

▶ Direction Sports

An educational/motivational
program designed for
underprivileged children



A Piece of Glass...a Stolen Car

Direction Sports was never formally planned—it happened. “How it happened” is covered below in an excerpt from *A Sports Story for Christmas*, written by John Hall for the Los Angeles Times on December 15, 1967.

“A foot slashed by broken glass and a stolen car have combined to produce what may be the Christmas sports story of the season.

“If this sounds unlikely, you just don’t know Tulley Brown.

“Brown is a 34-year-old law school grad, a Santa Monica resident who has an overwhelming compassion for sports and youngsters. While living in 32 different countries during recent years, Brown found the two mixed wonderfully.

“But his story really began one morning when he was doing his daily four miles of running on the beach at Santa Monica.



Tulley Brown plans a football jamboree with YMCA Director George Pohlman.

He stepped on a piece of glass and cut his foot.

—“Looking for emergency treatment, he came across a doctor connected with [a center for] retarded and disturbed children.

“One thing led to another and Brown soon quit his old job [as a sales executive] to take over as athletic director...

“Bringing in several Lakers to help him at times, he began to get the kids to take out their frustrations and erase their doubts on the basketball floor. Psychiatrists used the word ‘amazing,’ to describe the progress he was able to make. Parents were overjoyed.

“About this time, Brown’s car was stolen... Typically, Tulley’s reaction after an 18-year-old boy was arrested for the theft was regret. He urged police not to press charges.

“He and his wife asked to adopt the boy, an orphan who had been shuffled around various foster homes.”

Instead, the boy was sent to a juvenile camp, serving a sentence of fifteen months. Tulley learned from the probation officer on the case that often in such situations a minority or poor youngster would be sentenced while, for the same offense, a white middle-class youngster would be released to his parents on probation.

Married and the father of three children, Brown returned to business and spent the next six months putting together a program that could help provide disadvantaged youths with reasons to stay straight.

If the magnetism of sports could break through to the retarded and emotionally disturbed, then why not use this magnet-

(continued, inside back cover)

Direction Sports: the fundamental concept

"Among the educational approaches which we believe should be considered and evaluated are the current efforts to develop new patterns of education which do not fit into the traditional patterns."

*Recommendation of the
PRESIDENT'S COMMISSION ON CIVIL
DISORDERS (1968)*

DIRECTION SPORTS is a Los Angeles-based project designed to answer that recommendation with an innovative program—involving educationally disadvantaged youngsters, through the magnetism of sports, with local youth leadership, professionals in the fields of education and psychology, and other concerned adults from all parts of Los Angeles County.

Direction Sports objectives:

For the first time, to expand the content and goals of the average sports program for youth. Specifically, to use the universal appeal of "Little League" type sports activities for the development of basic learning skills (through carefully prepared "chalk talks") and to build positive self concepts and social attitudes (through post-practice group discussions).

To provide an opportunity for meaningful exchanges of communication and values among both youngsters and adults from a variety of ethnic and socio-economic backgrounds (through regularly scheduled field trips and group activities).

To help resolve the tremendous disparity between the number of privately funded sports programs for youngsters in middle class or suburban areas and the programs available to youngsters from disadvantaged communities.

The kinds of social problems which prompted the idea of DIRECTION SPORTS are common knowledge, but have never been considered as responsive to simple, direct solutions. A brief review follows of those problems, their consequences, and the solutions the DIRECTION SPORTS program offers. Our primary concern is to show that there is an alternative to the current expenditure of billions of dollars to treat social symptoms. There is a way to affect their causes.

The problems we face

Welfare. More than 7 million Americans are now receiving welfare assistance, and another 14 million citizens are identified as eligible for aid; a total of 21 million persons in this country whose family income is below what the government



“Recidivism” – an ugly word we have to face up to

defines as basic subsistence. For example, six out of every ten Black children subsist on welfare payments at least a part of their lives. Did you know that if you are born in a poverty area, odds are about ten to one you'll remain there for life?

A Culture of Hopelessness. The old myth that citizens “on welfare” are so by choice is no longer tenable. Rather, the children of the poor grow up conditioned to failure, to the uselessness of ambition and the futility of dreams.

To quote anthropologist Elliot Liebow, “In the end, a man’s wife and children become a symbol of his own failure as a man and the easy camaraderie of ‘the corner’ becomes an irresistible lure. At the moment he submits, he comes into his full inheritance bequeathed him by his parents, teachers, employers, and society at large. This is the step into failure from which few if any return and it is at this point that the rest of society can wring its hands or rejoice in the certain knowledge that he has ended up precisely as they had predicted he would.”



Educational Dilemma. Educational surveys of the learning skills of youngsters from the depressed areas of Los Angeles County indicate the relatively poor learning skill improvement of minority youth. From the Los Angeles Times, January 10, 1969: “Many Anglo students in the Los Angeles City School System showed marked improvement in reading last year, but Negro and Mexican-American youngsters made only slight advances, test scores indicated...The reading scores climbed as high as 16 percentage points...In predominantly Negro and Mexican-American schools, however, the scores rose only an average of two points and remained at generally low levels. The lowest percentage increases, one percent, were recorded by first graders in the north and mostly Negro south-central areas and the predominately Mexican-American east side.”

The consequences

Failure-Punishment Syndrome. Here’s what the GOVERNOR’S COMMISSION ON THE LOS ANGELES RIOTS (August, 1967) had to say: “The actions taken thus far in Los Angeles, and, for that matter, elsewhere throughout the United States, fail to meet the urgent existing need; and unless and until we in our City and State, and throughout the United States, solve the fundamental problem of raising the level of scholastic achievement of disadvantaged children, we cannot hope to solve all other problems of our disadvantaged minorities...” It is clear that a grossly disproportionate number of underprivileged children experience failure in their first contact with the greater society – when they enter school.

Civil Disorders and Delinquency. The NATIONAL ADVISORY COMMISSION ON CIVIL DISORDERS has reported, “The expression of inadequate educational practices lies in the high incidence of riot participation by ghetto youth who had not completed high school. Our survey of riot cities found that *the typical riot participant was a high school dropout...*”

Recidivism. Almost half the juveniles released on parole in Los Angeles County are back in detention camps within six months. With a total minority population of about 20 percent in the county as a whole, nearly 50 percent of its detention camp members are either Negro or Mexican-American. Neither a city nor a nation can begin to realize its potential while continuing to fail to reach so high a percentage of its youth.

Without a significant impact on the source of these concerns, the nation can only continue to expend increasing billions in the treatment of crime, poverty and unemployment.

There can be no real solution in attempting to treat these consequences as though they were solvable on a symptom level. The great majority of programs for the disadvantaged reach people after they are already in trouble. DIRECTION SPORTS is preventive treatment—working logically at the source—and is using the most successful formula which has proven successful in regularly motivating and involving more than one million youths throughout the United States: *privately funded sports programs*.

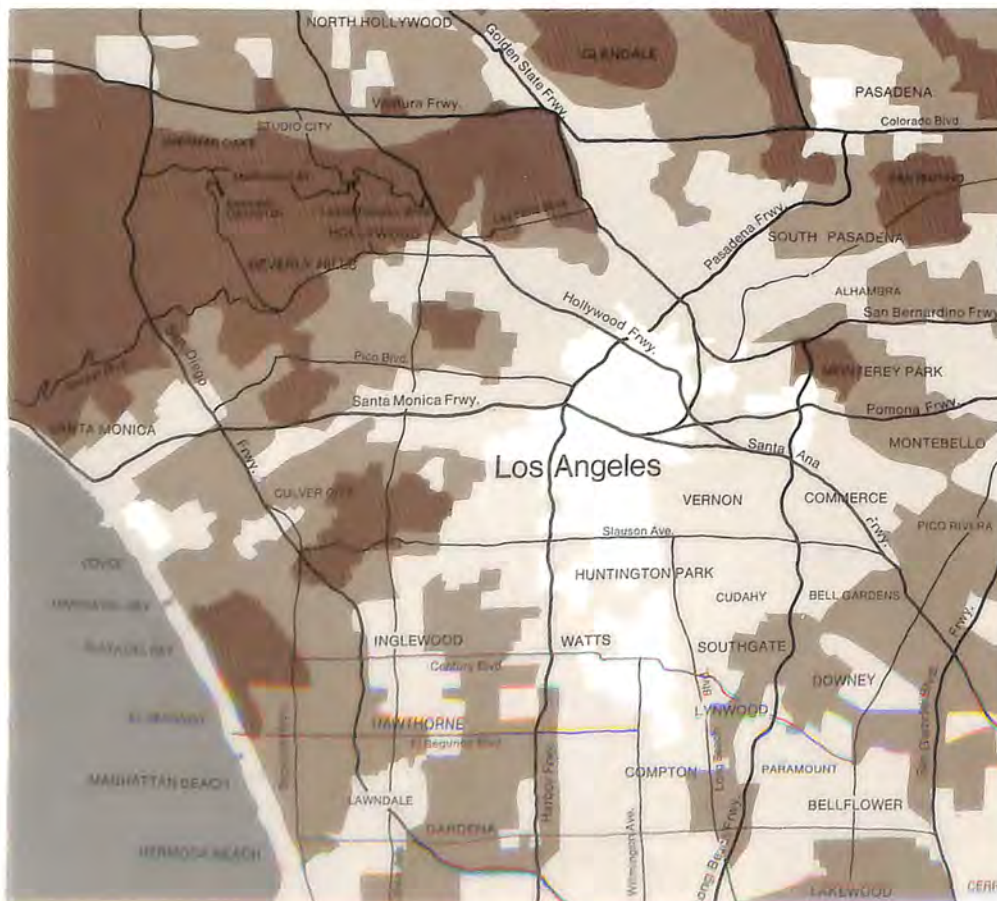
Special programs for underachievers can be successful. It was demonstrated recently in an experiment conducted by the San Francisco City School System, combining smaller classes with experienced teachers. One of these experimental classes achieved the highest reading scores for its age group of any public school class in the city—“and every one of these children was black.”

Most school districts in the country are making conscientious efforts to improve the learning achievements of children

from underprivileged areas. Whether the full burden of such an accomplishment should be placed on the schools alone is debatable. On the other hand, conditions never have been more ready for the development of “*new patterns of education*” to support and reinforce the schools’ efforts.

A crucial need

Currently, privately funded sports programs for youngsters provide the most popular youth format in the nation. Yet little has been done to overcome the scarcity of these kinds of programs for underprivileged boys and girls. For example, in 1968 the tremendously popular Little League Baseball program involved approximately 55,620 youngsters from the greater Los Angeles area. Yet of this total number *not one team* was in operation within the immense minority population corridor extending through Los Angeles from North Broadway south of the central city to adjoining Compton and including some 200,000 school age children.



Economic breakdown of family income in the Los Angeles area shows clearly the areas of the city which cannot support conventional privately financed sports programs of the Little League type.

Family income, 1960/1965 estimated

Lightest brown	Under \$5,000
Medium brown	\$5,000 – 6,999
Dark brown	\$7,000 – 9,999
Black	\$10,000 and over

Sources: United States Census, and Annual Reports, Franchise Tax Board, State of California.

The magnetism and personal satisfaction of sports

The Direction Sports program

The premise of DIRECTION SPORTS is that the magnetism and personal satisfactions of athletic competition can provide a motivational breakthrough for normal but disadvantaged youngsters—that it can provide a basic format through which learning skills and positive attitudes toward education itself can be developed, using sports-related group discussions and curricula, and community adult leadership.

California State College at Los Angeles volunteered a room for an initial training seminar for DIRECTION SPORTS' staff, and two Cal State coaches, Walt Thurmond and Robert Miller, prepared special guidelines for instruction in football and basketball. Young college men who had grown up in disadvantaged communities were hired as DIRECTION SPORTS youth leader trainees.

Their first formal training meeting was set at the University of Southern California and kicked off with speeches by football coaches John McKay, Dave Levy, and Willie Brown. During that first week trainees attended lectures on methods of instruction, coaching, and group discussion techniques, concluding their training with a two-hour session at the office of UCLA's John Wooden. On the final day the new DIRECTION SPORTS coaches put on a demonstration for their instructors at Cal State, working with youngsters from city poverty neighborhoods.

DIRECTION SPORTS is answering a dual need—the need for privately funded sports programs in underprivileged areas, and the need to deal early with the threat of educational underachievement. Therefore, the program itself duplicates other youth sports programs but adds two unique new features—"chalk talks" designed to promote learning skills, and professionally supervised group discussions.

An afternoon schedule

3:30-3:35 p.m.—Orientation.

3:35-4:00 p.m.—"chalk talk" learning skills. (For an example of a typical DIRECTION SPORTS chalk talk, see the materials included at the back of this brochure.)

4:00-5:00 p.m.—Team practice. These practice sessions follow a daily plan carefully developed and formalized by professional college coaches.

5:00-5:30 p.m.—Group discussion. Group discussions are led by the community coaches; a professional psychologist participates regularly to reinforce their talks.

The basic group discussion outline is as follows:

1. What makes a boy like himself? (Goal: Positive self con-

cepts and social attitudes.)

2. Why are there schools? (Goal: Value of education.)

3. What do I want to become? (Goal: Steps necessary for achievements.)

4. What jobs are available? (Goal: Opportunities for work experience.)

5. If I were... "role playing"

a) a fireman? (Goal: Value of property.)

b) a policeman? (Goal: Value of the law.)

c) an athletic hero? (Goal: Responsibility to others.)

d) blind? (after visiting school for blind children) (Goal: Self-discipline.)

6. If I fail (sports, school, etc.)? (Goal: Work harder.)

Special Saturday activities

Saturdays are game days. DIRECTION SPORTS' unique feature on Saturdays is that before each game teams meet in a "spelling bee" kind of competition involving math, spelling, and reading problems. Winning teams are rated "touchdowns," "baskets," etc. corresponding to the seasonal sport they are engaged in that day on the athletic field. These scores are added to each team's actual game score at the end of the playing day, and the winning team thus has the highest *combined* total.

Every other Saturday all the youngsters go on a special trip after the game. Since DIRECTION SPORTS started in 1968, its young athletes have shared in experiences such as:

- 1) Yachting, as the guests of 24 boat owners at the Marina Del Rey.
- 2) Guests of the University of Southern California at the USC-Cal football game.
- 3) Guests of the National General Corporation, which provided a private showing of the film, "The Paper Lion," for 150 youngsters.
- 4) Guests at a UCLA basketball practice. After practice, the youths met the players, and Lou Alcindor gave an inspirational talk which no one present will ever forget.
- 5) Guests of the Griffith Park Observatory for a showing of "The Sun, and Its Family of Planets."
- 6) Guests of the Los Angeles Music Center at a childrens' concert.

DIRECTION SPORTS is operating now in park and recreation facilities within four poverty communities of metropolitan Los Angeles. These communities were chosen because of their high percentage of school drop-outs and rate of delinquency.

The program currently employs the following adult personnel: one project director (full time), one secretary (full time),



Top: The Gauchos in pre-game "pep talk" with Coach Pichardo.
Center: A portrait of the Lions at Fred Roberts Park, with Coaches Bradshaw and Myles in charge. 50% of the boys have no father and 80% of their families are on welfare.
Center right: The Lions in their "chalk talk." The subject is spelling.
Bottom: Coach Carroll watches the Trojan pyramid come tumbling down. (Player, right center, remains unidentified.)



*The Direction Sports Variety Show:
Top left; top right: Youngsters are guests of universities at athletic events (SC-Cal game, in this case).
Top, center-left and center-right: Regular competition—the Normandie Park Rams, halftime with the South Park Trojans, and the East L.A. Packers. Charge!
Center and top-center: Exciting “chalk talks” by visiting athletes and regular coaches—here Trojans respond to Olympic Gold Medalist Bob Seagren, while at another site Coach Vic Pichardo teaches Gauchos.
Bottom left: One day Brown heard a group of little girls practicing yells. When he learned they had decided to be the Trojan cheerleaders, he had sweaters made and asked USC songleader Penny Ward to do some coaching.
Bottom: Direction Sports Awards Banquet made possible by contributions from seven food markets and the catering of the King Swede Restaurant. Magician Barry Lee of the Magic Castle captivates the children. Over 200 persons attended the affair, including 97% of the parents invited.*

A broad-based community response...

one educational psychologist (part time), two psychometrists (part time), one curricula specialist (part time), and ten field coaches (part time).

Direction Sports results are measurable

Fred Neidemeyer from Southwest Regional Laboratory (Curriculum Center), an agency of the Federal Government, has contracted to design special curricula using sports activities and concepts to teach specific learning skills. Victor Coppin, M.A., USC psychologist, contracted to coordinate group discussions aimed at developing self pride and positive social attitudes among the youngsters participating in the project.

Two psychometrists, Dr. Stephen Klein of UCLA and Dr. Ralph Hoepfner of USC, were enlisted to develop cross-validation methods for testing the actual effectiveness of DIRECTION SPORTS. The testing program compares the progress in specific learning areas of DIRECTION SPORTS experimental and control teams. See first post test results inside back cover.

The basic design of the program is indicated in this table:



Victor Coppin



Fred Neidemeyer, Stephen Klein

	<i>Pre-tests</i>	<i>Treatment(s)</i>	<i>Post-tests</i>
Teams 1-3 (<i>Direction Sports</i>)	Math Spelling Attitudes	Math and attitudes "instruction"	Math Spelling Attitudes
Teams 4-5 (<i>Direction Sports</i>)	Math Spelling Attitudes	Spelling instruction	Math Spelling Attitudes
YMCA teams (<i>Comparison groups</i>)	Math Spelling Attitudes	None	Math Spelling Attitudes

The DIRECTION SPORTS groups being compared are essentially equal in all other variables (socio-economic level, age, presence of father, etc.), so that the unique aspects of the program can be validly measured and evaluated.

Los Angeles responds

In its first four months of operation, the DIRECTION SPORTS concept attracted so much attention that it was featured on eight television programs—KTLA, KCOP, and CBS and NBC affiliates. With additional coverage through KGFJ and KFWB radio shows, it is estimated that the story of DIRECTION SPORTS has been told to more than three million people in the Los Angeles area. The first national attention given the project was a feature article in the *Christian Science Monitor* (copy enclosed), and *The Johnny Carson Show*.

The national magazine, *Sports Illustrated*, is providing a weekly subscription for every boy in the program. The 7-Up Bottling Company has donated uniforms. In November of 1968 CBS-Los Angeles, with the approval of its national office, voted DIRECTION SPORTS one of the top six programs in Los Angeles and contributed a thousand dollars worth of jackets, track shoes, and pants for the future use of program youngsters.

Numerous additional supporters and contributors are listed on the back cover of this brochure.

Endorsements

Here is what some well known public officials have said about the DIRECTION SPORTS program:

...“I believe the program has merit. The activities appear to be planned with great care, and the instructions are clear and explicit. DIRECTION SPORTS’ concern for the welfare of youngsters in our minority communities is commendable!”

—Thomas Reddin, *Chief of Police, City of Los Angeles*

“The concept of using sports as a touchstone to educational achievement for youngsters who have heretofore with-



Top: Direction Sports coaches (from left to right) Acuna, Galindo, Castruita, Myles, Cano, Bethel, Spaulding, Bradshaw and Carroll, with Director Tulley Brown appear at USC's Bovard Field with coaches John McKay and Dave Levy and players O. J. Simpson and Steve Sogge. Center left: Ray Norton, 1960 world record holder, now with CBS, speaks at Awards Banquet. Center right: Los Angeles Chief of Police Thomas Reddin discusses the project with Brown. Bottom left: Mayor Sam Yorty proclaims "Direction Sports Week" for the City of Los Angeles, March 31-April 6, 1969. Bottom: Heisman Trophy winner Mike Garrett at a "chalk talk"

You are needed...will you help?

drawn from full participation in the educational process because of a belief that other incentives are nonexistent and that society is oblivious to their needs, is, in my opinion, extremely innovative and worth pursuing.

I feel the program will make a significant contribution in developing a faith in the American system for these youngsters, and in the extreme, may salvage some youngsters who otherwise would be lost to society."

—Thomas Lynch, *Attorney General, State of California*

"The program not only offers deprived youngsters an opportunity to participate in a nationally recognized sports program but it also provides for educational enrichment for the participants as an integral part of the format."

—Peter Pitchess, *Sheriff, County of Los Angeles*

"I can think of no alternative to formal study better suited to inculcate the rudiments of reading, writing and arithmetic into the untutored mind than an organized sports program.

I heartily encourage all personnel associated with the DIRECTION SPORTS project to implement it with expediency and total effort."

—Sam Yorty, *Mayor of Los Angeles*

"Since three of the DIRECTION SPORTS teams operate in the 29th Senatorial District I can personally attest to the fact that the children and families involved are most enthusiastic about the use of a sports format to teach learning skills and develop positive self concepts and social attitudes.

DIRECTION SPORTS is a uniquely beautiful program capable of making a significant difference to thousands of minority people."

—Mervyn M. Dymally, *State Senator, 29th District*

Most of all, it's working! The best way to confirm this is to see the program in action for yourself. Write DIRECTION SPORTS for a schedule of daily practice and teaching sessions or weekend team and intramural games. You are invited—and welcome!

Plans for the future

Plans are underway to begin a similar program this year for girls, ages 9 through 11, from the same communities. By September of 1969 it is anticipated that DIRECTION SPORTS will have spread to every disadvantaged area of greater Los Angeles, and will include pilot programs for 12 to 14 year old boys. By September of 1970 it is intended that all youngsters ages 12 through 14 will be able to participate in the program. Subsequently, with private and public support, DIRECTION SPORTS is designed to expand to every disadvantaged community in America.

Plans are underway for a seminar which will be held in Los Angeles for representatives from all interested cities in America. Half the cost of travel and accommodations will be defrayed and DIRECTION SPORTS' materials and methods of operation will be presented to the delegates.

And, with this support and leadership, this unique program will be capable of regularly involving over one million under-privileged boys and girls between the ages of 9 and 14 in an enriching and meaningful learning-through-playing experience which offers a *new pattern* for educational motivation and success.

DIRECTION SPORTS is at this time, totally supported by volunteer funds and is a non-profit corporation. All contributions, large or small, are tax deductible. If you're concerned about your tax dollar—and who isn't?—the greatest saving you can make is your contribution to a program like this one—a contribution toward redirecting a youngster today to prevent him from becoming a public expense tomorrow.

DIRECTION SPORTS would like to continue happening—won't you please help?





CENTER FOR THE STUDY OF EVALUATION
 UCLA GRADUATE SCHOOL OF EDUCATION
 LOS ANGELES, CALIFORNIA 90024

TO: MR. TULLY BROWN
 FROM: DR. STEPHEN KLEIN *SK*
 DATE: APRIL 21, 1969
 SUBJECT: PRELIMINARY EVALUATION RESULTS

Background

In the fall of 1968, the five teams took a 44 item mathematics test dealing with adding, subtracting, multiplying, and dividing whole numbers; and a 20 item spelling test involving sports related words, such as "offense." Two teams received spelling instruction while the other three received mathematics instruction. The five teams were retested in February of 1969 with tests that were very similar to ones they took in the fall (i.e., the formats and instructions were the same but the questions were different so as to eliminate possible biases, such as memory).

Results

The results of the two testings appear in the table below. An inspection of this table indicates the following: (1) The teams had comparable (and relatively poor) performance before training in both mathematics and spelling. (2) The teams receiving training in an area have shown substantial improvement in that area, e.g., the three teams receiving mathematics instruction improved 28% in mathematics compared to only 9% for the teams receiving spelling instruction.

Teams receiving:	Type of Test	Average Percent Correct		Difference
		Fall Testing	Winter Testing	
Mathematics Instruction	Mathematics	54%	82%	+28%
	Spelling	66%	51%	-15%
Spelling Instruction	Mathematics	54%	63%	+ 9%
	Spelling	55%	78%	+23%

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES, CALIFORNIA 90007

DEPARTMENT OF PSYCHOLOGY
APTITUDES RESEARCH PROJECT

J. P. GUILFORD, DIRECTOR
R. HOEFFNER, ASSISTANT DIRECTOR

May 7, 1969

Mr. Tully Brown
Direction Sports
4415 W. Pico Blvd.
Los Angeles, California

Dear Tully:

Upon receiving Dr. Klein's preliminary evaluation of the DIRECTION SPORTS program, I am pleased to concur with him in the conclusion that your program has had a beneficial effect. While Dr. Klein's evaluation was primarily of a descriptive nature; describing the results after the fact, I thought it might be interesting to see what we might be able to generalize to future seasons or other cities from what we now know.

Accordingly, I performed two t-tests, one for math achievement and one for spelling achievement. The two general hypotheses I evaluated were:

1. Improvement in math achievement in the mathematics-instruction groups (experimental) is greater than improvement in math achievement in the spelling-instruction groups (control).
2. Improvement in spelling achievement in the spelling-instruction groups (experimental) is greater than the improvement in the math-instruction groups (control).

To compute the two statistics, I employed only the 24 math boys and the 16 spelling boys who had all pretest and posttest scores. My reason for excluding so many of the boys in your program who did not have complete sets of scores for these t-tests was that we cannot be sure what the instructional effect was for them.

The t values for the math-score comparison was 2.949, significant at the .01 level, while the t value for the spelling-score comparison was 1.445, not significant. The conclusions we can draw are these: with great confidence we can expect your program (or ones like it) to effect significant improvement in the mathematical facility of disadvantaged, minority boys; we cannot be very confident of a similar effect in spelling ability, although the data indicates a similar spelling improvement.

Of course, the mathematics tests and exercises were further developed and refined than those for spelling at the initiation of this program. It is quite possible that with refinement of the spelling program we will find significant improvement there too. The preliminary findings, therefore, may be expected not to be sensitive to real improvements and we will have to await the final data to find out if spelling can be really improved.

Sincerely,



Ralph Hoepfner

Chalk Talk 17

- I. Objectives:** #6 – Basic Division
 #7 – Advanced Addition
 #8 – Advanced Subtraction

III. Materials: blackboard and chalk for instructor.
 paper and pencil for each boy.

IV. Activity:

1. *Motivation:* It's very important for you to be aware of the score and the yardage at all times during the game. Then you will be able to choose the best type of play to make. Let's take a look at a whole game here and how it is scored quarter by quarter. (Pass out game-sheets to boys.) Coach draws game sheet on board to fill in.

2. *Description of Activity:*

a. What is the total time of a game? (After they answer, write it in the square marked "total time.")

b. How is a game divided up? (quarters). How many minutes in each quarter? (Say it and then write it under time for each quarter.) How many minutes in a half? (oral answer).

c. Okay – now let's figure out the score for each quarter. (Coach writes on blackboard.)

1) In the first quarter, the Rams made a touchdown and then made the conversion; the 49ers just made the touchdown. Now fill in the score at the end of the first quarter. (7-6).

2) In the second quarter, the Rams made a field goal (3) and the 49ers made a touchdown and the conversion (7). Write down the score for the end of the second (10-13).

3) In the third quarter, the Rams score two touchdowns, but make only one of the conversions. How many points is that? (13). The 49ers make a touchdown and the conversion (7). What is the score of the game now? (23-20.)

4) In the final quarter, the Rams do not score; the 49ers make a field goal (3). What's the final score of the game? (tie game: 23-23).

d. Now you'll notice on the right-hand side of each square, there is a section that says total yards gained. Fill in the following information:

1) In the first quarter, the Rams made a total yard gain of 43; the 49ers made 51 (this is total, not net).

2) In the second quarter, the Rams made 40; the 49ers 45. (Boys fill in this information as you read it – you write it on the board game-chart.)

3) In the third quarter, Rams gain 50 yds. 49ers gain 47.

4) In the first quarter, the Rams make 42 yds; 49ers 55.

e. What is the total yardage gain for the Rams? (175) (Boys will add the numbers up in the margin of their paper; have them just raise their hand when they have the answer, but do not shout it out). What is the total yardage game now for the 49ers? (51 + 45 + 47 + 55 = 198)

f. This is total yards gained; to determine the net yards gained we must subtract the penalties.

1) The Rams were penalized three times for off-sides (15 yds.) and once for clipping (15 yds.) How many yards did they lose altogether? (30)

2) The 49ers were penalized twice for off-sides (10) and once for unsportsmanlike conduct (15). How many yards were they penalized altogether? (25)

(The process here will be first computing the off-sides penalty $5 \times 2 = 10$, and then adding 10 plus 15.)

g. Finally, how will we determine the net yards gained for each team? (Have one boy explain the process: to subtract the total penalty yards from the total yards gained.)

1) What was the Rams net yard gain? (145)

2) What was the 49ers net yard gain? (173)

Game Chart

<p>Quarter 1 Time: <input style="width: 40px;" type="text"/></p> <p>Rams: Total yards gained _____</p> <p>49ers: Total yards gained _____</p> <p>Score: Rams <input style="width: 30px;" type="text"/> 49ers <input style="width: 30px;" type="text"/></p>	<p>Quarter 2 Time: <input style="width: 40px;" type="text"/></p> <p>Rams: Total yards gained _____</p> <p>49ers: Total yards gained _____</p> <p>Score: Rams <input style="width: 30px;" type="text"/> 49ers <input style="width: 30px;" type="text"/></p>
<p>Quarter 3 Time: <input style="width: 40px;" type="text"/></p> <p>Rams: Total yards gained _____</p> <p>49ers: Total yards gained _____</p> <p>Score: Rams <input style="width: 30px;" type="text"/> 49ers <input style="width: 30px;" type="text"/></p>	<p>Quarter 4 Time: <input style="width: 40px;" type="text"/></p> <p>Rams: Total yards gained _____</p> <p>49ers: Total yards gained _____</p> <p>Final Score: Rams <input style="width: 30px;" type="text"/> 49ers <input style="width: 30px;" type="text"/></p>

Total yards gained in game by Rams:

Rams penalties

Net yards gained in game by Rams:

Total yards gained in game by 49ers:

49ers penalties

Net yards gained in game by 49ers:

Total Time:

TRIBUTE TO DIRECTION SPORTS

HON. ALPHONZO BELL

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Monday, April 21, 1969

Mr. BELL of California. Mr. Speaker, it is a pleasure to call the attention of this House to a unique and successful program that has been operating in the Watts area of Los Angeles. Direction Sports begins where Little League leaves off—it serves those who have no fathers to participate, those who have no money for uniforms, insurance, and the other requisites of Little League participation.

But Direction Sports gives the boys it serves more than an opportunity to participate in the kind of athletic competition enjoyed by their middle-class counterparts. Through techniques developed by the Southwest Regional Lab in Inglewood, Calif.—a project which has received more than \$4 million from the Office of Education's Bureau of Research in the past 2 years—Direction Sports youngsters improve their learning skills and social attitudes by means of educative chalk talks. In my view, Direction Sports is precisely the kind of innovative program that those of us who have been struggling to find solutions to urban ills have encouraged in legislation passed in recent years. As important as the heartwarming results described in the following article by the Christian Science Monitor, however, is the fact that program evaluation have shown a statistically significant increase in participants' mathematics achievement scores.

Mr. Speaker, I wish to commend the Monitor's article to the attention of my colleagues, especially those whose constituencies include disadvantaged metropolitan areas.

Watts: 'Direction Sports'

By Cliff Gewecke

Sports correspondent of
The Christian Science Monitor

Los Angeles

Ever since the Watts, and other, riots of 1965, sports programs for the underprivileged Negro youngster have come to the fore.

The idea seems to be: get more of these youngsters off the streets, inspire and skill them with sports (and sports heroes), and potential ruffians and "lost causes" may be motivated into becoming useful, productive citizens.

One of the most recent, and perhaps most farsighted, of these programs—which emanated in the Watts section of Los Angeles during 1968—is "Direction Sports," an affiliate of the Urban Affairs Foundation, Inc.

Essentially, it is a "Little League for the underprivileged." But it has distinct overtones, and undertones, of improving positive learning skills through orientation, "chalk talks," and group discussions.

'Tremendous disparity'

"Privately funded sports programs involve more than one million youngsters, and are the most popular youth format in the nation," says former sales representative Tulley Brown, who is program director for Direction Sports.

"Yet, there is a tremendous disparity between the number of privately funded sports programs for the youth in middle-class areas as opposed to those in the underprivileged areas."

To drive home his point, Brown cites this statistic: that, in a letter dated Aug. 2, 1968, A. E. Houghton, secretary of Little League Baseball, headquartered in Williamsport, Pa., stated there were 55,620 youngsters involved in the Greater Los Angeles area.

"Of this number," emphasizes Brown, "not one team operates in the immense minority corridor extending from North Broadway south to Compton and including some 200,000 school-age children.

"The reasons for this are basic," he adds. "Little League programs function with the assistance of fathers, often with the youngsters paying for their own insurance and medical checkup. A general requirement is that the youngsters have had not more than one 'D' in the preceding semester's schoolwork—and no police record.



"Direction Sports" head man Tulley Brown discusses team tactics with youngsters in the Watts section of Los Angeles. The program's educative chalk talks serve as a teaching aid.



Little League for underprivileged

The idea is to motivate potential ruffians and "lost causes" into becoming useful, productive citizens through the inspiration of sports.

Started officially Sept. 23 with the advent of the past football season, Direction Sports encompassed some 75 youngsters in the pre-teenage category.

Plans are to go through the major sports in-season—basketball, track, baseball. And to expand to other (older and younger) age categories, and even to reach into the participation of girls in the program.

Letters of commendation have been received from such men as California attorney general Tom Lynch, Los Angeles County sheriff Peter Pitchess, Los Angeles police chief Tom Reddin, and Los Angeles mayor Sam Yorty.

Unique chalk talk

The program has been featured on some eight southern California television programs. Sports Illustrated is providing a weekly magazine subscription for every boy in the project, and the 7-Up Bottling Company has donated uniforms. CBS-Los Angeles, after voting Direction Sports one of the top six programs in Los Angeles, contributed \$1,000 worth of jackets, track shoes, and pants for future use by the youngsters.

Don't qualify for Little League

"Too often," Brown continued, "the youngsters in the ghettos do not have fathers to participate, money to pay for insurance and doctors, adequate grades, and they do have police records. Thus, classical Little League is untenable in deprived areas."

Yet, if the program is to continue to thrive (and, even, go national perhaps someday) more funds, and help, will be needed.

(A free brochure may be obtained by writing: Project Director Tulley N. Brown, Direction Sports, Inc., Urban Affairs Foundation, 955 S. Western Ave., Suite 204, Los Angeles, Calif. 90006).

Recently, the writer sat in (with Brown, a Negro group leader recruited from a nearby college, and a dozen youngsters) on one of the educative chalk talks that utilize sports as "transference" for learning.

"Ricky," said the leader, pointing to a lad in the front row, "how many points do you get for a touchdown?"

"Six," answered Ricky.

"How many points for a field goal?"

"Two."

"You sure?"

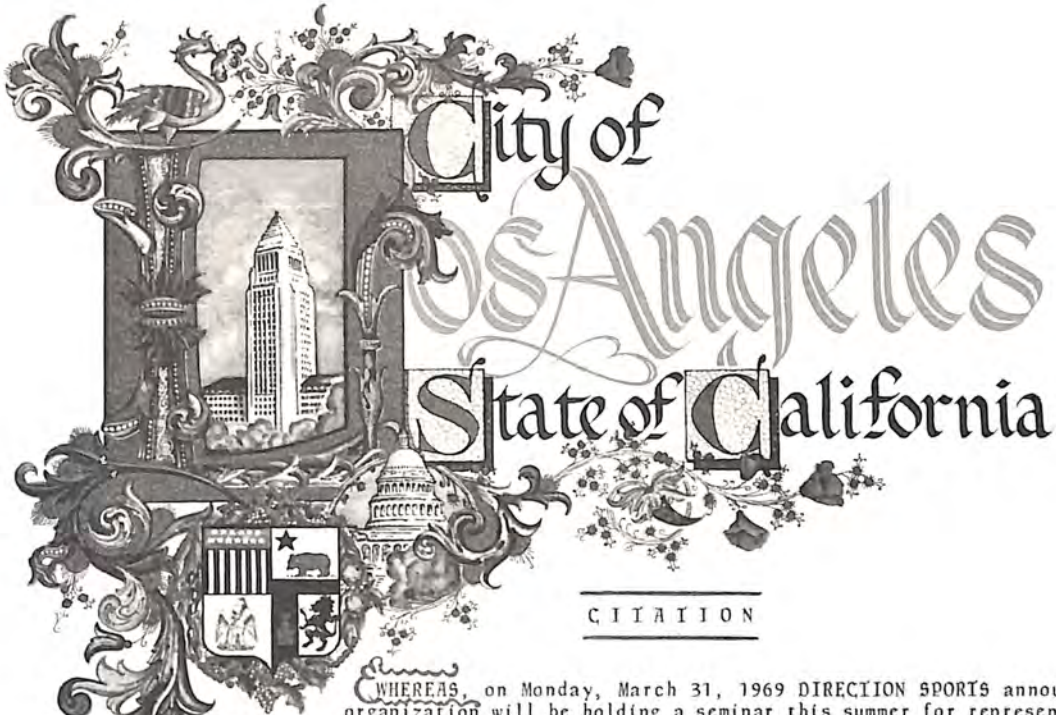
"Three?" replied Ricky, hesitantly.

"Add six and three and what do you get," asked the leader.

"Nine!"

"Good! Now," continued the leader, "in basketball you get how many points for a field goal? . . . and two minus nine is . . ."

And so the questions, and the transference-of-learning skills answers, spread throughout the room—perhaps someday soon to spread throughout the United States with Tulley Brown's dream of "Direction Sports" becoming the Little League of minority areas."



City of
Los Angeles
State of California

CITATION

WHEREAS, on Monday, March 31, 1969 DIRECTION SPORTS announces this organization will be holding a seminar this summer for representatives of every major city that would like to start a pilot program of its own this coming September; and

WHEREAS, DIRECTION SPORTS is a unique program using a Little League-type format, plus two additional features - the specially prepared "Chalk Talk" by the Federal Government's Southwest Regional Laboratory and secondly protestation by cross discussions reinforced by a psychologist, designed to develop positive self-concepts and social attitudes; and

WHEREAS, a major foundation has already offered, pending final approval of their proposal, to defray half the cost for each city desirous of attending the seminar; and

WHEREAS, the program involves 9 to 12-year-old boys and presently there are approximately one hundred children involved;

NOW, THEREFORE, BE IT RESOLVED that it is the hope of all concerned that the DIRECTION SPORTS program be successful; and

BE IT FURTHER RESOLVED that the community of the City of Los Angeles extend its deepest gratitude for its accomplishments and service.

March 31, 1969


THOMAS BRADLEY
Councilman, Tenth District





PROCLAMATION

Direction Sports Week

WHEREAS, DIRECTION SPORTS, INC. IS OPERATING AN EDUCATIONAL AND SPORTS PROGRAM BENEFITING DISADVANTAGED CHILDREN IN THE CITY OF LOS ANGELES;
AND

WHEREAS, THE SUCCESS OF DIRECTION SPORTS, INC. IN DEVELOPING 100 MILLION PEOPLE ACROSS THE NATION, SUCH RESULTS HAVING BEEN MEASURED BY THE RESEARCH AND DEVELOPMENT CENTER AT U.C.L.A.; AND

WHEREAS, DIRECTION SPORTS, INC. IS HOLDING A SEMINAR IN LOS ANGELES THIS SUMMER SO THAT ALL THE MAJOR CITIES OF THE NATION CAN BE PROVIDED WITH THEIR SPECIALLY PREPARED MATERIALS IN ORDER TO BEGIN THEIR OWN DIRECTION SPORTS PROJECTS;

NOW, THEREFORE, I, SAM YORTY, MAYOR OF THE CITY OF LOS ANGELES, DO HEREBY COMMEND THIS OUTSTANDING PROGRAM AND PROCLAIM THE WEEK OF MARCH 31, 1969, TO APRIL 6, 1969 AS "DIRECTION SPORTS WEEK" IN THE CITY OF LOS ANGELES.




MAYOR

(continued)

ism to serve underprivileged but otherwise normal children? The basic needs of underprivileged youths seemed to be positive self concepts and social attitudes, and learning skills.

It is on these concepts that *Direction Sports* is designed.

Garth Hintz, Director of Community Relations for CBS affiliate KNXT, writes, "In our day-to-day involvement with all aspects of the community and with the people who are concerned with improving community problems, Tulley Brown stands out as one of those rare, dedicated individuals who knows what must be done and how to go about doing it.

We at KNXT know that if Tulley is connected with a project, it is going to be 99 9/10% right for us, and worthy of our involvement."

Direction Sports began its regular operation on September 23rd, 1968, with Brown devoting full time to its operation. On January 16th, 1969 *Direction Sports, Inc.* became a non-profit corporation. In



CBS executives Garth Hintz and Joe Dyer present new team jackets to Tulley Brown.

this brief time the program has become one of the most widely covered projects in the Los Angeles area.

In large part the future of *Direction Sports, Inc.* depends on the readers of this brochure. As John Hall wrote in concluding the column quoted above, "It's a dream. But it's a dream to build a world on."

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