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Titolo	Changing the playbook // Howard P. Chudacoff
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Collana	Sport and Society
Disciplina	796.04/3
Soggetti	College sports - United States College sports - Social aspects College sports - Moral and ethical aspects College sports - Economic aspects College athletes - United States Education, Higher - Aims and objectives - United States Electronic books.
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Abolishing the Sanity Code and launching the modern college sports establishment -- Integrating the team -- Television and college sports as mass entertainment -- "Earthquake": Board of Regents v. NCAA -- The Civil Rights Restoration Act and enforcement of Title IX -- Scandal, reorganization, and the devolution of the student athlete -- The M connection: media and money -- What's to become of college sports?
Sommario/riassunto	"One of the great attractions of American sports is the speed with which they move. Another is that every championship season will hold their banners and trophies in places of honor. And still another is that every bad season comes to an end and hope springs eternal that next year will be splendid. Amid all the swiftly changing seasons of sports, and amid the moments that are remembered, even savored, there have been events and decisions that have proved to be turning points. Focusing on the period after 1950, Howard Chudacoff identifies seven such turning points. They are: (1)The emerging role of the NCAA in organizing sports, establishing rules, and enforcing them; (2)The

integration of colleges and universities; (3) Contracts offered for college football for the new technology, TV; (4) The Supreme Court decision of 1984 that settled who could control TV revenue; (5) The passage of Title IX in 1972, requiring colleges and universities to expand women's varsity athletics; (6) The widespread scandals involving cheating in games, eligibility, and recruitment; and (7) Payment to players. Chudacoff provides the histories of each, all of which were controversial. Some still are"--
