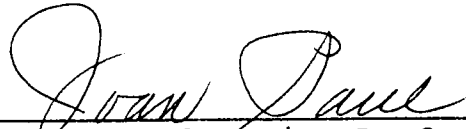


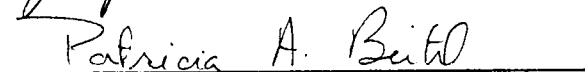
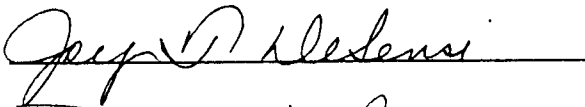
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AIAW LARGE COLLEGE/DIVISION I BASKETBALL'S IMPACT ON
WOMEN'S INTERCOLLEGIATE ATHLETICS, 1971-1982

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Patrick Evan Auerbach

August 1994

DEDICATION

This thesis is dedicated to Mom, Dad, Harris and Erin,
who each in a special way, have inspired me to
further my education, pursue my dreams, accomplish my goals,
and forever live in happiness.

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I would like to take this opportunity to thank my major professor, Dr. Joan Paul, for directing my study, teaching me the essential techniques necessary for quality historical research, and most of all for accommodating me and my needs with our crazy schedules. I would also like to extend gratitude to the other members of my thesis committee, Dr. Joy DeSensi and Dr. Pat Beitel. Dr. DeSensi's efforts to smooth my transition to Knoxville and provide academic guidance and Dr. Beitel's inspiring advice in my research endeavors have been invaluable components of my graduate education. I would also like to thank my career mentor and friend, Debby Jennings, for making Tennessee an unforgettable experience. And finally, I offer a sincere thank you to Natalie Acosta, who, like a member of the family, was always there to listen.

ABSTRACT

This thesis explores the impact AIAW Large College/Division I Basketball had on women's intercollegiate athletics in the 1971-82 period. A brief history of the invention of basketball in the late nineteenth century and the development of amateur and collegiate sport organizations in the twentieth century provides necessary background for the main focus of the study. The eleven basketball seasons of the designated era are recounted in detail, with emphasis on participation rates, postseason championships, peripheral developments, AIAW restructuring and the eventual NCAA controversy. Data was collected from archival research, journal articles, sport magazines, media guides and interviews with subjects who were directly involved in the events of the AIAW era.

It is concluded that AIAW Large College/Division I basketball was not the direct cause for the evolution of entire AIAW sports programs or for the eventual NCAA sponsorship of women's athletics. Rather, large college/division I basketball became the flagship sport for women's intercollegiate athletics as a result of the success, popularity and milestones it achieved. It therefore served as a model which other AIAW sports could emulate, and proved to the AIAW and the NCAA that women

could excel as athletes, coaches, administrators and leaders in the sport world.

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CHAPTER 1 - INTRODUCTION AND PURPOSE

Women's college basketball has achieved many milestones during recent years, while women's intercollegiate athletics have faced many controversies. The 1993 and 1994 NCAA Women's Final Fours have sold out, while the 1993 and 1994 NCAA Conventions have listed gender equity at the top of their respective agendas.¹ As women's basketball continues to showcase the quality of women in athletics with its escalating attendance figures and television ratings,² the NCAA is trying to determine how gender-equity issues apply to scholarship and leadership opportunities for women in athletics.³

Purpose of Study

As women's basketball reflects the growth and visibility of women's athletics, it also prompts the world of intercollegiate athletics to evaluate the status of women at all its levels, including athletes, coaches, and administrators. It is therefore significant to study the origins of modern women's basketball and women's

1. Vic Dorr, "How women sold out," Coaching Women's Basketball (August/September 1993): 12.

2. "'93 ratings impressive for basketball telecasts," NCAA News 30 (14 April 1993): 6.

3. "Gender-equity attitudes depend on perspective," NCAA News 30 (27 January 1993): 4.

intercollegiate athletic governance and determine the relationship of these entities in the years prior governance of women's intercollegiate athletics by the National Collegiate Athletic Association (NCAA).

This study focuses on the 1971-82 period, when the Association for Intercollegiate Athletics for Women (AIAW) was the main governing body for women's intercollegiate athletics. As women's intercollegiate basketball underwent remarkable growth and development during this AIAW era, the laws and structures governing women's intercollegiate sports also experienced unprecedented changes. Did basketball, as the AIAW's most sponsored sport throughout its member institutions,⁴ have any effects on other sports under the AIAW governance? Furthermore, did basketball have any influence on the fate of the AIAW and the athletics under its auspices?

Methodology

This is a historical thesis, and its data will be treated qualitatively rather than quantitatively. Information was garnered from published and unpublished sources from the AIAW era. Printed materials include women's sport and fitness magazines, books, periodicals,

4. Mel Greenberg, "College basketball '78: womenSports ranks the nation's finest," womenSports (December 1977): 22.

souvenir materials from AIAW basketball events, media guides of selected women's college basketball teams, and newspapers.

Unpublished materials have been collected from the AIAW archives which are housed at the University of Maryland at College Park Libraries. These archives contain a vast array of material, which includes minutes of AIAW committee meetings, notes and documents from delegate assemblies, correspondence between AIAW personnel, and a plethora of other AIAW happenings which are in some way documented in hard copy form.

Interviews comprise the remainder of the data gathering for this thesis. Interviewees include basketball coaches, athletic directors, administrators, and former AIAW government members whose associations, positions, and actions directly affected the developments in women's college basketball and/or women's intercollegiate athletics from 1971 to 1982. A set of interview questions was sent to each of the subjects prior to the interview, so that each subject would have ample time to consider her responses to the questions before the actual interview.⁵ In keeping with the qualitative nature of this study, in-depth, personal interviews are most appropriate for the compilation of information and perspectives on the AIAW era.

5. See Appendix A.

Assumptions, Limitations, and Delimitations

As with most research studies, there are certain assumptions, limitations, and delimitations involved with this study. I have assumed that the responses from interviews and questionnaires are completely honest and accurate. I also assume that the selected individuals who participated in these interviews were an accurate sample of the larger body of people they represented during the AIAW era. It is further assumed that these people have shared their most significant AIAW experiences and were thorough in their explanations of these experiences. A final assumption is that women's intercollegiate athletics, which did exist before the AIAW era, were not as highly and formally organized as were their successors. These pre-AIAW intercollegiate sport competitions are not officially recognized as AIAW and NCAA athletics are, but will receive some attention because of their relevance to the AIAW years.

A major limitation to this study is the availability of AIAW materials. Though the AIAW national archives at the University of Maryland offer a wealth of general information pertinent to this research study, the papers are not complete, as much of the related material is distributed among AIAW regional archive outlets throughout the United States. Also, since the AIAW did not retain records on women's athletics as accurately and completely as the NCAA

records them today, there is less detail available on AIAW athletics.

Three delimitations have been established for this study. First, the major scope will only cover an 11-year period, 1971-82, because the focus is on the AIAW. However, because of significant events leading up to the founding of the AIAW and some of the important effects occurring immediately after the association's demise, minor attention will be paid to these events for their academic value as historical reference points. Second, basketball will be the only intercollegiate sport studied to determine its influence on the evolution and governance of total women's intercollegiate sports programs. The third delimitation is selecting only the strongest athletic divisions in the AIAW and NCAA as the subject schools. This is thought to be appropriate because of their high profiles and the extensive media exposure they received in comparison to the lower divisions.

Outline

Following the introductory chapter, this thesis consists of six more chapters, four of which comprise the main body of the problem. Chapter 2 offers a chronology of the developments in women's basketball and women's intercollegiate athletics from the invention of basketball in 1891 up to the formation of the AIAW in 1971. The second

chapter also covers the specific organizations which laid the groundwork for the formation of the AIAW, and discusses how Title IX immediately effected women's intercollegiate athletics.

The next four chapters (3-6) are the main focus of this research study, as they document the eleven-year period of AIAW basketball and its respective championships. Chapter 3 analyzes the first three years, 1971-74, of AIAW basketball, citing participation rates of AIAW member institutions and discussing the major basketball and athletics issues of this period. Chapter 4 moves into the 1974-77 period, when the NCAA first expressed interest in sponsoring women's championships. There was much refinement in the basketball championships during this time, which will also be explicated in this section. Chapter 4 also details the latest evolutions in women's college basketball, including All-America teams, top-20 polls, and corporate sponsorships.

Chapter 5 covers the 1977-80 years and their developments, including the first television contracts, the initial "final fours," the new powers in AIAW basketball, and the new division structure. Chapter 6 concludes the AIAW basketball era, detailing the 1980-82 years. This chapter devotes special attention to the AIAW-NCAA controversy, and the significant role which basketball played in these proceedings. It also covers the issues of recruitment and participation rates among schools.

Chapter 7, as the final chapter, offers a postscript to the AIAW basketball era. This section charts the growth of women's college basketball from 1982 to the present and the current issues surrounding it. This final chapter also summarizes the findings of the thesis and suggests how this research study may benefit women's basketball and women's intercollegiate athletics overall.

CHAPTER 2 - ORIGINS AND ORGANIZATIONS

Birth of Basketball

In the winter of 1891, Dr. James Naismith, an instructor at the YMCA Training School in Springfield, Massachusetts, invented the sport of basketball out of an effort to create an indoor physical activity for his students. Little did Naismith know in 1891 that this peach basket novelty would help change the face of American sport over the course of the next century. In early 1892, Senda Berenson, physical educator at Smith College in Northampton, Massachusetts, introduced the game of basketball to her female students, the first time the sport was played by women.¹

During this final decade of the nineteenth century, the sport of women's basketball spread from its geographic origin in the northeast United States to cities across the nation, from the West Coast to the Deep South. On November 18, 1892, the same year in which Berenson introduced basketball for women at Smith College, the University of California, Berkeley clashed with Miss Head's School in what is considered the first extramural women's basketball contest in the college ranks.² Three years later, on March

1. Betty Spears, "Senda Berenson Abbott: New Woman, New Sport," in A Century of Women's Basketball ed. Joan S. Hult and Marianna Trekell (Reston, VA: AAHPERD, 1991), 24.

13, 1895, Clara Gregory Baer, a physical educator at Sophie Newcomb College in New Orleans, Louisiana, staged the first-ever public basketball game in the South, in which women students of Newcomb College played an exhibition game at the Southern Athletic Club of that city.³

In 1896, the nation's first women's intercollegiate basketball contests took place on the West Coast. On April 4 the University of California hosted cross-bay rival Stanford University at the Page Street Armory in San Francisco. Two weeks later in Seattle, the University of Washington battled Ellensburg State University in the first women's college basketball game in the Pacific Northwest.⁴

Regulation Time

In 1895, Clara Gregory Baer, who first introduced women's basketball publicly to the South, published Basquette, the first set of basketball rules for women.⁵ The American Physical Education Association (APEA) formed

2. Lynne Emery and Margaret Toohey-Costa, "Hoops and Skirts: Women's Basketball on the West Coast," in A Century, 37.

3. Joan Paul, "Clara Gregory Baer: Catalyst for Women's Basketball" in A Century, 37.

4. Greg Walker and Dean Jutilla, Pac-10 Basketball: 1993-94 Women's Media Guide (Berkeley, CA: Apollo Printing, 1993), 10.

5. The title "Basquette" reflects not only the French culture in Louisiana, but also a feminized version of the word "Basket." Paul, "Clara Gregory Baer," 41.

the first women's basketball rules committee in 1899, and six years later established the Executive Committee on Basketball Rules to govern women's basketball.⁶

It was not until twelve years later in 1917 that the National Council of the APEA designated a Committee on Women's Athletics (CWA), which was to superintend all athletics for women, including basketball. Upon the establishment of this nine-woman committee, the basketball committee was relegated to subcommittee status.⁷ It is significant that a women's basketball committee existed more than a decade before an overall women's athletics committee was established.

Amateur Women Become Champions

In 1923, the Amateur Athletic Union (AAU) sought control over all women's sports, and tried to gain jurisdiction by affiliating with the CWA. The CWA, however, denied the AAU this request because the AAU's administrative boards did not include any women. The AAU, which had held the first National Women's Basketball Championship in 1926 using men's basketball rules, believed that women's basketball needed to be modernized by making the women's

6. Joanna Davenport, "The Tides of Change in Women's Basketball Rules" in A Century, 84-85.

7. Joan S. Hult, "The Governance of Athletics for Girls and Women" in A Century, 56.

rules similar to the men's rules. In response to the CWA's opposition to the absence of AAU women administrators, the AAU appointed a woman to chair its women's basketball committee and formed a 16-member women's advisory committee. The CWA then officially recognized the AAU, which then published its own rules in 1936.⁸

While these struggles were occurring between the various women's sport organizations, other controversies were erupting in other areas of women's athletics. In 1941, the Ohio State University hosted the inaugural National Women's Intercollegiate Golf Championship. Though there was much opposition to this competitive activity within women's sport, the event proceeded as planned, and is recognized as the first-ever women's national intercollegiate athletic championship.⁹

Women's basketball was introduced into international competition in the 1950s. The USA team won the gold medal in the World Championships in 1953 and then sent its national basketball team to the Pan American Games in 1955. In 1964 the Division of Girls and Women's Sports (DGWS) of the American Association for Health, Physical Education, and Recreation (AAHPER) officiated the AAU championships. A year later DGWS guidelines were established for operating

8. Ibid., 63.

9. Carolyn Stanek, The Complete Guide to Women's College Athletics (Chicago, IL: Contemporary Books), 20.

intercollegiate and interscholastic competition. In 1966 DGWS formed the Commission on Intercollegiate Athletics for Women (CIAW) to oversee organized sport competition and establish national championships for all women's collegiate sports. The CIAW governed women's intercollegiate national championships exclusively through the 1970-71 season, followed by a year of joint governance with the AIAW. After the 1971-72 academic year and through 1980-81, the AIAW governed all women's intercollegiate championships.¹⁰

Philosophical Differences

The CIAW, which began operation in 1967, served as the authoritative body for women's intercollegiate tournaments and sponsored national collegiate championships. The CIAW professed a markedly different philosophy of athletics from that practiced by the men's NCAA intercollegiate model. The CIAW's main goal was to govern intercollegiate athletic competition which emphasized the collegiate athlete as an academic student first and foremost. Yet, two of the main tenets of the CIAW (and AIAW four years later) -- first, that scholarships and financial aid based on athletics were not permitted for women athletes, and second, that transfer students were immediately eligible for sport participation following their enrollment in the new institution -- were

10. "Women's Basketball Time Line" in A Century, 428-430.

later changed by the AIAW.¹¹ These changes were investigated in the context of AIAW politics and AIAW basketball in Chapters 3-6.

The CIAW also wished to avoid commercialization, which in the commission's opinion had corrupted men's intercollegiate athletics. The fundamental student-participation philosophy of the CIAW continued once the organization became the AIAW,¹² but quickly changed with the advent of AIAW national championships, as evidenced by the commercialization and elitism which emerged in AIAW basketball.

By Invitation Only

The first women's basketball national tournaments -- not championships as in AIAW or NCAA championships -- were invitational tournaments, and as their name suggests, were by invitation only. The participating teams, which were believed to be "national championship" contenders, were invited to play in these women's basketball National Invitation Tournaments.¹³

11. Joan S. Hult, "The Legacy of AIAW" in A Century, 283.

12. Ibid., 284.

13. Jill Hutchison, "Women's Intercollegiate Basketball: AIAW/NCAA" in A Century, 309-310.

Operated under the auspices of the CIAW, primarily funded through private donations and run by a plethora of volunteers, the first three "national championships" of women's college basketball took place at the conclusions of the 1968-69, 1969-70, and 1970-71 seasons. Host West Chester State College in Pennsylvania, coached by Carol Eckman, was the winner of the 1969 tournament.¹⁴

The following season, future USA Olympic Coach Billie Moore led her California State University, Fullerton team to the national championship, held at Northeastern University in Boston. And in the final "NIT" of women's basketball in 1971, the Mississippi College for Women basketball team claimed the national title at Western Carolina University in Cullowhee, North Carolina. Not only was coach Jill Upton's 1971 Mississippi College squad the last NIT winner, but was also the first team to win a national basketball title utilizing the five-woman game.¹⁵

Commission Leads to Association

These first three national basketball tournaments demonstrated to many leaders of women's athletics that schools with similar interests ought to be brought closer together to further the development of women's

14. Ibid.

15. Ibid.

intercollegiate athletics.¹⁶ These women's college athletic administrators felt the need for institutional membership and some type of elected representation of these member institutions under a governing body. Out of this need, the DGWS Council and the AAHPER Board of Directors approved the formation of the AIAW in 1971. The CIAW continued to govern women's intercollegiate championships through the 1971-72 season, though the first "official" women's championships during this season are considered AIAW championships.¹⁷ The AIAW was officially recognized by DGWS and AAHPER on July 1, 1972, and assumed complete control of women's intercollegiate athletics from that point on.¹⁸

The AIAW

The main purpose of the AIAW was to promote and make opportunities available for women as players, coaches, and administrators in college athletics. Education, however, was the primary purpose for the female student athlete according to the AIAW. The AIAW sought a highly organized structure for women's athletics,¹⁹ but wished to avoid the

16. Ms. Billie Moore, telephone interview with author, 22 April 1994.

17. Hutchison, 311.

18. Hult, "The Legacy," 284.

19. Ibid.

entertainment-based sport model of men's athletics,²⁰ and the corruption and commercialism of the NCAA.²¹

During the AIAW's year of operation under the CIAW in 1971-72, 278 colleges and universities joined the association, becoming the original charter members of an organization whose membership would more than triple over the next decade.²² Of these 278 schools, 215 of them offered basketball as an intercollegiate sport. The next highest sponsored sport was tennis (198), followed by volleyball (181).²³

A Different National Title

The same year in which the AIAW became an official entity, Title IX of the Educational Amendments Act of 1972 was drawn up. This legislation, which Congress passed in 1975, required that all federally funded educational institutions provide equal opportunity for males and females

20. Dr. Donna Lopiano, telephone interview with author, 20 April 1994.

21. Hult, "The Legacy," 282.

22. AIAW Directory 1980-81, (Washington, DC: AIAW), 3.

23. AIAW sport by sport sponsorship chart, AIAW Special Collections, University of Maryland at College Park Libraries, Box 317G, Membership/Participation Folder.

in every aspect of educational curricula, including sports.²⁴

While Title IX may have been a breakthrough for girls and women in the physical education realm by mandating equal sport participation opportunities, it presented an interesting dilemma to many of the founding mothers of women's intercollegiate athletics. According to the original charters of the CIAW and AIAW, financial aid and scholarships based on athletic performance were prohibited for women athletes at member institutions. However, a Title IX suit pressured the AIAW to change its stance in 1973 and consequently allowed a tuition-and-fees only scholarship for college women athletes.²⁵ This became one of the major issues in the 1971-74 AIAW basketball period and is covered in the following chapter.

24. D. Butler, Title IX: What Is It? (Charleston, WV: West Virginia State Department of Education), 1.

25. Hult, "The Legacy," 285.

CHAPTER 3 - THE 1971-1974 SEASONS

Tip Off: 1971-72

For this research study, the modern era of women's college basketball began with the advent of the CIAW/AIAW jurisdiction over women's intercollegiate athletics in 1971. The 1971-72 academic year featured the first women's college basketball season to culminate with an official national championship.¹

The first CIAW basketball tournament committee, comprised of three women, sought a national tournament which would feature teams from all areas of the nation. Out of this desire, Lou Jean Moyer, Carole Oglesby, and Jill Hutchison divided the nation into nine geographic regions.² The nine regions were: Region 1, Eastern; Region 2, Southern; Region 3, Southeastern; Region 4, Southwest; Region 5, Midwest; Region 6, "Heartland"; Region 7, Intermountain; Region 8, Western (including Hawaii); Region 9, Northwest (including Alaska).³

Each of these regions hosted a tournament to qualify at least one team to the national 16-team championship tournament. Teams qualified for these regional tournaments

1. Hutchison, 311.

2. Ibid.

3. AIAW 1979 Large College National Basketball Championship (program) (Washington, DC: AIAW), 5.

via state tournaments held a week before regional play, if that state offered playoffs. Of the seven remaining slots in the national tournament, one was automatically granted to the host institution of the event, and the other six were awarded to the nation's strongest remaining teams on an at-large basis.⁴

On November 11, 1971, Oglesby, the commissioner in charge of national championships, and Hutchison, women's basketball coach at Illinois State University, signed an agreement which outlined the first official women's basketball championship. This 16-team, single-elimination event was held on the Illinois State campus in Normal, Illinois, from March 17-19, 1972. Each participating team was required to pay a \$50 entry fee, or \$60 if the team's school was not already a member of the AIAW.⁵

Region 1, which included the Northeast, was split into two regions because of the high concentration of teams in this area. Regions 1A and 1B each sent two teams to the national event, as did Region 5. One team automatically qualified from Regions 2, 3, 4, 6, 7, 8, and 9, while Illinois State participated as the host institution. Two

4. Hutchison, 311.

5. 1972 DGWS Championship Agreement, AIAW Special Collections, Box 5C, Agreement Folder.

at-large teams were also selected to complete the 16-team draw.⁶

On Friday, March 17, 1972, at 10:00 a.m. central time, Mississippi College for Women tipped off with Illinois State to begin the First DGWS Women's National Basketball Championship. The free-admission tournament included 23 games, as consolation brackets and back-draws offered the participating teams the chance to compete even if they lost in the opening round. The first official women's basketball postseason concluded with Immaculata College, coached by Cathy Rush, defeating West Chester State College 52-48 in the national championship game on Sunday, March 19. Over 4,500 spectators attended this first national championship game.⁷

In their formal evaluation of the event, Oglesby and Hutchison recommended that the AIAW, when it came into full existence the following summer, consider initiating a separate tournament for small schools, and community and junior colleges. The two women stated that although the need for this separate division was not nationwide at the

6. 1972 Tournament Organization Plan, AIAW Special Collections, Box 5C, Tournament Organization Folder.

7. First DGWS National Championship bracket, AIAW Special Collections, Box 5C, Results Folder.

time, it would very likely develop as more institutions joined the AIAW and participated in women's basketball.⁸

This first official championship was typical of the early modern years of women's basketball, as participants and leaders sought to bring this sport to a level which would further encourage its growth and prosperity. Ensuring that teams from each part of the nation had a chance to take part in the national championship reflected the concurrent AIAW philosophy of participation and opportunity. Each team being responsible for its own championship travel expenses, as there were no funds available to finance this or any other aspect of the championship, exemplified the moneyless yet determined attitude of these pioneers in the modern era of women's basketball.

Taking Complete Control: 1972-73

The following season the AIAW assumed complete control over women's intercollegiate athletics and their national championships. AIAW institutional membership increased 37% from 1971-72 to 1972-73, as 381 schools now belonged to the association.⁹ Basketball continued as the AIAW's most sponsored sport that year (346), and also showed the biggest increase in number of schools offering the sport. Tennis

8. 1972 Basketball Championship Evaluation, AIAW Special Collections, Box 5C, Evaluation Folder.

9. AIAW Directory 1980-81, 3.

(300) and volleyball (285) also experienced dramatic gains in 1972-73, yet basketball posted the largest percentage increase in participation over the previous season.¹⁰

Though the AIAW officially replaced the CIAW in 1972, it did continue to operate as an arm of the DGWS. Scholarships based on sport skill were still prohibited from AIAW athletes and inter-university transfer students were granted immediate eligibility upon enrollment in their new institution.¹¹ In the Executive Board meetings December 14-17, 1972, the AIAW leaders voted to sponsor an AIAW National Invitational Junior/Community College Basketball tournament at the conclusion of the season. The event was a 16-team single elimination tournament, with a \$50 fee for AIAW participating teams, \$60 for associate teams, and \$75 for non-member teams.¹² Mississippi Gulf Coast Junior College won that first junior/community college championship in 1973.¹³

One of the most significant changes in women's intercollegiate athletics governance occurred during the

10. Basketball sponsorship increased 61% over the previous season, followed by volleyball's 57% increase and tennis' 52% increase. AIAW sport by sport sponsorship, AIAW Special Collections.

11. Hult, "The Legacy," 283.

12. Junior College/Community College Invitational Proposal, AIAW Special Collections, Box 5C, JC/CC Invitational Folder.

13. AIAW Directory 1976-77 (Washington, DC: AAHPER), 15.

1972-73 season when the AIAW Delegate Assembly voted to permit scholarships for women athletes at AIAW member institutions. This action was the result of the Kellmeyer class-action lawsuit filed against AAHPER, DGWS, and the AIAW. Kellmeyer, a female collegiate tennis player, was not permitted to participate in AIAW tennis and participate in the United States Ladies' Tennis Association championships as a scholarship athlete. AAHPER and DGWS concluded that it was discriminatory not to allow women athletes the opportunity to compete in AIAW sports while on an athletic scholarship and were in favor of changing the current legislation. The AIAW was initially reluctant to change its stance, but eventually did so in the face of losing the lawsuit.¹⁴

In the 1972-73 season the basketball sport committee grew to five members, consisting of a chairwoman, past president, tournament director, future director, and a coaches' representative. The 1973 basketball championship, now known as the second AIAW College Basketball Championship, was held at Queens College in Flushing, New York March 22-24. Sixteen women officials were assigned to this 16-team tournament, yet they had to finance their own transportation. The AIAW was able to cover 50% of the room and board expenses for the officials, however.¹⁵

14. Hult, "The Legacy," 285.

For the first time admission was charged to AIAW basketball championship sessions in 1973. Early-round sessions were \$1.50 per person, and championship game tickets were marked up to \$2.50 per person. The 16-team tournament used the same qualifying format of the previous season, and also featured 23 games over the three-day event. Immaculata repeated as national champions with a 59-52 defeat of Queens before 2,268 spectators. The tournament netted a \$6,568.51 profit, 75% of which was paid to the AIAW per the championship profit procedures. Queens College, as the host school, netted a \$1,157.77 profit.¹⁶

Lucille Kyvallos, Queens College coach and tournament director, stated in her final evaluation of the 1973 championship that the event was a success, citing the improved quality of competition and the increased revenues and profits over the previous year. Kyvallos noted that it was impossible to get television coverage for the event. Yet a critical media breakthrough occurred this season as articles focusing on women's athletics were included in *Sports Illustrated* and *MS.* magazines.¹⁷

15. 1973 Final Report, AIAW Special Collections, Box 5C, Evaluation Folder.

16. Ibid.

17. Ibid.

The Immaculate Succession: 1973-74

In its third year as the women's intercollegiate sport governing body, the AIAW experienced its second consecutive increase in institutional membership. In 1973-74, 508 colleges and universities belonged to the AIAW, a 33% increase over the previous year and an 83% increase over the AIAW's initial charter membership two years before.¹⁸ Basketball was the most sponsored sport of this academic year, with 466 schools participating in this sport. Tennis (417) and volleyball (396) remained in second and third place for the third consecutive year.

On June 14, 1973, the AIAW adopted a regional rotation plan for the large college basketball championship, which called for the event to be held in a different region each year from 1976 to 1985. Such a plan would enable each of the AIAW's ten regions to expose women's basketball and encourage the growth of the sport on a national basis. Six months later, Hutchison, on behalf of the AIAW basketball sport committee, requested to Laurie Mabry, the commissioner of national championships, that the fourth weekend in March of each year be reserved as the permanent date for the AIAW basketball championship. This request was granted with the

18. AIAW Directory 1980-81, 3.

remaining AIAW basketball championship tournaments culminated on these designated weekends.²⁰

The 1974 AIAW Large College National Basketball Championship was held at Kansas State University in Manhattan, Kansas March 20-23. This was the first basketball championship to be extended to a four-day event, one day longer than the two previous championships. This additional day allowed for further consolation draws so that teams would have more opportunities to compete. A total of 27 tournament games took place this season, four more than in 1972 and 1973.²¹

Immaculata won its third consecutive basketball championship in 1973-74, beating Mississippi College for Women 68-53 in the title game before 2,500. T-shirts, programs and concessions were sold at the tournament, yet profits were down from the previous season's mark. Revenues exceeded expenses by only \$2,099.70, less than a third of 1973's figures. The AIAW revised its distribution policy in 1974 as well, and only collected 50% of the profit and allowed the host institution an equal cut for the first time.²²

20. Jill Hutchison to Laurie Mabry, 14 June 1973, AIAW Special Collections, Box 5C, Correspondence Folder.

21. 1974 AIAW National Basketball Championship bracket, AIAW Special Collections, Box 5C, Results Folder.

22. 1974 Basketball Championship Final Report, AIAW Special Collections, Box 5C, Evaluation Folder.

Media coverage of women's college basketball increased in the 1973-74 season as television and radio coverage of the basketball championship occurred for the first time. The Kansas State campus radio station broadcasted the final game live and CBS's *Wide World of Sports* aired a 3-minute capsule of the title game on the Sunday following the event.²³

A second basketball championship for AIAW member institutions was introduced in the 1973-74 season, as the National Women's Invitational Tournament (NWIT) debuted in Amarillo, Texas. The 1974 NWIT, hosted by the Amarillo Chamber of Commerce, featured eight teams: Belmont College (Tennessee), John F. Kennedy College (Nebraska), Mississippi College for Women, Phillips University (Oklahoma), UCLA, Wayland Baptist College (Texas), and two junior college squads.²⁴ Wayland Baptist defeated John F. Kennedy in the first NWIT championship game.²⁵ The NWIT became an alternate championship to the AIAW nationals in later years,²⁶ which was one of many changes to occur in the next mini-era of modern women's college basketball, 1974-77.

23. 1974 Basketball Championship Evaluation, AIAW Special Collections, Box 5C, Evaluation Folder.

24. Amarillo, Texas Chamber of Commerce Letter, AIAW Special Collections, Box 5C, Correspondence Folder.

25. Hutchison, 312.

26. Hutchison, 313.

CHAPTER 4 - THE 1974-1977 SEASONS

In the 1974-77 period, crucial developments continued to advance AIAW basketball to new levels. While changes during the 1971-74 period were affected by Title IX legislation and increasing participation rates, changes in the 1974-77 era also involved media, publicity, corporate sponsorships, and the NCAA's interest in the governance of women's athletics.

Kodak, A Picture-Perfect Sponsorship: 1974-75

AIAW institutional membership continued to grow in the 1974-75 season, with 595 schools belonging to the association.¹ Basketball was the most popular intercollegiate sport for women as it was played at 600 institutions this season, followed by the sports of tennis (506) and volleyball (467).²

The 1974-75 season marked the first time the NCAA had formally expressed interest in governing women's intercollegiate athletics. At its annual convention in January 1975, the NCAA initiated a report and plan on

1. AIAW Directory 1980-81, 3.

2. AIAW associate and affiliate members are not included in the AIAW membership total. However, they are included in the basketball sponsorship total, which is why basketball (600) exceeds total AIAW membership (595). AIAW sport by sport participation, AIAW Special Collections.

governing women's intercollegiate athletics on a national level. Although the resolution was rejected at this time, the seed was officially planted by the NCAA for future sponsorship of women's athletics.³

Significant breakthroughs for women's basketball in the 1974-75 season included the first-ever regular-season nationally televised game, and the first women's college game ever held in Madison Square Garden. On January 27, Immaculata College defeated the University of Maryland 85-63⁴ in the first nationally televised women's basketball game.⁵ Immaculata made women's basketball history again in less than a month when it defeated Queens College 65-61 before an estimated 12,000 fans in Madison Square Garden on February 22.⁶

Madison College hosted the 1975 basketball championships March 22-25 in Harrisonburg, Virginia. Though this tournament remained under the same format as its three predecessors, the 1975 Harrisonburg event displayed many of the changes unfolding in AIAW basketball. Sixteen teams participated in this four-day tournament, which featured a

3. Ann Uhler, "The wolf is our shepherd: Shall we not fear?" Phi Delta Kappan 64 (November 1982): 176.

4. Heidi McGuigan et al., Maryland: A Team on a Mission - 1993-94 (Attleboro, MA: Colonial Lithograph), 62.

5. Hutchison, 316.

6. Ibid.

total of 27 games. Crowd control became an issue in AIAW basketball championships after several complaints were voiced about unruly fan behavior at the 1974 championships. For the first time, the AIAW prohibited artificial noisemakers at the 1975 event. However, the AIAW did permit pep bands to perform at these games.⁷

The 1975 tournament was the first basketball championship in which the AIAW provided lodging and transportation for the game officials. The referees were also granted a \$7.50 per diem to cover meal expenses.⁸ This financial assumption by the AIAW was the first of many to become a part of AIAW basketball championships, as will be discussed in later seasons.

The 1975 championship also introduced the first basketball corporate sponsorships. The Eastman Kodak Company sponsored the inaugural Women's Basketball Coaches Clinic, held in conjunction with Madison College's event. Included in this corporate sponsorship package was the naming of the first-ever Kodak Women's All-America Basketball Team, a collection of the ten finest players in the nation. Each All-American received a special certificate, momentos honoring her selection, and an all-

7. 1975 AIAW Basketball Championship Guidelines, AIAW Special Collections, Box 6C, Operating Code Folder.

8. Ibid.

expenses paid trip to AIAW nationals at Harrisonburg.⁹ This prestigious team has been selected at the conclusion of every season since the 1974-75 campaign.¹⁰

Additionally, an AIAW awards committee, headed by Madison College Coach Betty Jaynes, was established this season. The inception of these honors marked another deviation from the original AIAW philosophy, as participants were now being honored for outstanding achievement and elite categories of athletes were thus being officially recognized. Originally, the AIAW had opposed creating elitism within its sports programs.¹¹ But the AIAW supported this development because Kodak's monies were financially beneficial and the sponsorship gave the AIAW a great deal of exposure.¹²

The 1975 basketball tournament concluded with Delta State University defeating Immaculata 90-81 in the championship game before the first AIAW championship sell-out crowd of 5,000. Madison College had to turn away over 1,000 fans that night once the arena was full.¹³ Delta State's victory snapped Immaculata's three-year reign as

9. Hutchison, 316.

10. See Appendix B.

11. Hult, "The Legacy," 282.

12. Ms. Betty Jaynes, interview with author, 18 April 1994.

13. Ibid.

AIAW basketball champion.¹⁴ Three networks, the Public Broadcasting System (PBS), the American Broadcasting Company (ABC)¹⁵ and Virginia Public Television filmed the championship game, and aired segments of it to publicize the growing sport of women's college basketball.¹⁶

In evaluating the 1975 tournament, basketball committee member Hutchison suggested that pre-event press conferences be held at future postseason basketball events. These conferences were necessary to accommodate the increasing number of media personnel attending the event, and could facilitate greater media exposure of future championships.¹⁷

The 1975 championship also generated a higher profit over the previous season, with \$12,551.71 being split between the AIAW and Madison College.¹⁸ The large college basketball championship profit far exceeded that of other 1975 AIAW large college championships, including golf (\$180.59), swimming and diving (\$1,400.35) and volleyball (\$1,164.93). The 1975 gymnastics championships actually lost money, while track & field's event reported a break-

14. Hutchison, 314.

15. 1975 Final Report, AIAW Special Collections, Box 6C, Evaluation Folder.

16. Jaynes, interview with author.

17. 1975 Basketball Championship Evaluation, AIAW Special Collections, Box 6C, Evaluation Folder.

18. 1975 Final Report, AIAW Special Collections.

even financial summary.¹⁹ These figures demonstrated the greater financial influence basketball had as compared to other sports in the large college division. The 1975 season also featured the first small college basketball invitational championship, won by Phillips University.²⁰

Looking for a Few Good Women: 1975-76

Active membership in the AIAW experienced a 22% increase over the previous year in the 1975-76 season, with 723 schools joining the association.²¹ Basketball boasted 640 teams, while volleyball sponsorship (594) surpassed tennis (560) for the first time.²²

Recruitment became a major issue this season. AIAW institutions stepped up their efforts to lure the nation's top-quality athletes to their campuses. Though it seemed like a positive sign that schools were making endeavors in building and improving their women's athletic programs, it also became a concern that these institutions were using illegal tactics to recruit these female athletes. By the 1975-76 season, the AIAW had added room and board as

19. AIAW Championships Financial Report, AIAW Special Collections, Box 314G, Financial Reports Folder.

20. Hutchison, 316.

21. AIAW Directory 1980-81, 3.

22. AIAW sport by sport participation, AIAW Special Collections.

permissible items to be included in an athletic scholarship. Some schools, however, were going beyond these boundaries in their pursuit of high-caliber athletes. Basketball superstar Nancy Lieberman, who enrolled at Old Dominion University in 1976-77, was offered a car and an apartment by one college during her 1975-76 high school season. Lieberman refused the offer, realizing that her acceptance of it could jeopardize her AIAW eligibility.²³

Such situations alarmed many people in women's athletics, since it appeared that the growth of women's sports and the financial investments in them were leading to similar corruption that was commonplace in men's athletics. But the AIAW hoped that its self-policing policy, which required institutions to monitor their own compliance with the rules, would foster honesty and clean athletic programs.²⁴

Though recruiting violations became a concern in women's basketball this season, the sport experienced more positive achievements with the 1976 championships. Pennsylvania State University hosted the event March 24-27, and 16 teams were featured in the same bracket format as in 1975. Delta State defeated Immaculata in the final for the second consecutive year, claiming a 69-64 win before 6,200

23. Candace Lyle Hogan, "The confusion of the college recruit: Who's pulling the strings?" womenSports (August 1976): 36.

24. Ibid., 37.

fans. This was the largest crowd ever to attend the championship game, yet this Delta State-Immaculata battle was not televised.²⁵

The AIAW had sold the television rights to the basketball championship game to Marvin H. Sugarman Productions, Inc. As of March 2, 1976, the 1976 final was slated for a national telecast on the National Broadcasting Company (NBC) network. ABC²⁶ and the Columbia Broadcasting Company (CBS) also investigated the right to televise the 1976 championship game.²⁷ However, Sugarman was unable to finalize a deal with any network in time for the game. A few highlights of the 1976 final though, were shown on NBC's *Grandstand* on a tape-delayed basis.²⁸

The AIAW had imposed certain restrictions on television coverage in accordance with its contract with Sugarman. NBC and PBS were permitted to film the championship game for educational purposes only, but local television stations were prohibited from filming any portion of the contest for their evening news programs.²⁹ Tel-Ra Productions was

25. 1976 Basketball Championship Evaluation, AIAW Special Collections, Box 6C, Evaluation Folder.

26. Ibid.

27. Hutchison, 317.

28. Dave Bloss, "AIAW missed TV connections," The Philadelphia Inquirer (28 March 1976): Sports 3.

29. Ibid.

allowed to film the game in order to produce a highlight video for the 1976 Kodak All-America team. Local radio stations were allowed to broadcast the game live.³⁰

Profits slightly decreased for the 1976 tournament, but the \$11,065 surplus was still split evenly between the AIAW and Penn State.³¹ Even with the large college basketball championships netting a profit for the fourth consecutive year, the financial disparity between women's and men's college basketball championships was still enormous. The two men's teams in the 1976 NCAA final, Indiana University and the University of Michigan, each earned \$150,000 for their appearance in the championship. Each of these schools was also reimbursed for its travel expenses to the event. On the other hand, Delta State and Immaculata paid their own expenses to their AIAW championship and earned no direct revenue for their programs out of their championship berths.³² The 1976 AIAW gymnastics championships was the only other large college postseason event to turn a profit (\$3834.81) that season.³³

30. 1976 Championship Operating Code, AIAW Special Collections, Box 7C, Operating Code Folder.

31. 1976 Final Report, AIAW Special Collections, Box 7C, Evaluation Folder.

32. Larry Van Dyne, "Courtin' the big time: AIAW basketball," womenSports (July 1976): 28.

33. AIAW Championships Financial Report, AIAW Special Collections.

The 1976 Olympic Games

One of the greatest developments in women's basketball occurred between the 1975-76 and 1976-77 seasons when the sport debuted in the Montreal Olympic Games in July 1976. Cal State Fullerton Coach Billie Moore was the head coach of the first USA Olympic Women's Basketball Team, and Stephen F. Austin State University Coach Sue Gunter served as the assistant coach.³⁴ The 12 players were selected from auditions held only three months before the Games began.³⁵ These players featured four 1976 Kodak All-Americans: Cindy Brogdon (Mercer), Nancy Dunkle (Cal State Fullerton), Lusia Harris (Delta State), and Ann Meyers (UCLA). One collegiate head coach, Pat Head of the University of Tennessee, Knoxville, and one high school player, Nancy Lieberman, were other notable members of the 1976 Olympic squad.³⁶

The 1976 USA team fared better than many expected, as it won three of its five Olympic contests in the round-robin format. The powerful USSR squad knocked the USA out of gold medal contention with a 112-77 defeat. But the Americans rebounded with an 83-67 victory over the Czechoslovakian team in the second-place game on July 26, bringing home the

34. Hutchison, 317.

35. Mark Schwartz, "Basketball: Last big year for small schools," womenSports (November 1976): 16.

36. See Appendix C.

Silver Medal in their Olympic debut.³⁷ This accomplishment reflected the increasing quality of women's basketball coaches and athletes in America. Also, since most of the 1976 USA team and personnel were involved in AIAW basketball, the silver medal brought more prestige and recognition to women's college basketball.³⁸

Delta Delta Delta: 1976-77

AIAW membership totaled 805 institutions in 1976-77, with 773 sponsoring basketball.³⁹ As women's college basketball continued to grow with each passing season, new trends continued to surface. The first five seasons of AIAW basketball were dominated by small schools like three-time champion Immaculata (enrollment 600) and two-time defending national champion Delta State (enrollment 3500). However, by the conclusion of 1975-76, larger schools with established reputations in men's basketball were emerging on the women's basketball forefront. Women's teams at UCLA and North Carolina State were becoming powers in AIAW basketball, and each was represented on the 1976 Kodak All-

37. "Women win silver," New York Times (27 July 1976): Sports 5.

38. Moore, interview with author.

39. AIAW Directory 1980-81, 3.

America team (UCLA's Meyers and North Carolina State's Susan Yow).⁴⁰

In addition to having quality coaches and athletes, small colleges dominated women's basketball primarily because nearby high schools had strong girls' basketball programs which fed into local colleges. Also, the surrounding communities, which had been accustomed to quality basketball played by female athletes, offered a wealth of fan support to these flourishing college teams. Delta State and Immaculata developed their programs in a time when scholarships were not a part of the AIAW and Title IX had not yet passed through Congress. These schools were thus able to contain costs and survive by strong fan support.⁴¹

However, with the passage of Title IX, larger schools began investing money in their women's basketball programs, and the spending began to affect the overall scene. Many analysts predicted that scholarships and superior facilities would lure top caliber athletes to the larger, wealthier colleges. Billie Moore, coach of Cal State Fullerton and the 1976 USA Olympic team, added to this prediction. Moore believed that the top coaches in the game would also likely flock to these universities with greater resources,

40. Van Dyne, 29.

41. Ibid., 28.

perpetuating the growth of women's basketball at these institutions.⁴²

Aside from awarding scholarships to athletes, paying higher salaries to coaches, and providing superior facilities for the teams, some universities were adopting men's basketball atmospheres for their women's basketball events. UCLA, whose men had recently captured 10 NCAA basketball championships in a 12-year span, was one such institution. The university moved its women's basketball games from the older Men's Gym to Pauley Pavilion, which was famous for its men's basketball program. UCLA began charging admission to its women's games in 1976-77, and added pep bands and co-ed cheerleading squads in an effort to make the women's team "big-time" like the men's team.⁴³

The model of women's athletics operation at UCLA represented how many large schools were developing their women's sport programs. The school was recruiting athletes to the full legal extent under AIAW regulations, and was fielding a basketball team with all of its members on scholarship. UCLA Women's Athletic Director Judith Holland asserted that women's sports would prosper when participation opportunities were combined with financial investment in scholarships, quality coaches and superior

42. Schwartz, 16.

43. Ted Green, "Basketball goes big-time at UCLA," womenSports (March 1977): 27.

facilities. According to Holland, the belief that money was an evil for women athletes was what prevented women's athletics from prospering in earlier years.⁴⁴

Women's basketball crowds were bigger than ever in 1976-77. Over 3,000 fans attended UCLA's home season opener against Baylor University,⁴⁵ yet the traditional small school women's powers were boasting even greater attendance than that. On March 6, 1977, Madison Square Garden hosted a marquee women's basketball doubleheader before 12,336 spectators, the largest crowd up to that time to attend a women's college basketball game.⁴⁶ In a regular-season rematch of the 1975 and 1976 championship games, Delta State defeated Immaculata 79-62. The second game featured Montclair State College of New Jersey, with two-time All-American Carol Blazejowski, beating perennial national contender Queens College 102-91.⁴⁷

Other developments in 1976-77 exemplified the growing popularity of women's basketball. In November of 1976, the first women's basketball top 20 media poll was compiled and released by Mel Greenberg, a journalist from the *Philadelphia Inquirer*. This weekly poll ran through the

44. Ibid., 28.

45. Ibid., 26.

46. Gary K. Johnson et. al., Official 1994 NCAA Basketball (Overland Park, KS: NCAA), 581.

47. Ibid.

final week of 1976-77 season and became a permanent seasonal fixture in women's college basketball. The *Associated Press* picked up the poll in 1978-79⁴⁸ and the poll expanded to 25 teams in 1990-91.⁴⁹

Increasing media interest was also important to Charlotte West, the AIAW Commissioner of Four Year National Championships. In a November 6, 1975 letter to Basketball Sport Committee member Lucille Kyvallos, West recommended that the AIAW Basketball Sport Committee strongly consider the University of Minnesota's bid to host the 1977 large college basketball championship. West stated that Minnesota had potential for excellent media coverage and that the university's successful men's program offered the most up-to-date facilities and equipment for publicizing the women's championships. The University of Minnesota was selected to host the 1977 championship March 23-26 in Minneapolis.⁵⁰ Sixteen teams played in the four-day, single elimination bracket. As in the past three seasons, consolation and back draws stretched the tournament to a total of 27 games. Delta State earned its third consecutive national

48. AIAW 1979 Large College Basketball Championship program, 34.

49. Debby Jennings et al., Celebrating Success: 1993-94 Lady Vols Basketball (Kingsport, TN: Inove Graphics), 112. See Appendix D.

50. Hutchison, 318.

championship this season, but had to overcome some new obstacles to reach the top.⁵¹

Those new obstacles were two newly powerful large school teams from the University of Tennessee and Louisiana State University. Tennessee, coached by 1976 USA Olympian Pat Head, was making its first-ever appearance in the national tournament. Tennessee reached the national semifinals before losing a tight 62-58 contest to Delta State. Louisiana State shocked perennial power Immaculata 74-68 in the other semifinal.⁵²

Tennessee then defeated Immaculata in the consolation final 91-71. This large margin of defeat marked the end of Immaculata's reign as a perennial contender in AIAW basketball nationals. Delta State had an easier time with Louisiana State than it did with Tennessee a day earlier, beating LSU 68-55 for the title.⁵³ These four games, however, foreshadowed the change in the domination of women's basketball from small colleges to large universities.

Seven different radio stations, including five out-of-town frequencies, broadcast various games of the 1977

51. Ibid.

52. 1977 AIAW Large College Basketball Championship bracket, AIAW Special Collections, Box 10C, Results-Box Scores Folder.

53. Ibid.

basketball championships. Minneapolis's KSTP-TV showed some live action of the Immaculata-Tennessee Technical University first-round game March 23.⁵⁴ Despite negotiations with NBC, Sugarman Productions was still unable to produce a contract with the network in time to nationally televise the championship game.⁵⁵ Sugarman cited the inability to interest major networks or public broadcasting systems in financially supporting AIAW Championships.⁵⁶ There was significant print media coverage for the 1977 championship, but it focused more on feature stories, such as Delta State Coach Margaret Wade's police escort from Mississippi to Minnesota, rather than on the actual sport competition.⁵⁷

The 1977 large college basketball championships showed an \$8,330.63 profit, again split evenly between the AIAW and the host institution. This marked the second consecutive year that championships profits decreased, and there was growing concern about the participating teams playing as many as four games on consecutive days.⁵⁸ With these issues

54. 1977 Final Report, AIAW Special Collections, Box 10C, Evaluations Folder.

55. Hutchison, 318.

56. 1977 Final Report, AIAW Special Collections.

57. Ms. Dru Ann Hancock, interview with author, 8 April 1994.

58. Restructuring the Basketball Championship memorandum, AIAW Special Collections, Box 10C, Restructuring Plan Folder.

in mind, plus growing media interest and the AIAW's desire for publicity, the large college basketball championship assumed a new format the following season.

Before the 1976-77 season had ended, another major award had been established for AIAW participants. The Broderick Award was given to one exceptional athlete in each of the AIAW's sports, and an overall Broderick Cup was awarded to one of these Award winners as the AIAW's most outstanding athlete. Delta State's Lusia Harris, who led her team to three consecutive national titles, earned both the inaugural Broderick Award for basketball and the 1977 Broderick Cup.⁵⁹

Harris's receipt of the Broderick Cup in 1977 was a fitting end to her successful basketball career. It also marked the last time that Delta State would headline AIAW basketball news, as the 1977-80 season featured more remarkable changes for women's college basketball.

59. Marianna Trekell and Rosalie Gershon, "Title IX, AIAW, and Beyond: A Time for Celebration!" in A Century, 404-405.

CHAPTER 5 - THE 1977-1980 SEASONS

Television contracts, corporate sponsorships, and NCAA governance proposals continued to be major issues for AIAW basketball and other sports in the 1977-80 period. But a slew of other developments, mainly involving structural revamping of AIAW championships and competitive divisions, contributed to the ever-changing state of women's college basketball during these three seasons.

Bruin Up the Best: 1977-78

AIAW membership increased to 825 institutions in 1977-78. Basketball sponsorship also grew this season, with 807 teams participating in intercollegiate competition.¹

Restructuring the AIAW Large College Basketball Championship was the most significant development in women's collegiate basketball in 1977-78. The AIAW Basketball Sport Committee considered revamping the championship structure used in the previous six seasons due to coaches' concerns over the four-day format. Playing four games on consecutive days increased an athlete's chance of getting injured and frequently caused fatigue for the participants. Such conditions lessened the quality of play in the later rounds

1. AIAW Directory 1980-81, 3.

of the tournament.² The AIAW also hoped that a different format would provide a better focus on teams participating in the championship.³

In an effort to eliminate the athlete's physical and psychological disadvantages and to attract more spectators and media, the AIAW Basketball Sport Committee adopted a new format for the 1978 Large College Basketball Championship. The tournament remained a 16-team field, but was played over two weekends. Ten regional winners automatically qualified for the 16-team national bracket and the six remaining teams were selected at-large based on regional performances in the previous year's championship. This at-large criterion differed from earlier seasons in that the host institution was no longer guaranteed a berth into the national tournament.⁴

The basketball committee designed the new tournament so that more national exposure could exist for women's basketball championships. The first and second rounds were played on consecutive days at four sectional locations across the nation. First-round winners played each other in the second round for the right to advance to the national

2. Restructuring the Basketball Championship memo, AIAW Special Collections.

3. Dr. Judith Holland, telephone interview with author, 15 April 1994.

4. Restructuring the Basketball Championship memo, AIAW Special Collections.

semifinals. First-round losers played a consolation round on the second-round day. Therefore, four games were played at each of the four sectional sites, totalling 16 sectional contests.⁵

The basketball committee assigned each of the ten AIAW regional winners to a particular sectional location. The East was assigned winners from Regions 1A and 1B, and the South was given the winners from Regions 2 and 3. The Central sectional was allotted Regions 4, 5 and 6 winners, and the West was assigned Regions 7, 8 and 9 winners. The six at-large teams were placed at various sectional locations to geographically balance the 16-team bracket.⁶

After the first two rounds, each of the four sectionals produced a champion which advanced to the four-team national field the following weekend. In the national semifinals, the West winner played the East winner and the South winner met the Central winner, a formula randomly determined by the basketball committee. Following a day of rest, the semifinal winners played in the championship final, preceded by the semifinal losers playing in a consolation final. Four games total were slated in this national stage of the tournament.⁷

5. Ibid.

6. Ibid.

7. Ibid.

This new structure closely matched the NCAA Final Four's format for the men's college basketball championship, making the 1978 AIAW college basketball championship the first "final four" for women's basketball. While the new women's format still included 16 teams playing on a total of four competition days, only 20 games were scheduled as compared to 27 in the earlier structure. Also, there were several days off in between sectionals and nationals, resolving the earlier dilemma of consecutive game days throughout the tournament.

Judith Holland, 1977 AIAW President and 1978 Tournament Co-Director, defended the new concept to those who favored the old 16-team single site structure. According to Holland, the AIAW would abide by a two-year trial policy for the new format. If the new system was not successful in eliminating aforementioned concerns, the AIAW Executive Board would recommend reverting back to the previous format.⁸

In the midst of the restructured championship season, the NCAA's interest in women's athletics was becoming a fixture in the politics of the AIAW. At the AIAW Winter Executive Board Meeting on January 9, 1978, Dr. Edward Betz, Chair of the NCAA Committee on Women's Athletics, shared proposals discussed by NCAA and AIAW representatives at a

8. Judith Holland to Peggy Collins, 19 August 1977, AIAW Special Collections, Box 13C, Correspondence Folder.

recent NCAA convention. Betz cited a proposal to hold AIAW and NCAA championships in the same sport in the same city on the same dates. Betz also informed the AIAW Executive Board that beginning in the 1978-79 season, the NCAA would make money available to fund all women's sports participants and their expenses to NCAA women's national championships.⁹

The NCAA followed up by distributing a survey to each of its member institutions, an action the AIAW was not forewarned would take place. These questionnaires were sent to university chief executive officers, athletic directors and faculty athletic representatives of each institution. The survey asked the administrators to express their opinions on the NCAA instating women's intercollegiate athletics championships.¹⁰

Charlotte West, 1978 AIAW President, encouraged the recipients of these questionnaires to oppose NCAA women's sports sponsorship. In a memorandum sent out February 21 of that year, West explained that there was no need for NCAA governance of women's athletics since the AIAW was already highly successful in that area. She concluded her memo by affirming that the AIAW and NCAA could work together in combatting the pitfalls within college athletics, but that

9. Official Minutes of the Winter Executive Board Meeting, 7 January 1978, AIAW Special Collections, Box 44G, Delegate Assembly Folder.

10. NCAA Survey memo from Charlotte West, AIAW Special Collections, Box 13C, Correspondence Folder.

each governing body should remain separate and tend to its own athletes.¹¹

At that point in the 1977-78 basketball season, several teams were performing well enough to be considered likely national championship contenders. Small schools such as Delta State, Wayland Baptist College and Montclair State seemed headed for postseason play. More large colleges, though, were ascending to the top of the women's basketball world. Such universities included big names like Tennessee, Louisiana State, North Carolina State, Maryland and UCLA.¹²

In 1977-78, more traditional men's basketball schools had a women's team doing equally as well as its men's counterpart, further exemplifying the newer dominance of big-name schools in women's basketball. By late season, UCLA's women's and men's teams were both ranked in the top 10, while North Carolina State, Kansas and Texas were ranked in the top 20 in both women's and men's basketball.¹³

The sectional rounds of the 1978 Large College Basketball Championship took place March 17-18. In the South sectional at Delta State, Maryland upset Tennessee in the first round and beat Southern Connecticut in the second

11. Ibid.

12. AIAW Large College Basketball Championship media release by Michael Sondheimer, AIAW Special Collections, Box 13C, Press/Media Folder.

13. Ibid.

round, winning the South sectional's berth in the final four. Wayland Baptist won the Central sectional at North Texas State University, earning the right to play Maryland in the first national semifinal. Montclair State advanced out of the East sectional at Rutgers University, drawing UCLA in the other national semifinal. UCLA won the West sectional at Long Beach State University.¹⁴

The 1978 national semifinals and final were co-hosted by UCLA and the University of Southern California at UCLA's Pauley Pavilion March 23 and 25.¹⁵ An AIAW championship record crowd of 7,882 watched Maryland defeat Wayland Baptist 90-85 in the first semifinal. "Home team" UCLA held off Montclair State 85-77 in the second semifinal, setting up the first-ever big name-vs.-big name AIAW title game between UCLA and Maryland.¹⁶

Indicating the change in women's basketball powerhouses, the "undercard" consolation final was a battle of the small schools, in which Montclair State edged Wayland Baptist 90-88 in overtime.¹⁷ In the evening's main

14. 1978 AIAW Large College National Basketball Championship bracket, AIAW Special Collections, Box 13C, Results Folder.

15. AIAW 1980 Division I Basketball Championship program (Washington, DC: AIAW), 22.

16. AIAW 1979 Large College Division I Basketball Championship bracket, 7.

17. Ibid., 37.

attraction, a new AIAW championship record crowd of 9,351 watched UCLA, coached by 1976 Olympic mentor Billie Moore, defeat Maryland 90-74 in the championship game on UCLA's home court.¹⁸

In addition to record crowds and the new format, the 1978 championship featured the first and long-awaited national telecast of the title game. The UCLA-Maryland final was broadcast on NBC's *Sportsworld* the following day. NBC paid the AIAW \$7,500 for the rights to this telecast. The 1978 AIAW Gymnastics Championships were also televised on NBC's *Sportsworld*, yielding the AIAW an additional \$7,500 in rights fees.¹⁹

The inaugural final four of women's basketball netted a \$37,113 profit, which was larger than the previous six tournament profits combined. The AIAW received 50% of the profits, while UCLA and USC shared the other half. This surplus, along with the television revenue, enabled the AIAW to partially reimburse travel expenses for the championship teams who trekked to the Los Angeles final four.²⁰ This partial reimbursement occurred only months after the NCAA

18. Bob Newman, "No. 1 for the Wizardess of Westwood," Sports Illustrated (4 April 1978): 22.

19. 1978 Basketball and Gymnastics Agreement, AIAW Special Collections, Box 267G, NBC Contract Folder.

20. Hutchison, 319.

reported that reimbursement monies would be made available for NCAA women's championship events the following season.

The AIAW reimbursed each of the four sectional winners 50% of its travel, room and board expenses incurred for the national semifinals and final. Again, basketball was involved in a first for AIAW athletics, as it was the first sport for which team travel expenses were partially reimbursed.²¹

Another feature of the 1977-78 basketball season was the inception of the Margaret Wade Trophy, named after the Delta State coach who led her team to three consecutive AIAW titles. The Wade Trophy recognized the AIAW's top basketball player and was considered the most prestigious individual basketball accolade. Montclair State's Carol Blazejowski was the recipient of this inaugural award. UCLA's Ann Meyers, the first four-time Kodak All-American, won the 1978 Broderick Award for basketball and the 1978 Broderick Cup.²²

Before the 1977-78 AIAW season concluded, Mildred Barnes, Central Missouri State University coach, requested to Leanne Grotke of the AIAW Executive Board that the AIAW consider endorsing a smaller basketball for women. The smaller basketball was agreed upon by the coaches at the

21. Ibid.

22. Trekell and Gershon, 404.

1978 Region 6 playoffs March 9-11.²³ Barnes rationalized that a smaller, lighter ball would help women better control the ball, shoot it from greater distances, possibly dunk it, and therefore improve the game for both participants and spectators.²⁴ However, the smaller basketball did not become a part of women's college basketball until the 1984-85 season.²⁵

Though these developments in 1977-78 reflected growth, popularity and financial promise for women's basketball, they also further strayed from the original philosophies of the AIAW. Elitism, which AIAW founders sought to avoid, was firmly entrenched in AIAW basketball by 1977-78. More individual awards for athletes and more competitive championships for athletic teams created an elite class of teams and players.

Opportunities to compete, which AIAW founders emphasized over dog-eat-dog competition, were more abundant for winning teams. The 1978 championships involved 16 teams as earlier postseason tournaments did, but only 20 tournament games were played, as opposed to 27 under the old structure. Teams were only afforded the opportunity to play

23. Mildred Barnes to Leanne Grotke, 16 March 1978, AIAW Special Collections, Box 13C, Correspondence Folder.

24. Mildred Barnes to Leanne Grotke, 12 April 1978, AIAW Special Collections, Box 13C, Correspondence Folder.

25. Johnson, 587.

more games if they advanced to the final four, while sectional losers were eliminated from nationals and had to wait until the next season to play.

Finally, 1977-78 was the last season in which the AIAW sponsored intercollegiate competition for junior and community colleges.²⁶ The National Junior College Athletic Association (NJCAA), which had initiated women's championships in 1974-75, operated all women's junior and community intercollegiate competition from 1978-79 on, as over 300 schools belonged to the women's division of the NJCAA by this time.²⁷

Lights, Camera, Action: 1978-79

AIAW institutional membership increased by 90 schools in 1978-79, topping the 900 mark for the first time. Of the 915 AIAW members, 887 participated in basketball, a 10% increase over 1977-78.²⁸ In 1978-79 competition, women's college basketball teams used the Rawlings RLO basketball, which became the official basketball of the AIAW that season.²⁹

26. Judith R. Holland and Carole Oglesby, "Women in sport: The synthesis begins," Annals of the American Academy of Political and Social Science (September 1979), 88.

27. "National Junior College Athletic Association," in A Century, 382.

28. AIAW Directory 1980-81, 3.

29. Hutchison, 321.

The 1979 AIAW Large College Basketball Championship was hosted by North Carolina State University and held at the Greensboro Coliseum on March 23 and 25. Originally, North Carolina State had planned to host the event in at its on-campus fieldhouse, but the Philadelphia Orchestra had already been scheduled to perform there on March 23 and 25. The 1979 national tournament was the first AIAW basketball championship played on a neutral court.³⁰ North Carolina State lost to Old Dominion 78-73 in the AIAW Region 2 semifinals on March 9 in Knoxville, Tennessee, denying this final four host the opportunity to play in the Greensboro nationals.³¹

Although the 1979 final four did not feature the host team, the event did feature one of the best possible fields for national exposure of women's college basketball. Top-ranked Old Dominion University qualified for nationals by winning the South sectional at Tennessee Tech. Old Dominion's opponent in the national semifinal, defending AIAW champion UCLA, repeated as the West sectional winner at Stanford. The other national semifinal pitted second-ranked Louisiana Tech University, the Central sectional champion out of the Southern Illinois University site, against third-

30. Lee Green, "Old Dominion does it!" Women's Sports (May 1979): 46.

31. AIAW 1979 Large College Basketball Championship program, 23.

ranked Tennessee, which won the East sectional at Fordham University.³²

The 1979 final four was scheduled as a Friday-Sunday affair to accommodate a live NBC broadcast of the championship game Sunday afternoon. A disappointing Friday night crowd of 2,630 watched Old Dominion eliminate sixth-ranked UCLA 87-82 in the first semifinal.³³ The Old Dominion-UCLA contest was televised live on WHRO-TV, a local station in Old Dominion's hometown of Norfolk, Virginia.³⁴ Louisiana Tech defeated Tennessee 104-86 in the second semifinal game, setting up a No. 1-vs. No. 2 matchup in the national championship game between Old Dominion and Louisiana Tech.³⁵

Old Dominion beat Louisiana Tech 75-65 in the national championship game in front of 2,877 spectators.³⁶ NBC's live telecast of the 1979 final earned the AIAW \$10,000, 33% more than the 1978 rights fee.³⁷ Old Dominion Coach Marianne Stanley, who won two national titles as a player at

32. Ibid., 15.

33. Lee Green, 48.

34. 1979 Championship Financial Report, AIAW Special Collections, Box 10C, Final Report Folder.

35. Lee Green, 48.

36. Ibid.

37. 1979 Basketball and Gymnastics Agreement, AIAW Special Collections, Box 267G, NBC Contract Folder.

Immaculata in 1973 and 1974, became the first woman to win a national championship both as a player and a coach. Tennessee beat UCLA 104-86 in the consolation final earlier that afternoon.³⁸

Although crowds were not as large as many had anticipated, the Greensboro tournament still netted a \$25,920 profit. The AIAW took its 50% cut of the profit, while North Carolina State and the Greensboro Coliseum split the other half (a term agreed upon by the university and the facility). The AIAW again reimbursed each of the four participating teams 50% of their final four travel, room and board expenses.³⁹

The AIAW basketball title game was not the only AIAW championship to be televised in 1978-79. The 1979 gymnastics championships were also televised by NBC for a \$10,000 rights fee.⁴⁰ Plus, the AIAW had a contract with TVS Television Network which provided for eight hours of 1978-79 AIAW championships on cable television. These championships included, but were not limited to, one-hour capsules on gymnastics regionals, large college swimming & diving nationals, track & field nationals, large college

38. Hutchison, 320.

39. Ibid.

40. 1979 Basketball and Gymnastics Agreement, AIAW Special Collections.

tennis nationals and golf nationals.⁴¹ The AIAW's annual television income more than quadrupled between 1977-78 and 1978-79, rising from \$23,000 to \$109,467.⁴²

The Stayfree Corporation began sponsoring the Wade Trophy this season, and this honor was awarded to Nancy Lieberman of Old Dominion. Lieberman also received the 1979 Broderick Award for basketball.⁴³

Women's Professional Basketball League

During the 1978-79 season, professional basketball opportunities were created in the United States for women's basketball players as the Women's Professional Basketball League (WBL) was established. The league was originally formed in 1976 by former stock broker Jason Frankfurt, but never got off the ground.⁴⁴

Bill Byrne, who played a brief role in the formation of the World Football League, carried out Frankfurt's vision by fielding eight professional teams in the 1978-79 season. The official beginning of the WBL came on December 9, 1978, when the Chicago Hustle defeated the Milwaukee Does 92-87.

41. AIAW 1979 Large College Basketball Championship Program, 38.

42. Christine Grant, "Recapturing the vision," Journal of Physical Education, Recreation and Dance 3 (March 1989): 45.

43. Trekell and Gershon, 405.

44. Ibid., 412.

However, poor management, athlete abuse and lack of fan support caused the league to fold after only three seasons. The only professional options for women's basketball players then existed overseas.⁴⁵

Leaving the Nest: 1979-80

The AIAW, which had operated as an arm of DGWS and later the National Association for Girls' and Women's Sports (NAGWS) under AAHPERD, became a separate legal entity from its parent organizations on July 1, 1979. Initially, the AIAW was funded mostly by DGWS and NAGWS monies. By the late 1970s, however, the AIAW was financially self-sufficient and was even paying a share of its profits to AAHPERD.⁴⁶

AIAW leaders offered many reasons as to why the AIAW desired this separation. Carole Mushier, 1979 AIAW president, explained that the AIAW desired more responsibility for its own financial and legal matters.⁴⁷ Judith Holland, former AIAW president, added that the AIAW as an independent body was able to make decisions without having those decisions reviewed by NAGWS or AAHPERD, which

45. Ibid., 413.

46. DGWS became NAGWS in 1974, and AAHPER added Dance to its name and became AAHPERD in 1979. Hult, "The Legacy," 294.

47. Karen Slater, "Carole Mushier: AIAW President-Elect," Coaching: Women's Athletics 4 (November 1978): 8.

on several occasions had different viewpoints from the AIAW.⁴⁸ Christine Grant, future AIAW president, also pointed out that NAGWS and AAHPERD were individual membership organizations, and that the AIAW as a governing body did not quite fit into the NAGWS membership category.⁴⁹

The AIAW, 970 members strong in 1979-80, was completely independent from that point on. Nine hundred thirty-one basketball teams participated in AIAW competition that season.⁵⁰

The AIAW revised its divisional structure in 1979-80, abandoning the large college/small college system for a Division I-II-III format. Instead of classifying a school's membership on its enrollment, the AIAW categorized its members into three competitive divisions based on financial aid limits. Division I teams allowed the awarding of 100% of the AIAW maximum permissible aid to their athletes, Division II allowed 50%, and Division III allowed 10%. AIAW members were permitted to compete in different divisions for different sports, and were considered a member of the division in which the greatest number of its teams participated.⁵¹

48. Holland, telephone interview with author.

49. Dr. Christine Grant, telephone interview with author, 20 April 1994.

50. AIAW Directory 1980-81, 3.

51. Ibid., 4.

The new AIAW divisional structure resembled the NCAA's structure, except that the AIAW allowed schools to participate in different divisions for different sports. Another similarity between women's and men's intercollegiate athletics developed in 1979-80, as established men's conferences began sponsoring women's intercollegiate athletics and championships for member institutions.⁵² The Southeastern Conference initiated women's championships in 1979-80,⁵³ while the Big Eight and Big Ten were also developing women's programs. Conference affiliations did not necessarily align with the AIAW regional structure, creating some conflict.⁵⁴ Also, conferences which sponsored both women's and men's athletics brought more equal treatment for women under these structures,⁵⁵ further demonstrating a gravitation of women's intercollegiate athletics towards the men's model.⁵⁶

On August 2, 1979, the AIAW signed a lucrative contract with NBC, providing for television coverage on *Sportsworld* of selected AIAW Division I and Open Championships for the following seasons through 1982-83. NBC reserved the right

52. Holland and Oglesby, 89.

53. Jennings et al., 58.

54. Holland and Oglesby, 89.

55. Ms. Gloria Ray, interview with author, 22 April 1994.

56. Holland and Oglesby, 89.

to choose which championships it would televise, but did guarantee that basketball, gymnastics, track & field and swimming & diving would be part of the package. NBC guaranteed at least \$180,000 for 1979-80 coverage, \$220,000 for 1980-81, \$255,000 for 1981-82 and \$285,000 for 1982-83.⁵⁷

The AIAW's overall television income totaled \$219,052 in 1979-80, doubling the 1978-79 figure.⁵⁸ Thompson Communications even considered producing ten nationally televised women's basketball Games of the Week in January and February 1980, but canceled these plans in July 1979 due to lack of corporate advertisement sales.⁵⁹

In addition to this plethora of developments the AIAW Executive Board approved a format change for the 1980 Divisions I, II and III basketball championships. The bracket was expanded from 16 to 24 teams for each division, and all teams were still required to compete in regional playoffs in order to qualify for nationals. The bracket became a 32-team draw with first-round byes for the top eight teams in each division. In Division I, the higher seeded teams in each of the first two rounds were designated

57. NBC Television Contract, AIAW Special Collections, Box 267G, NBC Contract 1979-1982 Folder.

58. Grant, "Recapturing the vision," 45.

59. Donna Lopiano to AIAW Executive Committee, 14 May 1979, AIAW Special Collections, Box 21C, Radio/Film/TV Coverage Folder.

as hosts for each of these games. The first round was slated for the Wednesday following regional playoffs, and the second round was the next Saturday. The following Tuesday, the third round games (the round of eight) would take place at one of the participating team's campus, decided by a coin toss. The national semifinals and final remained in the final four format used in 1978 and 1979. The AIAW Executive Board approved this revised format for a two-year trial run.⁶⁰

The AIAW supported this new system, citing that sectional tournaments on neutral courts drew poorly and showed considerable deficits. The AIAW Executive Board also believed that the amount of strong teams in each region warranted an expanded championship field. Lastly, the board hoped that homecourt sites would attract more spectators and bring in higher gate revenues, unlike the neutral sectionals which typically drew only 500-1000 fans per game.⁶¹

Corporate sponsorships increased in 1979-80, as companies such as Adidas, Coca-Cola, Converse, Champion, Kodak and Nike committed their support of the 1980 Division I Basketball Championship.⁶² The Wilson 2000 Jet Ball

60. Donna Lopiano to AIAW Basketball Committee, AIAW Special Collections, Box 21C, Radio/Film/TV Coverage Folder.

61. Ibid.

62. 1980 AIAW Division I Basketball Championship Sponsorship memo be Jere Craig, 31 January 1980, AIAW Special Collections, Box 21C, Correspondence Folder.

became the official ball for the 1980, 1981 and 1982 AIAW basketball championships.⁶³

Central Michigan University hosted the 1980 AIAW Division I Basketball Championship at Mount Pleasant, Michigan March 21 and 23. Second-ranked Tennessee edged fourth-ranked South Carolina 75-72 in the first semifinal, while top-ranked Old Dominion defeated third-ranked Louisiana Tech 73-59 in the second semifinal in a rematch of the 1979 championship game. Old Dominion then went on to claim its second consecutive national championship with a 68-53 victory over Tennessee before 4,865 fans and a live NBC national audience. South Carolina won the consolation final over Louisiana Tech 77-69.⁶⁴ Old Dominion's Nancy Lieberman repeated as Wade Trophy recipient and Broderick Award winner for basketball.⁶⁵

The 1980 Division I Basketball Championship netted a \$22,405.15 profit, split evenly between Central Michigan and the AIAW.⁶⁶ On June 6, 1980, the AIAW announced its distribution of all basketball championship monies. For the

63. Hutchison, 322.

64. 1980 AIAW Division I National Basketball Championship bracket, AIAW Special Collections, Box 22C, Results Folder.

65. Trekell and Gershon, 405.

66. 1980 Final Report, AIAW Special Collections, Box 22C, Results Folder.

first time, all 24 teams in each of the three divisions were reimbursed 40% of their championship travel expenses. This share-the-wealth policy exemplified the AIAW's hallmark of "educationally sound and financially responsible athletics," according to Ann Uhlir, 1980 AIAW Executive Director. Uhlir also proclaimed that "the distribution was just for basketball; it is indicative of what other women's sports with the potential for public interest and support may soon enjoy."⁶⁷

While the eventful 1979-80 campaign progressed, the AIAW-NCAA battle intensified. At the NCAA Convention in January 1980, Divisions II and III voted in favor of beginning championships for women in 1980-81.⁶⁸ The following March, the National Association of Intercollegiate Athletics (NAIA) also voted to initiate women's championships for the 1980-81 season.⁶⁹ The battle for Division I championships was not yet settled though. The NCAA was pursuing these women's championships, many pro-AIAW figures asserted, because the male-dominated organization felt threatened by Title IX legislation, increased television contracts and revenues for the AIAW, and AIAW

67. AIAW Monies Distribution press release, AIAW Special Collections, Box 21C, Press Releases Folder.

68. Hult, "The Legacy," 301.

69. Phyllis Holmes, "National Association of Intercollegiate Athletics" in A Century, 385.

presence on national sport governing body committees such as the United States Olympic Committee (USOC).⁷⁰

The AIAW-NCAA issue became a war of words before the conclusion of 1979-80. The NCAA claimed that it was bound by Title IX to provide funding and governance for women's athletics. But the AIAW responded by accusing the NCAA of originally opposing Title IX after realizing how this federal legislation could empower the AIAW. Yet, there were leaders within the AIAW who believed that the NCAA was the way to go for women's athletics. Many of the pro-NCAA women's administrators believed that NCAA's offer of financing 100% of women's championship travel expenses and its looser recruiting standards were in the best interests of women's athletes. This faction also claimed that the AIAW's limited budget and relatively stringent recruiting laws were actually discriminating against women.⁷¹

Prominent basketball coaches also asserted that their sport, women's college basketball, reached its maximum potential under the AIAW, but could grow even more under the NCAA structure.⁷² The NCAA would not only provide more

70. Hult, "The Legacy," 301.

71. Elizabeth Wheeler, "NCAA vs. AIAW: The battle for control of women's intercollegiate athletics heats up," Women's Sports (June 1980): 21.

72. Moore, telephone interview with author.

funding, but also instant credibility and increased media coverage for women's basketball.⁷³

On the other side of the fight were the pro-AIAW people, who constantly reminded all parties that only a few years ago the NCAA was fighting Title IX in court, claiming that this federal mandate did not apply to intercollegiate athletics. If the AIAW were to fold, then there would be no collegiate sports governing body left to continue the AIAW's educational model of athletics and fight for Title IX.⁷⁴ This pro-AIAW contingency also feared that if women joined the NCAA, they would lose all control of their programs and be swallowed up by the NCAA's male-dominated governing structure.⁷⁵ The AIAW would also be relinquishing women's positions within USOC, causing the NCAA's presence on this board to double.⁷⁶

And there was a third faction, which saw the positives in both the AIAW and the NCAA but could not nominate a choice at this time. The main reason to stay with the AIAW was to preserve what remained of the educational model of athletics which women physical educators invested so much time and effort into building. But the obvious advantage of

73. Ms. Pat Summitt, interview with author, 13 April 1994.

74. Lopiano, telephone interview with author.

75. Wheeler, "NCAA vs. AIAW," 22.

76. Lopiano, telephone interview with author.

financial security and increased visibility within the NCAA prevented these people from making their decisions.⁷⁷

All three groups did agree on one issue: that if even a few women's Division I programs allied with the NCAA, the AIAW's end would be near if not immediate.⁷⁸ The 1980-81 and 1981-82 basketball seasons went on as planned, though they were tainted by the raging battle between the two organizations.

The 1980 Olympic Games

A controversy unrelated to the AIAW-NCAA battle also surfaced in 1980 when United States President Jimmy Carter announced that the USA was going to boycott the 1980 Olympic Games in Moscow, USSR. This action was devastating for the 1980 USA Olympic Women's Basketball team, coached by Stephen F. Austin State's Sue Gunter (head) and Tennessee's Pat Head (assistant). The USA squad was well prepared for the Moscow Games, having won the 1979 Pan American Games and placing second in the 1979 World Championships under Coach Pat Head. The 1980 USA team featured five 1980 Kodak All-Americans: Denise Curry (UCLA), Jill Rankin (Tennessee), Rosie Walker (Stephen F. Austin State University), Holly Warlick (Tennessee) and Lynette Woodard (University of Kansas).⁷⁹

77. Wheeler, "NCAA vs. AIAW," 23.

78. Ibid.

79. Hutchison, 323. See Appendix C.

USA Women's Basketball had to wait four more years for the next Olympiad, but a lot was in store for women's college basketball players in America before those 1984 Los Angeles Games.

CHAPTER 6 - THE 1980-1982 SEASONS

By the time the 1980-82 era began, AIAW Division I basketball had become the most visible sport in women's intercollegiate athletics, with television revenues, corporate sponsorships and participation rates reaching all-time highs. Despite these accomplishments, AIAW basketball was entering its final years of existence, while a new world for women's intercollegiate athletics was about to begin.

The Storm Clouds Gather: 1980-81

For the first time in the existence of the AIAW, its institutional membership dipped slightly as it entered a new season. Nine hundred sixty-seven schools belonged to the AIAW in 1980-81, down three from the previous year. Yet, with the advent of NJCAA, NAIA and NCAA Divisions II and III women's sponsorship, losing three schools was a minor detail. Nevertheless, 938 basketball teams were sponsored by AIAW members in 1980-81, though many of these teams participated in one of the other governing organizations championships.¹

At its January convention in Miami, Florida during the 1980-81 basketball season, the NCAA voted on and approved sponsoring Division I women's championships for the 1981-82

1. AIAW Directory 1980-81, 3.

season. This championship package included a full 100% reimbursement of all travel expenses incurred for these events, and the NCAA ruled that it would not charge a member institution extra to add it's women's sports programs to its NCAA membership.²

In order to entice AIAW leaders to switch membership over to NCAA athletics, the NCAA allotted leadership positions for AIAW women administrators. Women would make up 16% of the NCAA Council and 18-24% of membership on other key NCAA committees. Women chairpersons could be selected for committees which represented a sport in which women competed.³

In an effort to preserve the educational model of women's intercollegiate athletics, the AIAW responded to these NCAA maneuvers by proclaiming that AIAW member institutions must follow all AIAW rules in order to be eligible to participate in AIAW championship events. The NCAA, on the other hand, only required that its women's athletics members follow either NCAA or AIAW regulations in order to participate in NCAA women's championships.⁴

2. Hult, "The Legacy," 301.

3. Ibid.

4. Elizabeth Wheeler, "War of the words: A report from the lines of the AIAW/NCAA controversy," Women's Sports (June 1981): 14.

While athletic administrators and university officials grappled with the AIAW-NCAA issue, women's college basketball was heading towards its wealthiest postseason championship ever. Two notable modifications were made to the 1981 Division I tournament. First, the four higher seeds in round three were designated to host the national quarterfinal games rather than having those sites decided by a coin toss as in 1980. Second, the AIAW Basketball Sport Committee selected at-large teams for the 24-team bracket based only on current season results. For the previous eight AIAW tournaments, at-large team selection was based on each team's regional performance in the preceding national championships.⁵

The Divisions II and III championships were reduced to 16-team fields because many of lower division teams began participating in other championship tournaments and operation costs had been excessive the previous season. Despite the reduced fields, these lower division basketball finals were broadcast on a tape-delayed basis on ESPN for the first time ever.⁶

The 1981 AIAW Division I Basketball Championship was hosted by the University of Oregon March 27 and 29 in Eugene. The final AP poll's top four teams reached the

5. Hutchison, 322.

6. Ibid.

final four for the first time, with two-time defending champion Old Dominion and Tennessee making their third consecutive final four appearances. Undefeated and top-ranked Louisiana Tech returned to the final four after a one-year absence, while fourth-ranked Southern California was making its first appearance ever in this elite event. In the first semifinal, Louisiana Tech defeated USC 66-50, followed by second-ranked Tennessee's 68-65 win over third-ranked Old Dominion before 5,005 fans.⁷

On March 28, a coaches' meeting was held in conjunction with the Division I championship. Several AIAW basketball issues were addressed in regard to the following seasons, even though all persons present at the meeting were aware of the NCAA's announcement of Division I women's championships for the 1981-82 season. At this gathering, the coaches voted in favor of using regional results for seeding and for determining homecourt advantage in future tournaments, but opposed regional results being used for the selection of teams. No action was taken on forming a coaches' association, which was one of the items on the agenda. Also announced were sites for the 1982 and 1983 Division I AIAW basketball championships: the University of Pennsylvania and the University of Texas, respectively.⁸

7. Ibid.

8. Coaches Meeting at Eugene, Oregon, 28 March 1981, AIAW Special Collections, Box 30C, Correspondence Folder.

The following day, Louisiana Tech became the first women's Division I college basketball team of the modern era to go undefeated through a season, as it beat Tennessee 79-59 in the 1981 final in front of 5,504 spectators. Co-coaches Sonja Hogg and Leon Barmore brought Louisiana Tech its first national title,⁹ while Tennessee became the first school since Immaculata in 1975 and 1976 to lose consecutive championship games. Old Dominion beat USC in the consolation final 68-65 earlier that day.¹⁰

AIAW Basketball championship profits for the three divisions rose from \$141,000 in 1980 to \$174,000 in 1981, which allowed the AIAW to increase travel reimbursement monies to participating teams. The first three rounds showed a \$106,000 profit, of which the AIAW kept 25%. Fifteen percent of the surplus went to each of the institutions which hosted early round games, while the remaining 60% was allotted as travel reimbursement funds.¹¹

Each of the 56 teams (24 Division I, 16 Division II, 16 Division III) in the AIAW championships was reimbursed 51% of its travel expenses incurred for the postseason, while an

9. Hutchison, 323.

10. Linda Turner et al., Lady Monarch Basketball: 1993-94 (Virginia Beach, VA: Keith Enterprises), 55.

11. 1981 AIAW Division I Basketball Championship Financial Report, AIAW Special Collections, Box 29C, Final Four Report Folder.

extra sum was reimbursed to each of the final four teams in the three divisions.¹² The Eugene final four produced a \$26,320.01 profit, slightly up from the previous season.¹³

The media again had a major impact on the AIAW basketball championship that season. Extensive print media coverage greatly assisted host Oregon in drawing large crowds for the town's first large-scale women's college sports event.¹⁴ The Louisiana Tech-Tennessee game was the third consecutive NBC title game live telecast, and helped AIAW television revenues increase to record levels for the third consecutive year, as \$223,000 was paid to the association for 1980-81 television broadcasts.¹⁵

Lynette Woodard of Kansas garnered the nation's two top women's basketball individual honors, the Broderick Award and the Wade Trophy, in 1980-81.¹⁶ She was the last AIAW basketball player to receive these accolades, as future recipients of these awards played NCAA basketball.

12. Hutchison, 324.

13. 1981 AIAW Division I Basketball Championship Financial Report, AIAW Special Collections.

14. Ms. Chris Voelz, telephone interview with author, 20 April 1994.

15. Grant, "Recapturing the vision," 45.

16. Trekell and Gershon, 405.

"Duel" Sponsorship: 1981-82

The 1981-82 college basketball season was unique in that both the AIAW and the NCAA offered postseason championships for Division I teams. Schools had to declare by December 1, 1981, which organization their women's programs would join. A vast majority of top teams joined the NCAA, including all eight of the 1981 AIAW national quarterfinalists and 17 of the 1981 final AP top 20 teams. Many institutions joined the NCAA because of its 100% reimbursement plan for championship expenses and because the AIAW was slow in distributing travel funds under its own plan.¹⁷ Another reason for the mass exodus to the NCAA was the belief among many administrators that female and male student-athletes should be under one set of rules and would therefore be treated more equally. Others cited the NCAA's credibility and capability of providing better exposure. This exposure referred to television coverage for women's athletics, which many leaders of women's athletics felt was an essential vehicle for growth and prosperity of women's sports programs.¹⁸

In the midst of the AIAW-to-NCAA defection, both governing bodies developed their respective 1982 Division I basketball championships. The AIAW Basketball Sport

17. Mel Greenberg, "Starting over: Top teams have new worlds to conquer," Women's Sports (November 1981): 28.

18. Wheeler, "War of the words," 16.

Committee decreased the size of its postseason tournament from 24 to 16 teams due to the decimated field of quality teams remaining under the AIAW. The nine regional winners and seven at-large teams were selected following regional tournaments. The national tournament was divided into two sessions, sectionals and nationals. Each of the four sectionals was hosted by the highest seed of the four teams in a particular sectional. Each of the four sectional champions advanced to the 1982 final four in Philadelphia. The University of Pennsylvania hosted this event March 26 and 28 at the historic Palestra.¹⁹ Under the AIAW-NBC contract, the 1982 final was scheduled to be shown live on NBC²⁰ until later complications arose.

The inaugural NCAA Women's Basketball Committee, chaired by North Carolina State Associate Athletic Director Nora Lynn Finch, developed a 32-team NCAA Women's Division I Basketball Championship for the 1982 postseason. Twelve conference winners automatically qualified for the tournament, with the remaining teams being selected at-large.²¹ In the first round on March 13, each of the top 16 seeded teams hosted its opening round game. The 16 first round winners advanced to one of the four Regionals (East,

19. Hutchison, 325.

20. Greenberg, "Starting over," 29.

21. Hutchison, 327.

Mideast, Midwest, West) for two elimination rounds of competition March 19 and 21. The four regional champions then advanced to the inaugural NCAA Women's Final Four at the Scope in Norfolk, Virginia on March 26 and 28, the same dates of the AIAW national semifinals and final. The 1982 NCAA championship game was scheduled for a live CBS telecast as part of the NCAA's basketball agreement with the network.²²

A significant difference between the AIAW and NCAA basketball committees was that the AIAW committee was primarily comprised of coaches, while the NCAA committee consisted mainly of athletic administrators. Coaches were concerned that they were no longer directly conducting the championships for the sport they developed.²³

Women's Basketball Coaches Association

Coaches and women's basketball leaders were also distraught over the rift that had been created within their world as a result of the AIAW-NCAA controversy.²⁴ In response to these concerns, a collection of prominent basketball coaches from the AIAW ranks congregated at the Olympic Festival in Syracuse, New York in July 1981 to

22. Greenberg, "Starting over," 29.

23. Hutchison, 326.

24. Jaynes, interview with author.

discuss forming a coaches association for women's basketball. Since women's coaches had recently been denied membership to National Association of Basketball Coaches (NABC) and felt the need to develop their own identity, the coaches present at the Syracuse meeting believed the time was right to implement a plan of action. Jill Hutchison, Illinois State coach and former member of the AIAW Basketball Sport Committee, was nominated as president of this nameless association. A fall organizational meeting at Wayne, Pennsylvania followed, at which point a Board of Directors was appointed. Betty Jaynes, James Madison University coach, was named interim executive director of the new Women's Basketball Coaches Association (WBCA) at this meeting.²⁵

The WBCA's missions included reinforcing unity among the women's and girls' basketball coaches and leaders, representing and addressing issues particular to women's and girls' basketball, and educating the public about the sport.²⁶ The WBCA Board of Directors included representatives of nine geographical districts, plus each of the women's basketball divisions (NCAA I, II and III, NAIA, NJCAA).²⁷ The WBCA was officially established on September

25. Betty Jaynes, "Women's Basketball Coaches Association" in A Century, 396.

26. Jaynes, interview with author.

27. Jaynes, "Women's Basketball Coaches Association," 397.

1, 1981, and held its first annual convention at Virginia Beach in conjunction with the 1982 Women's Final Four.²⁸

Season's Meetings

In November, the 1981-82 basketball season commenced with teams playing each other as originally scheduled, regardless of whether each team was AIAW- or NCAA-affiliated. That same week, NBC withheld its first of four quarterly payments due the AIAW. The network cited that AIAW Division I championships were no longer of the caliber which the original AIAW-NBC contract was based upon.²⁹ Margot Polivy, the AIAW's legal counsel, informed NBC that the AIAW would file a lawsuit if NBC didn't pay the AIAW its \$254,000 guarantee for 1981-82 as stipulated in the August 2, 1979 agreement. Polivy pointed out that while NBC did have the option of televising AIAW Division I and Open Championships, it did not have the option of paying the AIAW. Rather, NBC had a legal obligation to pay the AIAW.³⁰

28. O.K. Davis, "WBCA - A Success Story," NCAA 1988 Women's Basketball Championship Program (Mission, KS: NCAA): 29.

29. NBC to Mimi Murray, 7 December 1981, AIAW Special Collections, Box 267G, NBC Contract 1979-1982 Folder.

30. Margot Polivy to Kenneth Schanzer, 11 January 1982, AIAW Special Collections, Box 267G, NBC Contract 1979-1982 Folder.

Though the AIAW did eventually receive the funds,³¹ the 1982 Division I basketball final was not televised.³²

The 1982 AIAW final four featured fifth-ranked Texas, eighth-ranked Rutgers, 11th-ranked Villanova and unranked Wayland Baptist, three of which were final four newcomers. Texas eliminated Wayland Baptist 82-63³³ and Rutgers defeated Villanova 83-75³⁴ in the semifinals. Rutgers upset Texas 83-77 in an exciting championship game, but only 1,789 fans, an all-time AIAW basketball championship game low, attended the game. The Philadelphia event was a financial catastrophe, netting an \$8,836.00 loss.³⁵ The lack of media, sparse crowd and monetary debt of this event was a reflection of the doomed fate of the AIAW. Nevertheless, Eastman Kodak honored its final year of the AIAW All-America agreement and named a 1982 Women's All-America Basketball team.³⁶

Less than 300 miles down the East Coast, the inaugural NCAA Women's Final Four hosted by Old Dominion took place.

31. Grant, "Recapturing the vision," 45.

32. Hutchison, 325.

33. Kim Stone et al., Texas Basketball 1993-1994 (Austin, TX: Whitley), 78.

34. Maureen Coyle et al., Rutgers 1993-94 Lady Knight Basketball (Jersey City, NJ: The Wall Street Group), 81.

35. Charles Harris to Carrie Haag, 23 June 1982, AIAW Special Collections, Box 34C, Correspondence Folder.

36. Hutchison, 326.

The nation's top four teams in the 1982 final AP poll reached the national semifinals, making this inaugural Women's Final Four a high caliber championship event. Top-ranked Louisiana Tech, which won the 1981 AIAW title, beat fourth-ranked Tennessee 69-46 in the first semifinal. Second-ranked Cheyney State held off third-ranked Maryland 76-66 in the other semifinal in front of 6,000 spectators. Louisiana Tech then went on to become the first school to own both an AIAW and NCAA basketball championship, defeating Cheyney State 76-62 before a crowd of 9,531.³⁷ CBS televised this title game, which garnered a 7.3 rating, the highest mark ever for the NCAA women's basketball championship.³⁸ The WBCA named its first All-America team that season, and began co-sponsoring the Kodak All-America team in 1982-83.³⁹ Louisiana Tech's Pam Kelly was the recipient of both the Wade Trophy and the Broderick Award in 1982.⁴⁰

AIAW's Last Stand

Three months after the conclusion of the basketball season, the AIAW scrambled for survival, hoping for one of

37. Ibid., 327.

38. "TV ratings for Division I basketball finals down slightly," NCAA News 31 (13 April 1994): 13.

39. Hutchison, 326.

40. Johnson, "Official 1994," 493.

two scenarios to rejuvenate the association. The first situation to offer hope was a threat by the College Football Association (CFA) to depart from the NCAA and acquire its own television contract. Such a move would severely cripple the NCAA's television revenue distribution plan and disable the association from adequately sponsoring women's championships. This circumstance would possibly revert women's athletics back to the AIAW, but the CFA's attempt backfired when the NCAA retaliated by threatening suspension of CFA member schools from participating in all NCAA sports championships.⁴¹

The AIAW also tried to preserve its existence by filing an injunction against the NCAA from holding women's championships. When this action failed, the AIAW ceased operations in 1982. The AIAW then invested its remaining capital in an anti-trust lawsuit against the NCAA, claiming the NCAA was illegally monopolizing women's intercollegiate championships. *AIAW v. NCAA* Civil Action 81-2473 was tried in U.S. District Court for the District of Columbia, with the NCAA emerging victorious in October, 1982.⁴² The AIAW officially folded upon that verdict,⁴³ but left a legacy of

41. Greenberg, "Starting over," 29.

42. Uhler, 175.

43. Hult, "The Legacy," 301.

some of the greatest accomplishments ever for women in sport.

CHAPTER 7 - POSTSCRIPT AND CONCLUSION

A Women's Basketball Postscript: 1982-Present

NCAA Division I women's basketball carried on the tradition of growth and change in the 1982-94 period just as its AIAW predecessor did a decade earlier. In 1982-83, ESPN broadcast the national semifinals for the first time¹, and the Naismith Award for Women's College Player of the Year was initiated. USC won its first national championship in 1983, led by freshman Cheryl Miller (Hutchison), the first freshman Kodak All-American since Kansas' Lynette Woodard in 1978.²

The 1983-84 season featured an expanded NCAA tournament with 36 teams competing for the national title.³ This season included the only slam dunk shot recorded in a women's college game. West Virginia University's Georgeann Wells dunked a shot in regulation play against the University of Charleston on February 2, 1984 at Morgantown, West Virginia.⁴ USC repeated as NCAA champions that April. Also, women's college basketball players did the United States proud in the summer of 1984, as the all-collegian

1. Hutchison, 327.

2. Johnson, 490.

3. Hutchison, 328.

4. "SportsCenter" on ESPN, 2 February 1994.

team won the Gold Medal in the XXIII Olympiad at Los Angeles under the tutelage of Tennessee's Pat Summitt.⁵

Good things came in small packages for NCAA women's basketball in 1984-85, as this season featured the introduction of the smaller ball for women and a smaller NCAA bracket. The new-sized basketball was approximately one inch smaller in circumference and two ounces lighter in weight than the original ball.⁶ The NCAA women's basketball committee removed four NCAA tournament play-in games used the previous season, diminishing the 1985 bracket back down to 32 teams.⁷ Yet, not all aspects of 1984-85 were small. A record 22,157 spectators jammed into Iowa's 15,500-seat Carver-Hawkeye Arena to watch Iowa battle Ohio State on February 3.⁸ ESPN televised all four NCAA regional finals for the first time in 1984-85 as well. Old Dominion won its third national title (first NCAA) at the conclusion of the season.⁹

Texas highlighted the 1985-86 season when it became the first and only team in NCAA Division I women's basketball history to compile a perfect season record at 34-0.

5. Jennings et al., 12, 54.

6. Johnson, "Official 1994," 587.

7. Hutchison, 328.

8. Johnson, "Official 1994," 581.

9. Hutchison, 329.

Additionally, the NCAA tournament increased to 40 teams in 1986. Texas also made headlines in 1986-87 as it hosted the first-ever sold out Women's Final Four. Tennessee won its first national championship in 1987, giving Coach Pat Summitt her first title in her seventh final four appearance. Three-point field goals were also introduced to women's college basketball that season.¹⁰

Tennessee and Texas got the 1987-88 season off to a giant start as these two top-ranked teams played before a women's basketball world record crowd of 24,563 at Tennessee's Thompson-Boling Arena in Knoxville on December 9.¹¹ This season concluded with the first-ever women's championship game featuring two male head coaches. Leon Barmore's Louisiana Tech squad defeated Joe Ciampi's Auburn team for the national title.¹² The U.S. Basketball Writers Association (USBWA) also began naming a women's All-America team that season.¹³ The following summer, the USA Olympic Women's Basketball Team showed a lot of heart in winning the 1988 Gold Medal in Seoul, Korea. North Carolina State's Kay Yow led this all-collegian team to the top.¹⁴

10. Hutchison, 330.

11. Jennings et al., 62.

12. Hutchison, 330.

13. Johnson, "Official 1994," 492.

14. Hutchison, 331.

The NCAA tournament expanded to 48 teams in 1988-89, its third expansion in six years. Tennessee won its second national crown in three years that season. Tennessee then hosted the 1990 Women's Final Four the following season, setting a championship game record crowd of 20,023 and a final four attendance record total of 39,490. Stanford, coached by Tara VanDerveer, won its first national championship in 1989-90 in front of that all-time high crowd.¹⁵ That record crowd was the only women's championship game ever to boast a larger attendance total than the same season's men's championship game. The 1990 men's Final Four recorded an attendance of 17,675 at each session, yet the facility, McNichols Arena in Denver, was filled to capacity.¹⁶

The Women's Final Four literally became a weekend extravaganza at the conclusion of 1990-91, as the NCAA crammed both the national semifinal session and the final game into a Saturday-Sunday sequence to accommodate the entire Women's Final Four live on CBS.¹⁷ Tennessee won its third NCAA title in 1991 and set national records in number of championships (three), Women's Final Fours (seven) and

15. Jennings et al., 54.

16. Gary K. Johnson et al., 1991 NCAA Basketball (Overland Park, KS: NCAA), 122.

17. Hutchison, 333.

total final fours (11) under Coach Pat Summitt.¹⁸ In 1991-92, Southwest Missouri State University demonstrated the growing parity in women's basketball, as it became the lowest seed (No. 8) ever to advance to the Women's Final Four.¹⁹ Stanford claimed its second NCAA championship in 1992.²⁰

The 1993 postseason was a spectacular ending for the 1992-93 campaign, as the Women's Final Four sold out one week in advance and featured four teams that had never been to the semifinals.²¹ The only other final four to ever feature four new teams was the initial women's national semifinal round in 1972. An NCAA tournament record average 5,509 fans attended the 1993 postseason sessions.²² Two basketball superstars made news in 1992-93, headed by Sheryl Swoopes of Texas Tech University. Swoopes scored an NCAA basketball championship record 47 points in the title game against Ohio State to lead her team to the 1993 championship.²³ Katie Smith of Ohio State became the first

18. Jennings et al., 54.

19. Richard M. Campbell, "Top seeds hanging tough, all reach women's Sweet 16," NCAA News 31 (23 March 1994): 13.

20. Jennings et al., 54.

21. Dorr, 13.

22. "TV interest, attendance up again for women's championship," NCAA News 31 (6 April 1994): 20.

23. "Texas Tech 'Swoopes' up first national title," NCAA News 30 (7 April 1993): 20.

freshman to earn Kodak All-America honors since USC's Cheryl Miller did it in 1983.²⁴

The 1993-94 campaign began earlier in the year than any other NCAA season, as the State Farm Women's Basketball Hall of Fame Tip-Off Classic commenced the season in Jackson, Tennessee November 20, 1993. Ground was broken that weekend for the Women's Basketball Hall of Fame, which was to be the first sports hall of fame devoted solely to women's athletics.²⁵ The 1994 Women's Final Four made headlines as the earliest sellout for the event in NCAA history, achieving this milestone in July of 1993.²⁶ The NCAA tournament field expanded to 64 teams in 1994, the first postseason tournament size increase in five years. The University of North Carolina won the 1994 national title,²⁷ becoming only the third school to own national titles in both women's and men's basketball.²⁸

Three days prior to North Carolina's championship victory, Triple Crown Sports of Fort Collins, Colorado, announced its corporate backing of the inaugural 16-team

24. Johnson, "Official 1994," 491.

25. State Farm Women's Basketball Hall of Fame Tip-Off Classic program, 16.

26. Dorr, 14.

27. "TV interest," 20.

28. North Carolina, Stanford and UCLA are the only schools to own national championships in women's and men's basketball. Johnson, "Official 1994," 155, 513, 524.

women's preseason National Invitation Tournament, which was to commence at the beginning of the 1994-95 season.²⁹ These developments over the last 12 seasons have demonstrated the ever-changing state of women's college basketball in the post-AIAW era and have also displayed the growth potential for the sport as it heads toward the 21st century.

Conclusion

Women's college basketball made great strides in the 1971-82 period as a result of powerful and intelligent athletics administrators, Title IX legislation, experienced and innovative coaches, and talented student-athletes. But even before the AIAW era, the sport of basketball played an influential role for women's athletics in the United States.

In 1895, only three years after the sport was first played by women, Clara Gregory Baer published the sport's first set of rules. The next year, intercollegiate competition began in women's basketball on the West Coast. And in 1899, a women's basketball rules committee had been established under the APEA. The first women's basketball governance committee was formed under the APEA six years later.

All of these turn-of-the-century developments took place over a decade before the official Committee on Women's

29. "1993 national champion headlines women's NIT," NCAA News 31 (13 April 1994): 13.

Athletics was finally created by the APEA in 1917. Upon the inception of the CWA, the basketball committee was demoted to subcommittee status, but the primacy of basketball had already been established in the women's sport world.

International tournaments in the 1950's advanced the growth of American women's basketball and helped the AAU develop strong teams for these competitions. The 1960's included DGWS and AAHPER standardizing guidelines and rules for amateur and intercollegiate sport competition for women, followed by the formation of the CIAW.

Under the CIAW, the first national basketball invitational tournaments occurred. These NITs demonstrated to many early modern leaders of women's athletics that schools with similar interests could be unified to advance the development of women's intercollegiate athletics. Here basketball acted as a catalyst for the formation of the AIAW, which occurred after the 1971 women's basketball NIT.

AIAW basketball championships in the 1971-74 period featured nationally representative brackets, all-day competition and low-budget operation, exemplifying the AIAW philosophies of participation, national growth and non-commercialized athleticism. From 1974-77, AIAW basketball acquired recruiting guidelines, corporate sponsors, television contracts, national media attention and awards programs. Though these new facets marked a deviation from many of the initial ideas of AIAW sport, they elevated AIAW

basketball to unprecedented levels of participation, exposure, wealth and even elitism.

The AIAW's success from these basketball milestones, combined with Title IX legislation and representation on national sport governing boards, indicated to the NCAA that women's sports were more powerful and influential than ever before. The NCAA pursued women's athletics governance, or control as many view it, as basketball became the role model sport in women's intercollegiate athletics.

AIAW basketball continued to flourish while the NCAA actively pursued women's athletics sponsorship. The 1977-78 season featured the first final four championship for women's basketball, the first nationally televised championship game, markedly higher championship profits and initial travel reimbursements. Television contracts for other sports followed in 1978-79, but were not as high profile or lucrative as basketball's. As the 1980's approached, AIAW basketball championship and television revenues continued to escalate, indicating there was potential for women's sports to financially succeed.

But many leaders in women's athletics realized that the system of separate sport governing bodies for women and men was not a proper form of sport administration and management. With differing and frequently antithetic legislation, many women's leaders predicted that separate

AIAW and NCAA governance would not even be legal.³⁰ Once the NCAA approved Division I women's championships for 1981-82, most AIAW institutions flocked to the NCAA, as shown by 17 of the top 20 basketball teams following suit.

The AIAW-NCAA battle was not a war over college basketball, but many women's leaders who wished to remain under the AIAW made several references to the financial growth and prosperity of AIAW basketball as rationale for remaining under separate governance. They additionally feared that the educational focus of women's intercollegiate athletics would be eliminated under NCAA governance. The other faction, the pro-NCAA women's administrators and coaches, believed that women's athletics would greatly benefit under the same organization as the men's sports. Women's athletics would gain instant credibility and increased media exposure under the name NCAA, they asserted.³¹

Many of these pro-NCAA people also believed that the pro-AIAW camp was fighting a feminist issue and not a sport issue.³² There were even some pro-AIAW figures, however, who wanted to see women's sports under NCAA governance, but felt that three more years of AIAW-only athletics for women

30. Holland, telephone interview with author.

31. Summitt, interview with author.

32. Ray, interview with author.

would help the process along. Those few extra years could provide more time for AIAW to become empowered and gravitate to a more level playing field with the NCAA, and the environment would thus become conducive to negotiations between the two entities.³³

Yet the mass exodus of women's programs to the NCAA ended the AIAW's existence within a year and a half. Nevertheless, Division I women's athletics continued to grow and prosper under the NCAA model. And due to the presence of many AIAW administrators within the NCAA structure, some of the AIAW's educational philosophies of the 1970's have been implemented in NCAA legislation.³⁴

Reflecting on basketball's initial role in early 20th century amateur athletics for women, it could be concluded that this women's sport helped jumpstart women's athletics as a whole in that time period. Yet, as AIAW Large College/Division I basketball became the flagship sport for women's college athletics from 1971 up through the AIAW-NCAA battle, it was not solely responsible for all developments in AIAW sports and the eventual governance conflict. Rather, basketball served as a model for women's intercollegiate athletics, proving that women could not only

33. Dr. Joan Hult, telephone interview with author, 14 April 1994.

34. Ibid.

participate, but also excel in sports, and develop their own contracts, sponsorships, spectator support and following.

Significance of Study

This thesis analyzes AIAW Large College/Division I basketball's impact on women's intercollegiate athletics from 1971 to 1982. It should provide a better understanding of the nature of AIAW athletics and the historically significant role they played in the development of women's sport in America. It recounts the excellence of women's basketball in the AIAW era and highlights the successful events of the sport. Additionally, this work adds to the body of knowledge in the expanding and sometimes overlapping fields of sport history, sport sociology, sport administration and sport management.

Lastly, I hope this academic endeavor will inspire others to do further historical and sociological studies that will provide a voice to the many silences left in women's sporting past.

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Tennessee, 22 April 1994.

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California, 15 April 1994.

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Iowa, 20 April 1994.

Telephone interview with Dr. Donna Lopiano, East Meadow, New
York, 20 April 1994.

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California, 22 April 1994.

Television Program

"SportsCenter," ESPN, 7:30 a.m. EST, 2 February 1994.

APPENDICES

APPENDIX A

Interview Questions

Following is a list of questions asked to my interview subjects for this thesis. Each subject was asked only the questions which were applicable to that individual's appointments, experiences and roles she occupied during the AIAW era.

1. Did any sports contribute significantly to the growth and prosperity of the AIAW? If so, which ones and how?
2. Do you believe that any sports received preferential treatment by the AIAW's top officials?
3. Which developments in AIAW basketball were the most significant during your tenure?
4. Which developments in AIAW athletics were the most significant during your tenure?
5. What was basketball's role in the overall scene of AIAW athletics?
6. Do you believe that basketball had any effects on the development of AIAW sports other than basketball itself?
7. Why did the AIAW include awards in its sport programs? Wasn't this a contradiction of the association's philosophy?
8. Please describe the media's interest and enthusiasm for the basketball championship which your institution hosted.
9. Please describe the nature of your working relationship with AIAW officials while your institution hosted the basketball championship.

10. Please explain the philosophy behind the separation of the AIAW from NAGWS and AAHPER.
11. How did the AIAW-NCAA battle influence your actions in your respective leadership positions?
12. Were you in favor of or opposed to NCAA sponsorship of women's athletics?
13. In your opinion, what was the NCAA's main reason for wanting to and eventually assuming control over women's athletics?
14. What was basketball's best contribution to women's athletics during the AIAW era?
15. If you could return to the days of the AIAW and change any aspects of the association and its operation, what would they be?

APPENDIX B

Kodak Women's All-America Basketball Teams During the AIAW Years

1975

Carolyn Bush, Wayland Baptist
 Marianne Crawford, Immaculata
 Nancy Dunkle, Cal State Fullerton
 Lusia Harris, Delta State
 Jan Irby, William Penn
 Ann Meyers, UCLA
 Brenda Moeller, Wayland Baptist
 Debbie Oing, Indiana
 Sue Rojcewicz, Southern Conn.
 Susan Yow, Elon

1978

Genia Beasley, North Carolina St.
 Carol Blazejowski, Montclair St.
 Debbie Brock, Delta State
 Cindy Brogdon, Tennessee
 Julie Gross, Louisiana State
 Althea Gwyn, Queens
 Kathy Harston, Wayland Baptist
 Nancy Lieberman, Old Dominion
 Ann Meyers, UCLA
 Lynette Woodard, Kansas

1976

Carol Blazejowski, Montclair St.
 Cindy Brogdon, Mercer
 Nancy Dunkle, Cal State Fullerton
 Doris Felderhoff, S.F. Austin St.
 Lusia Harris, Delta State
 Ann Meyers, UCLA
 Marianne C. Stanley, Immaculata
 Pearl Worrell, Wayland Baptist
 Susan Yow, North Carolina State
 Susie Kudrna, William Penn

1979

Cindy Brogdon, Tennessee
 Carol Chason, Valdosta State
 Pat Colasardo, Montclair State
 Denise Curry, UCLA
 Nancy Lieberman, Old Dominion
 Jill Rankin, Wayland Baptist
 Susan Taylor, Valdosta State
 Rosie Walker, S.F. Austin State
 Franci Washington, Ohio State
 Lynette Woodard, Kansas

1977

Carol Blazejowski, Montclair St.
 Nancy Dunkle, Cal State Fullerton
 Rita Easterling, Miss. College
 Susie Snider Eppers, Baylor
 Doris Felderhoff, S.F. Austin St.
 Lusia Harris, Delta State
 Charlotte Lewis, Illinois State
 Ann Meyers, UCLA
 Patricia Roberts, Tennessee
 Mary Scharff, Immaculata

1980

Denise Curry, UCLA
 Tina Gunn, Brigham Young
 Pam Kelly, Louisiana Tech
 Nancy Lieberman, Old Dominion
 Inge Nissen, Old Dominion
 Jill Rankin, Tennessee
 Susan Taylor, Valdosta State
 Rosie Walker, S.F. Austin State
 Holly Warlick, Tennessee
 Lynette Woodard, Kansas

1981

Denise Curry, UCLA
Anne Donovan, Old Dominion
Pam Kelly, Louisiana Tech
Kris Kirchner, Rutgers
Carol Menken, Oregon State
Cindy Noble, Tennessee
LaTaunya Pollard, Long Beach St.
Bev Smith, Oregon
Valerie Walker, Cheyney
Lynette Woodard, Kansas

1982

Pam Kelly, Louisiana Tech
Angela Turner, Louisiana Tech
Valerie Walker, Cheyney
Bev Smith, Oregon
Jerilynn Harper, Tennessee Tech
Janet Harris, Georgia
Barbara Kennedy, Clemson
June Olkowski, Rutgers
Mary Ostrowski, Tennessee
Valerie Still, Kentucky

APPENDIX C

USA Olympic Women's Basketball Teams in the AIAW Years

1976 Silver Medal Team, Montreal, Canada

Cindy Brogdon, Mercer University
Nancy Dunkle, California State University, Fullerton
Lusia Harris, Delta State University
Pat Head, University of Tennessee, Knoxville*
Charlotte Lewis, Illinois State University
Nancy Lieberman, Far Rockaway High School
Gail Marquis, Queens College
Ann Meyers, University of California, Los Angeles
Mary Ann O'Connor, Southern Connecticut State University
Patricia Roberts, Emporia State University
Sue Rojcewicz, Southern Connecticut State University
Juliene Simpson, John F. Kennedy College

Coaches:

Billie Moore, head, California State University, Fullerton
Sue Gunter, assistant, Stephen F. Austin State University

* Pat Head was the head coach of the University of Tennessee women's basketball team in 1976. She played college basketball at the University of Tennessee, Martin from 1970-74.

1980 Team (Did not compete due to boycott), Moscow, USSR

Carol Blazejowski, Montclair State College
Denis Curry, University of California, Los Angeles
Ann Donovan, Old Dominion University
Tara Heiss, University of Maryland
Kris Kirchner, University of Maryland
Debra Miller, Boston University
Cindy Noble, University of Tennessee, Knoxville
Lataunya Pollard, California State University, Long Beach
Jill Rankin, University of Tennessee, Knoxville
Rosie Walker, Stephen F. Austin State University
Holly Warlick, University of Tennessee, Knoxville
Lynette Woodard, University of Kansas

Coaches:

Sue Gunter, head, Stephen F. Austin State University
Pat Head, assistant, University of Tennessee, Knoxville

APPENDIX D

Associated Press Top-20 Final Season Polls in the AIAW Years
 Compiled by Mel Greenberg of the Philadelphia *Inquirer*

1977*

1. Delta State
2. Immaculata
3. St. Joseph's
4. Cal State Fullerton
5. Tennessee
6. Tennessee Tech
7. Wayland Baptist
8. Montclair State
9. Stephen F. Austin St.
10. North Carolina State
11. Louisiana State
12. Baylor
13. UCLA
14. Old Dominion
15. Southeastern Louisiana
16. Maryland
17. Michigan State
18. Mississippi College
19. Southern Connecticut
20. Kansas State

1979

1. Old Dominion
2. Louisiana Tech
3. Tennessee
4. Texas
5. Stephen F. Austin St.
6. UCLA
7. Rutgers
8. Maryland
9. Cheyney State
10. Wayland Baptist
11. North Carolina State
12. Valdosta State
13. Penn State
14. Kansas
15. South Carolina
16. Northwestern
17. Nevada-Las Vegas
18. Long Beach State
19. Fordham
20. Montclair State

1978*

1. Tennessee
2. Wayland Baptist
3. North Carolina State
4. Montclair State
5. UCLA
6. Maryland
7. Queens
8. Valdosta State
9. Delta State
10. Louisiana State
11. St. Joseph's
12. Old Dominion
13. Missouri
14. Stephen F. Austin St.
15. Texas
16. Ohio State
17. Penn State
18. Southern Connecticut
19. Memphis State
20. Mississippi

1980

1. Old Dominion
2. Tennessee
3. Louisiana Tech
4. South Carolina
5. Stephen F. Austin St.
6. Maryland
7. Texas
8. Rutgers
9. Long Beach State
10. North Carolina State
11. Kansas
12. Cheyney State
13. Kansas State
14. Kentucky
15. Northwestern
16. Mercer
17. Oregon
18. Southern Mississippi
19. San Francisco
20. Brigham Young

1981

1. Louisiana Tech
2. Tennessee
3. Old Dominion
4. Southern California
5. Cheyney State
6. Long Beach State
7. UCLA
8. Maryland
9. Rutgers
10. Kansas
11. Kentucky
12. Oregon
13. North Carolina State
14. Stephen F. Austin St.
15. Illinois State
16. Texas
17. Jackson State
18. Minnesota
19. Oregon
20. Clemson

1982

1. Louisiana Tech
2. Cheyney State
3. Maryland
4. Tennessee
5. Texas
6. Southern California
7. Old Dominion
8. Rutgers
9. Long Beach State
10. Penn State
11. Villanova
12. North Carolina State
13. Kentucky
14. Kansas
15. South Carolina
16. Drake
17. Memphis State
18. Arizona State
19. Oregon
20. Missouri

* The large college women's basketball weekly top-20 media poll did not become the AP poll until the 1978-79 season.

VITA

Patrick Evan Auerbach was born August 22, 1970, in Van Nuys, California. He grew up in the Woodland Hills and Bell Canyon areas of the San Fernando Valley in Los Angeles until his graduation from El Camino Real High School in June, 1988. The following September, Auerbach enrolled at the University of California, Los Angeles, where he served as an athletic department marketing intern and a UCLA cheerleader while completing his undergraduate degree. In June, 1992, he received his Bachelor of Arts in Sociology with a minor in Business Administration.

Auerbach entered the University of Tennessee, Knoxville in January, 1993 to obtain his master's degree in sport administration/management. He worked as a sports information graduate assistant in the UT Women's Athletics Department during his graduate education, and earned his Master of Science in Human Performance and Sport Studies in August, 1994. Auerbach currently resides in Atlanta, Georgia, where he is pursuing a career in sports media and public relations.