.

15 JOSH CENTOR: And it's Divisions I, II, and III, you
16 have your conference winners. So it really ran the gamut of
17 the NCAA divisions here.

18 DR. MYLES BRAND: Absolutely. We run the gamut. It's
19 all three divisions. It's the best women athletes out there,
20 in all respects -- not just on the field of play in which
21 they're terrific, but also in the classroom and in the
22 community.

23 Josh, are you aware of how this event originally took
24 place?

25 JOSH CENTOR: I am not.

1 DR. MYLES BRAND: Well, let me give you the history of
2 it. It's really interesting, I think. Sarah Lee, the cake
3 maker, was once a corporate sponsor for the NCAA, and this is
4 what they wanted to do.

5 So it started by Sarah Lee really sponsoring this for
6 several years. It caught on. Everyone loved it. The schools
7 and certainly the women and the women's teams love it. And
8 when they stopped being our corporate sponsor, we thought it
9 was such a great event that we picked it up.

10 JOSH CENTOR: Let me ask you what seems to me an
11 obvious question -- and I understand the Sarah Lee part, it's
12 quite fascinating.

13 Why don't we have an an NCAA man of the year?

14 DR. MYLES BRAND: Well, you know, male
15 student-athletes get a lot of attention, a lot of visibility.
16 It's not like they have diminished opportunities for the
17 spotlight. We still have not yet, in American culture, gotten
18 to the point that we're as attentive to the success of young
19 women who play sports. And this is, I think, one way in which
20 to provide an additional spotlight and attention on the young
21 women. And we probably need to do other things as well, but
22 this helps bring the visibility to these very highly
23 accomplished persons.

24 JOSH CENTOR: And it certainly has a lot of residual
25 impact, if you will. I mean, the newspapers cover it, the

1 Associated Press was there, NPR was there. And that has an
2 impact on probably young female athletes who aspire to be NCAA
3 student-athletes.

4 DR. MYLES BRAND: I think that's an excellent point.
5 Being a role model for a young woman who wants to aspire to be
6 an athlete is very important. And unlike the media visibility
7 that the young men get, the young women don't get as much
8 visibility. I think by doing this, we're in some ways
9 rectifying that situation -- not enough, as I said, but it
10 certainly is in the right direction and it helps.

11 JOSH CENTOR: Well, it's a superb evening. And I'll
12 be there next year. How about you?

13 DR. MYLES BRAND: Absolutely.

14 JOSH CENTOR: All right. Thanks, Dr. Brand.

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