

7-28-2008 NCAA Enforcement

1 (File: 20080728mwm)

2 JOSH CENTOR: Well, it's not basketball season, but we
3 can talk a little bit about basketball today, Dr. Brand.

4 Recently, our enforcement staff has made some changes.
5 Can you elaborate on that?

6 DR. MYLES BRAND: Yes. One of the areas that we have
7 the most concern about is the precollegiate environment that's
8 surrounding basketball. As you know, Josh, basketball is the
9 most popular sport in America today in the sense that most
10 participants, young men and young women. It's also important
11 to us because our major revenue stream is the CBS contract,
12 which looks at that men's tournament.

13 So there are lots of reasons for us to want to get
14 basketball straight. And the problem is that there is a more
15 chaotic situation in basketball, men's basketball especially,
16 than there are in other sports.

17 In fact, what our Enforcement Division did, which I
18 think is a good move on their part, is they said, We want some
19 of our senior investigators to spend full time on basketball,
20 not so much because they see a particular problem that they
21 want to pursue, but it's a complex environment, and they want
22 to learn who the players are, so to speak. They want to get
23 the networks. They want to get all the facts that aren't
24 obvious to the occasional viewer, and then be able, when a
25 problem arises, be better prepared to deal with it.

1 We don't do that in any other area of enforcement.
2 And this is because we really do want to stress that there's a
3 set of problems here, different and harder, than the rest of
4 our sports. But also it plays a particular role for the NCAA.

5 JOSH CENTOR: So, Dr. Brand, what do you say when
6 someone comes to you and says, Why are you focusing on
7 basketball solely? Is that a problem area?

8 DR. MYLES BRAND: It is a problem area. We've had
9 more difficulties. And frankly, it's a more difficult area
10 because it's more complex. It's not as well organized as
11 other sports.

12 So, for example, we have national organizations for
13 swimming and baseball and even football and so on that oversee
14 the youth environment. We don't have any national
15 organization that focuses only on the youth environment in
16 this country.

17 We are trying too rectify through the Youth Basketball
18 Initiative, about which we talked at some earlier time, but we
19 don't have any focus on it yet. And while those issues are
20 going on, I think it's probably best that we spend some of our
21 enforcement human resources on it.

22 JOSH CENTOR: Well, let's talk about that Youth
23 Basketball Initiative. I know we've spoken about it on the
24 podcast a couple of times. But that was at the Final Four
25 where you announced with David Stern and some others about

1 this important initiative. How does this get back to that? I
2 mean, basketball is where we're really putting a lot of effort
3 right now.

4 DR. MYLES BRAND: I think they're complimentary, but
5 not related. I mean, trying to look at the enforcement side
6 is very important to us. In particular, to try and be
7 proactive about it and make sure we understand it before we
8 are forced to take any actions, if they're necessary.

9 The basketball initiative is a very positive approach,
10 not an enforcement approach. It's not trying to deal with any
11 issues we know of breaking rules or laws. Rather, it's an
12 attempt of making sure that we provide the kind of education,
13 both in skill development, life skills, and so on, amongst
14 young women and men, as well as for coaches and officials. So
15 the Youth Basketball Initiative is sort of the positive
16 approach.

17 There are problems we have to solve too. And it'd be
18 naive to say that there aren't. So this is an attempt to get
19 in front of those issues, as much as possible.

20 JOSH CENTOR: And certainly, if the Youth Basketball
21 Initiative will go like we think it will, that could help
22 alleviate some of the problems down the road in the college
23 game.

24 DR. MYLES BRAND: That's exactly right. I mean, I
25 don't think either approach, by itself, is going to be

1 entirely successful. I think the major effort is through the
2 Youth Basketball Initiative. And so we have a small number,
3 but highly professional and very, very good investigators
4 looking and focusing on the basketball situation.

5 I don't think we'll solve every problem that way and
6 we'll catch everyone. But I think the fact of the matter is
7 it will give us a better opportunity than we've had in the
8 past.

9 JOSH CENTOR: Sounds good. Thank you, Dr. Brand.

10 DR. MYLES BRAND: My pleasure.

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