

**RACE AND INTERCOLLEGIATE ATHLETICS**  
**Interview with Tim Duncan, AD at University of New Orleans**  
**Episode 019**

**Kristi Dosh**

Welcome to the Business of College Sports podcast. I'm your host Kristi Dosh, the SportsBizMiss, and I am honored to be joined today by my friend Tim Duncan, the Director of Athletics at the University of New Orleans.

I have known Tim for probably close to 10 years now. I believe we first met at a NACDA convention, where I meet so many of my friends in college athletics. And I look forward to seeing him there every year. Tim always has a huge smile on his face. He gives the best bear hugs, and he's easy to spot in a crowd because he's six foot eight. I'm five foot three, so I don't know maybe I come up to his waist. But he has become a dear friend over the years I've enjoyed watching his career.

He started out as a student athlete himself. He played basketball at the University of Memphis where he eventually ended up working after spending I think close to a decade in Corporate America as a marketing professional. He then went on to be the executive director of the M club, the athletic alumni organization at Memphis. He was then at the University of North Carolina Wilmington. He had stopped at Paine College in Augusta, Georgia at Clayton State outside of Atlanta. More recently, before he was hired at New Orleans, he was the deputy athletic director for external affairs at Northeastern up in Boston. And that actually is sort of where our story starts today.

Tim was recently back in Massachusetts where he still has a home – he just became the athletic director at University of New Orleans about a year ago. And he was recently back in Massachusetts and was the victim of a racial profiling incident which he shared in a video on his Facebook earlier this week. Many of you may have seen that now floating around on social media and in news reports because he was very vulnerable in sharing what happened and how he felt about it. And after seeing that show up in my Facebook feed, I reached out and asked him if he would be willing to join the podcast and talk not just about that incident, but about how he's been sharing that incident and how he's been talking to his student athletes, and to his staff, and to his coaches. And about how he is discussing all of the current events, particularly around the death of George Floyd – the murder of George Floyd – by a police officer who was kneeling on him until he was unable to breathe.

That has obviously brought to light, institutional racism that I think we all knew existed, and unfortunately often turned a blind eye to. It really just, I think, forced everyone to face the existing racial inequalities and inequities that continue to exist in the United States. And as I'm recording this, we are over a week into nationwide protests that were sparked by George Floyd's murder, but that are about so much more than that.

And as a white woman, I have really been taking this time to sit back and listen, and to try and learn how I can become a better ally. And so, I am not going to be sharing a business tip at the end of this episode like I normally do, because I feel like my voice gets heard enough. And I really want to give the floor to someone who can speak to what it's like to be black in America right now and can speak to how

he is talking about this situation with his own children and with his student athletes and his staff and his coaches.

So, I'm incredibly grateful that Tim joined the podcast and was so vulnerable and open in this interview and really shared his personal experience and then also how he's handling this within his own athletic department. So, I hope you all get a lot out of this interview and take this opportunity to listen and learn from my friend Tim Duncan.

### **Kristi Dosh**

Tim, thank you so much for joining Business of College Sports podcast. You and I have known each other for I don't even know how many years now. So, we're friends on Facebook, and when I saw you post a video a few days ago about an incident of racial profiling that happened to you, I reached out to ask you to join the podcast. And I'm so grateful that you're willing to come and talk about this so openly with us. So, thank you for being here.

### **Tim Duncan**

Well, thank you for inviting me, Kristi. It's great to see you again. And even under the circumstances, it's always great to see you, and I'm happy to be a part of the podcast and share the story.

### **Kristi Dosh**

Yeah, and it's such an important topic and one that I hope I can do justice to and so I will not edit anything out if you need to call me out on something I want you to do it. And if there are questions that I'm not thinking of, that you feel like folks in college athletics need to hear discussed no time limit on this conversation, I want us to get to all of the things that are important for folks to hear right now.

So, we will dive right in. I think a lot of people have probably heard about the video that you posted and about the incident that happened to you. But if you could just share with us briefly here in case folks haven't seen that, and I'll link to the video down in the show notes too. But I thought it would be helpful to just recap it quickly for people here.

### **Tim Duncan**

Of course. So, when I took a job at University of New Orleans, we decided my family would stay in Newton, the suburb of Boston, where we lived when I was at Northeastern because we had a son who was a senior in high school. Two other kids were in middle school, so they stayed there for the year. So, after the pandemic, I went up there a couple of weeks ago to move them down here. Awesome. We get a chance to get our family together.

So, one afternoon after packing for the day, my wife and I walked to Whole Foods, like many couples do, especially ones who reunited after not seeing each other. So, we walked to Whole Foods and a block over from our home it felt like a coordinated attack of police cars coming from every different direction and stopping us and barking orders. One had his gun pointed directly at me and asked me – told me – to put my hands on top of my head. Don't move. Asked me, "Did I have a weapon?" I answered, "No, I don't have a weapon". Asked me what I was doing in the neighborhood. I told him I lived a block over. Asked me where I'm going, which I said I was going to the store. And then the other

officers came and they kind of had a perimeter around me and they asked me could I reach my hand in my pocket to get my ID? And I said, "No, can that officer do it with my hands on top of my head?" And that's just one of the lessons that I was taught as a kid during "the talk" that many parents have with their kids about interaction with the police, but particularly African-American families because we've always been taught then that could be the difference of life and death.

So, I did not reach in my pocket, and I asked the officer to go in and grab my ID himself. He did. He quickly verified that I was who I said I was, and that I was a couple of streets over – one street over – from my home. And, and they apologized. And then the detective who was on the scene said, "Well, we were looking for a murder suspect." And I said, "You know how tall I am?" I said, "Was he a 6'8" Black man?" And they said, "Well, he was tall," which is pretty generic. So they went on about their way.

My wife and I, I don't know, maybe we were desensitized. We talked about it a little bit, walked to the store, kept going to the store, got our items, came back and immediately talked to our kids. We told them about what happened. We have two teenagers and a 12-year-old, talked to them about what happened. How when they asked me to put my hands on top of my head and then asked me to reach for my wallet that I refused and they should refuse and ask someone else do it because people have died and been shot by reaching for their IDs before.

So, I compartmentalized it like a lot of guys probably with trauma or things that happened. We put it in one side of our brain. And then George Floyd died five days later. And then I was hurt and crushed because there've been so many high-profile murders with Ahmaud down in Georgia. Breonna Taylor was in her home and was shot eight times. So it bothered me for sure. But then when a friend told me, "Tim, that could have been you," that's when it hit me. And I started to ask myself the question, "Why am I normalizing the situations which any other person would be rightfully outraged?" So that led me to do some self-reflection and I decided I wanted to use as a teaching lesson for my student athletes.

My student athletes follow me on social media. I follow them. We have a great relationship. So I thought it would be for them. And I figured I'd probably have some conversation with them about it, but it's gone a lot more wide than that. And that's why we're here today.

### **Kristi Dosh**

And even hearing you tell it now, I think about it. And you talked about, saying that you only lived a street or two over and them looking at your ID and you must still have a Massachusetts ID, I mean, what if that ID had been Louisiana and it doesn't show that you live a street or two over, like, how much further might that have gone?

### **Tim Duncan**

And you know what's funny? I do have a Louisiana license.

### **Kristi Dosh**

Okay.

### **Tim Duncan**

And it didn't match where I live. So I think they could just tell by the way I answered the question.

**Kristi Dosh**

Yeah.

**Tim Duncan**

And wasn't jumpy or shaky, that they had made a horrible mistake, because that's what my wife and I joked about on the way to the store, I said, "My license is not even Massachusetts anymore. I had to change it when I came here." So that was the part that I think they realized their mistake pretty quickly, which I'm appreciative of, but still, which was just – I don't know if it was ironic or it was just funny. It was just interesting.

**Kristi Dosh**

Well, definitely not funny but I understand how you've become desensitized to it because I think a lot of us have become desensitized hearing it in the news because it's shocking to hear about these events happening, and you do hear about people getting pulled over and reaching for their ID and the police think they're reaching for something else. It's not something as a White woman I've ever worried about. Now, I've worried about fake cops pulling me over who want to kidnap me and rape me because I heard horrible stories about things like that being a female when I was young. And some of those things are ingrained in my brain.

But I think you do come desensitized to it over time. And so, not that I wasn't paying attention to what happened already. Obviously, I saw the video of George Floyd. I read about Breonna and I remember thinking what that would be like to be awoken in the middle of the night like that.

**Tim Duncan**

Right.

**Kristi Dosh**

But seeing that video on Facebook and it being someone that I know, I don't think it's ever happened to someone I know.

**Tim Duncan**

Right.

**Kristi Dosh**

And so, hearing you talk about that, and the first thing I said to my husband was, "Tim is six foot eight". And I think I told him you were six foot seven. I just knew you were super tall. And I thought, what are the odds they were looking for someone who's six foot eight? Because how many people are even that height in America, much less in that town? And so, I appreciate that you shared the story because hearing someone I know talk about it just took it one level higher and made me pay attention even more and made me feel even more passionate about learning more and about figuring out how I can be a better ally and how I can share this information more publicly so that we can help other people as well. So, I'm still just so appreciative that you decided to start sharing it publicly.

**Tim Duncan**

Yeah.

**Kristi Dosh**

You mentioned going home and talking to your kids about it. And I'm wondering at what age did you start having those sorts of discussions with your kids about things that might happen to them and how they should react in order to protect themselves?

**Tim Duncan**

Yeah, probably when my oldest son was 12 or 13, when he was getting close to – not extremely close to driving age – but when we started to talk about it and I wanted him to start being aware of his surroundings while we're riding because I'm saying, "In a few years you'll be driving, so you need to pay attention." So we started to talk about it then. And as you speak to your oldest kid, the other one it just kind of, it goes through osmosis almost. They are around it and hear it. And you will have more formal talks with them when they get age appropriate about what they do in certain situations. But right now is through him to them. So yeah, it's probably about five or six years ago for him. And the 12-year-old was five or six years old. So she got it a little bit early and she'll have it a little bit longer, but those are the types of conversations we have to have. Because I don't want them to – I'd be devastated if it happened, period. But if they didn't remember the cues or if I haven't taught them, given them the talk and something happened, obviously that guilt would destroy me.

**Kristi Dosh**

And how did you go about sharing this with your student athletes? I mean, obviously, it would be summertime anyway, but we're also in the situation where student athletes have largely left campuses because of coronavirus. How did you get this message out to them and what was their reaction like?

**Tim Duncan**

So, we have a four-part communication plan. So, first off, I talked to my executive staff. My executive staff, it's six of us total. And three of us are African Americans, two White males and one Dominican male. So we're extremely diverse compared to any other athletics department in the country. So, we talked and we decided that the three African-American administrators would have – well, we talked to our head coach first to kind of let them know we're going to talk to student athletes over the next two nights on Zoom. So we decided that the three African-American administrators would have a conversation with our African-American student athletes only. There'd be no coaches. There'd be no other people on the call, because we wanted them to have a safe space. It wasn't about us, what we were going to say. We wanted them to be able to feel like they could share with someone that's like them. So, we did that the first night.

And then the next night we opened it up to everybody, every student athlete, every staff member, every coach. We talked about the same exact things and gave everyone the chance speak as well. But we wanted to do it that way because – there is a parable that I've seen that talks about this, that talks about the Bible, in the Bible. I don't know if people are religious, but Jesus talked about the shepherd who loses one sheep, and you still have 99. You have 100 sheep, you lose one. And he went and

looked for the one, found it, and then brought it back. And the 99 would say, "Well, what about us?" And he would say, "Well, the one was lost." And now as you saw on Instagram, it say, "We are the one." So right now Black people in America are the one sheep that's lost. So when you talk about Black Lives Matter, when you talk about All Lives Matters, I saw another one said, "You don't run into a breast cancer facility and says, 'all cancer matters'." This is about breast cancer. It's similar.

**Kristi Dosh**

Right.

**Tim Duncan**

So I wanted to be able to have that conversation with them in a safe space. Everybody got it. They understood. But we still said the exact same thing the very next night and had great conversation. The students wanted to do a video themselves because they say there's not a lot of student voices talking about this, we embraced it. I talked to them about activism. And if you want to protest, do it, do it in a safe, peaceful way. Do it in the daytime, because what we've seen is at night, other elements come, whether it is by design, or whether it's just – nighttime brings out different things, but we encourage them to go with someone you know, know where you park, make it daytime, make it peaceful, and if you have any bad feelings to get out of there.

And then when we bring them back to campus, we're going to talk to – we have a diversity office, one for students specifically. And we're going to bring that professor, that staff member actually, to come in and just be there to provide their thoughts. And we talk to our team doctors and they have some behavioral specialists that we're going to have on site just in case people want to say – because not only are you isolated at home during the pandemic, this whole national story and national crisis has erupted as well. So we want to be able to provide students and staff members a way to release that healthy.

**Kristi Dosh**

Was there a conversation that you had with your staff, and I'm thinking about extending into coaches, because we've seen in recent days, I think there was an accusation made at Clemson that student athletes were told by Dabo Swinney not to participate in campus protests a few years back.

**Tim Duncan**

Right.

**Kristi Dosh**

And we've had this discussion on the show before about other topics. I had Gail Sideman, a communications expert come on and talk about, as far as coronavirus goes, how do you get your staff and your coaches on the same page, but this is obviously an even bigger and maybe more important issue to get everyone on the same page. So, has there been a discussion like that with your staff and with your coaches?

**Tim Duncan**

Yeah, we talked about that in our meeting with our head coaches before this. And on Monday morning, we had a meeting with our senior staff, which is my executive level and their direct report to oversee units. So we talked about that there too that it's okay to be active. And we shouldn't stop our student athletes from trying to do these types of things.

I was a Division I athlete, and I can speak to, from what I know, Division I athletes are coddled. We are not allowed to do things. We're kept in a bubble. And I know, for me, and many that I've spoken to, it retards our development once we get into the real world. There's a transition period whenever you stop playing. My sport was basketball. Now, whether you're 22, or whether you play professionally in Europe or in in NBA and you're 32, there is a transitional period that you have to take to get adjusted. So, how I've tried to lead is to allow student athletes to make some mistake within parameters and learn through certain experiences. And if they want to participate, they want to pledge a fraternity, I know a lot of coaches don't allow student athletes to pledge a fraternity. I was able to in college and it was a wonderful experience that I have friends for life. So I encourage coaches to allow students to do that.

I encourage them, if they want to protest, allow them to do it, but give them some parameters. I don't think it's smart to say, "Don't do this," because you're not allowing them to be students. And I think they have to learn. And I understand that we balance a lot anyway. What are distractions? Sometimes, I always say, Michael Jordan, he used to always say basketball was his haven. He's not distracted there. When you're off, outside of the court, everything is going crazy. But when you're on the court on the field, that's when you can dial in and focus. And everyone doesn't have that in the world, focus.

But I still think we should allow our student athletes the chance to experience some things that they don't know. I don't know if I'll ever be at one of those Power Five-type schools. If it happens, great. If it doesn't, great. But it would be difficult for me to sequester our student athletes in a dorm over here and not have them interact with other students. And I like that our coaches here take our students to plays on campus that allow them. They eat in the cafeteria with others in the dining with other students. Their dorm are the same as other students. I like that. I don't know if – I wouldn't have liked it when I was a student athlete. It was awesome the field especially like that. But I know it retarded my development for sure. So that's something. That's the way I lead and that's the way the staff has embraced it and our coaches have embraced it here, too.

### **Kristi Dosh**

Have you felt like you need to make very specific rules or statements about what sort of language is appropriate both for student athletes and for coaches? I mean, is that something you have to address head on? Was it something that you had already addressed or it was already sort of part of the culture there before all of this? We're seeing accusations come up in various athletic departments, a lot of things from years ago that are getting brought back up that a student athlete said this, or a coach said that. How do you create a culture that doesn't tolerate that and is it something you are already doing and how has this changed it maybe?

### **Tim Duncan**

I told our student athletes specifically, you can put whatever you want on any of your social media, just know that you could come with repercussions. So, you can say what you want, and that's fine. But just

know that there will be an element of the population, and that may include this department or it may include the admin of the university that may not appreciate and there may be some repercussions for what you say. So I would think very clearly about what you want to say, what you're trying to get across, and then then the potential outcomes if it goes out of your control. So again, I try to teach them how to – they have to make their own decisions and they have to learn their own decisions. And instead of telling them, "Don't do this or don't do that," I'd rather tell them, "Well, you can do that, however, you need to think about what could be the consequences of your decision". And I think that's a better way to learn and there will be invariably some students who cross that, no doubt about it. But there was going to be some students who cross it if I say, "Don't get on social media [unclear 0:23:09]". I think that's not teaching our students how to act responsibly. And I know there have been some successful coaches who have done that and that's their strategy. I don't think it's right. I don't think it's right for African-American males. I don't think is right for anyone. But for us, I think because we come from such a different world a lot of times that we need to learn how to communicate on a different level and sometimes make mistakes so we can learn not to do that again. What we hope is they're not the types of mistakes that get them kicked out of school or worse.

### **Kristi Dosh**

We saw that Marquette revoked a scholarship for a lacrosse commit after she posted a racist message on Snapchat. Is that something you all are keeping an eye on? Is the social media for your commits? Or is that something that would just be a situation where if someone pointed it out? How do you sort of monitor your current student athletes and your commits for things like that?

### **Tim Duncan**

Yeah, our communication people start to monitor the student athletes commitments. But then the student athletes police themselves. Just this weekend, I had a student athlete send me a message about a student, a prospective student who claims that UNO Class of 24 but hadn't enrolled yet had a blackface on and used the "N" word in their posts and said, "Don't follow me if you don't like it". She sent a student athletes. So they're policing themselves. And she sent it to me and I sent it to our president. And of course, he said, "Tim, I'm working on this. I've heard it. We're trying to get to the bottom and finding out what happened". So what I like about our student athletes is they're policing themselves. We do it, of course, but when someone does that, we'll hear about that pretty quickly.

And again, people can post and do what they want to do but there could be consequences to what you doing that could be losing the scholarship in Marquette or I'm not sure what's going to happen with the student who was planning on coming to the University of New Orleans. But there are always repercussions people's actions.

### **Kristi Dosh**

This is maybe my brain taking it like another step too far because we're not in this world yet. But everybody knows that listen to this podcast we've had quite a few episodes about NIL rights and what that's going to look like when student athletes have NIL rights. And because I am also a devoted Bachelor watcher, there was a young lady who was on this past season of The Bachelor and she had done modeling for a company that, during her time on The Bachelor, it came out that the way they had used her modeling in their ads, there, I think, were Confederate flags in the ads and I think it was – I

can't remember what it said – white lives matter or blue lives matter. They tried to say it had something to do with an endangered species. I can't remember how all that went down. And there was a question as to whether like, "Did she know that was going to be the ad? Or, were they just using her image in the ad?" And I think we even talked about this on one of my other episodes on NIL and what would happen if a student athlete got wrapped up with a company where the company, one, that maybe had the racist messages. And now as we're talking about this, I'm kind of wondering, okay, maybe you don't have a student athlete who's using the "N" word or has done something else inappropriate, but they've now associated themselves and are an ambassador for a company that is doing something like that. Any idea how that gets managed as we move into the sort of new NIL world?

**Tim Duncan**

Now, that's a great thought, and I need to listen to your podcast more because I hadn't thought about that aspect of it. But you're absolutely right.

**Kristi Dosh**

I always say it's a Pandora's box. Like you just keeping about it. Like, what happens when this happens? And what does it look like when this happens?

**Tim Duncan**

Right.

**Kristi Dosh**

And not just say, "NIL rights shouldn't become a thing". That's not what I'm saying at all.

**Tim Duncan**

Right. No, I get it.

**Kristi Dosh**

But I think delving into it, there are all these unintended consequences and all these scenarios that no one has thought about yet. And I just, as we were kind of talking about the idea of watching recruits and watching student athletes and what they're saying now, if we're going to have student athletes very aligned with businesses and these businesses are miss-stepping, what does that look like? You don't need to like necessarily have an answer.

**Tim Duncan**

What I think will happen is there will be probably industries that we – there'll be language in whatever the student athletes have to sign that industries that are off limits.

**Kristi Dosh**

Right.

**Tim Duncan**

The sin industries of which I used to work at R.J runs a tobacco company, so I can use that as an example. That probably will be an industry that student athletes won't be allowed to interact with on their level.

**Kristi Dosh**

Right.

**Tim Duncan**

And I'm sure when we get our attorneys involved, there will be at least an out clause for probably their scholarship if student athletes don't immediately cease and desist from interacting with companies who violate whatever moral turpitude or moral standing language we put in there. That's how I feel.

**Kristi Dosh**

Yeah, I don't want to get too off topic.

**Tim Duncan**

But that's the--

**Kristi Dosh**

--my brain, because I'd cover NIL so much now.

**Tim Duncan**

Right, of course.

**Kristi Dosh**

Like, my brain always goes there and then because I watch too much Bachelor, I knew that that just happened this last season.

**Tim Duncan**

Well, thank you for that for. For real. I wrote a note for me.

**Kristi Dosh**

Didn't mean to give you more work.

**Tim Duncan**

No, that's okay.

**Kristi Dosh**

As we look, we obviously, you and I both love college athletics. A lot of the folks listening to this podcast love college athletics and love sports in general. And we've talked about during the pandemic what role sports and what role college athletics play in bringing the economy back. But I'm wondering how you feel sports or college athletics specifically, what sort of role do they play in rectifying the kind of institutional racism that – not that it's never come to light before but it's obviously at the forefront of conversation right now and we are dealing with the racial inequalities and the inequities – what role can

sports and what role can college athletics play in improving the future and making the world a better place when it comes to institutional racism?

### **Tim Duncan**

Oh, that's interesting. So we're refinishing our floor. We have two buildings. One is where we play men's and women's basketball, Lakefront Arena, which is about a half a mile from here. But in the gym where I am, we host volleyball. That's where our volleyball team plays and competes. So we have a company in that's redoing our floor. They're refinishing the floor. And I was talking to the guy who was doing it yesterday, and he's a White guy. He's from North Mississippi, so close to Memphis, so we had a lot of things in common. And he played at South Carolina State, which is a historically Black college within the MIAC conference because he saw one of the newscast and I was on the news and talking about the same issue. He said, "Man, I saw your thing on the news. And you know what I was thinking? I wish life was like a locker room". He said, "Man, I was one of the only White guys in South Carolina State University and I loved my time and I loved my teammates. We had a great time and if more people can spend time in a locker room, riding buses with their teammates and competing in practice and then we'd be a lot better off because you're forced". That forced interaction, somebody said, I think after World War II, "There are no racist in the fox hole". It's hard to be racist in a locker room when you depend on that person to accomplish a goal for the greater good. And I think that's the way that sports can lead us back because the people who have participated before see the world a bit differently because we're exposed to so many different people and places. And I think by seeing people work towards a common goal people can start to understand that.

But Tom Herman had a post sometime this week that said, "Don't cheer them. If you cheer them hard on the sideline at the game, you need to be rooting for them and understand why Black Lives Matter and why we need to support some of these African American issues because you can't root for them and still not root for them in life".

And one of my friends Pat Dye just died, the head coach, the former head coach at Auburn, and one of my good friends played for him. He said that he went to school there in the '80s. And he said Coach Dye had to get on his assistant coaches because a lot of African American males were dating White women. And Coach Dye said, "Well, first of all, there are 30,000 people here on campus. There are 300 African Americans, who are they going to date? And if you're going to say that your sons when you recruited them, then why can't they date your daughters or nephew and your nieces or your cousin, whatever?"

So I think that sports can lead the way. But I think because it's seen as a release and people compartmentalize that, they don't necessarily take that application from being in the stands rooting on someone that looks differently from them to when they're at work and they cross over to the side of the street or when they're driving down the street and they see a couple guys standing outside talking and may think that they are thugs. So, yeah, I think it can lead the way, but people have to take that fanaticism here and apply it to life, I think.

### **Kristi Dosh**

Is there any specific sort of ask or advice you would give to UNO fans in having them foster greater racial harmony on campus and in your community?

**Tim Duncan**

Absolutely. Let's have these hard conversations. Let's have hard conversations. and I come up to fundraising and you know I used to meet many, many donors and not a whole look like me. But when you develop the relationship of trust, and caring, then you can have these types of conversations. So I would ask our fans to do that. I would advocate for our fans to put themselves in other people's position. That's hard to think what would I do if I was this or what would I do if that would happen to me. And I think that may be one of the reasons why you even said why the video that I put out resonated with a lot of folks because – I don't know – approachable is one thing, but when it's somebody that you know, it's a little bit different, it's a little bit closer to home. So hopefully, it started a lot of conversation. And I think that's the first thing.

And then I think we have to vote. I think we should not be supporting – I think people look at the national elections and they're absolutely important, of course, but the local elections are who elected a district attorney who decide not to press charges on a policeman who killed a man for suffocating them for 8 minutes and 46 seconds, and decided to wait four days before they press charges and not charge the other three and then give the lowest assigned, the least amount, the lowest level of what that could be, so third degree murder versus first degree. Sorry for losing those words. But that's what we need to do. We have to become active and start to make the change locally and have that filter up at the national level.

**Kristi Dosh**

Yeah, I think that's really good advice. And I think when people go to vote, we know the names of who's running for president. You probably even know the names of people running for Senate or for the House of Representatives in your area. But I live in a small town and even here people, when they're voting for our judges, and when you're voting for things like district attorney, that sort of thing, people generally don't know the names. They're checking a box. Like, "This names sounds familiar" or like "I think I saw that guy signs".

**Tim Duncan**

Right.

**Kristi Dosh**

Be educated on that I think is a great advice.

**Tim Duncan**

Right.

**Kristi Dosh**

I also wanted to talk just a little bit before we end about your Athletic Director U because I got to come speak, I don't know if it was the very first year or the second year.

**Tim Duncan**

Well, it was the first year.

**Kristi Dosh**

It was the first year.

**Tim Duncan**

Thank you. You legitimize this, yeah. Thank you.

**Kristi Dosh**

It was really early on. I remember going to an Atlanta Hotel in the Buckhead area and hitting up with everybody.

**Tim Duncan**

Yeah.

**Kristi Dosh**

And so, I've watched the trajectory of this awesome organization that you've founded. And I'm wondering if you have advice to a lot of the people who listen to this podcast work in college athletics. And so, I wanted to arm them with advice from you on having these conversations within their athletic department, with their student athletes and with staff and with coaches. But also, I'd like to talk a little bit about any career advice you might have that's specific to people of color who are working in college athletics, because I think we know sports in general, when you look at who works in sports, there's often a diversity issue and I know in the news, most recently has been around NFL head coaches and the lack of diversity there, but what is your experience been like in college athletics? And what sort of advice do you have for younger administrators who are looking to move up who might feel like they are disadvantaged by their gender or by their racial background?

**Tim Duncan**

Right. I have one of my friends, the first part where you asked about talking with the student athletes, I have one of my friends, he's a White male athletic director. He's like, "Man, I don't know if I can do that because I'm a White male". I said, it may be different conversations, but I think you have to provide the forum for people to talk and share. And if they don't, they'll know that you gave them that opportunity.

**Kristi Dosh**

Yeah.

**Tim Duncan**

And if you don't feel comfortable doing it alone, maybe grab someone from your staff or one of your coaches that can help with that. And he even asked me, he said, "Would you be willing to jump on at Zoom with one of my team?" "Absolutely, I would." Because I don't think that we have to be – I think it's a little awkward maybe to do that, to have cross racial, difficult conversations about race and politics. And I think, no, don't pretend like you know, but just ask for how people feel. And I think that would be

the gateway for anyone to have conversation to start this difficult conversation process. Not assume but just ask and then receive, listen to that.

And then on advice for young administrators, there are a couple of different things. The first thing is be absolutely good at what you do in your silo because in Division I particularly, you start in either communications or compliance or development or marketing or [unclear 0:38:11] or academics or one of those tracks—be known and very good at what you do there before you start to look other places and try to get promotions. You have to be known or a product of your work as I know that you are. That has to be what you're known for first. And then you have to have great relationship skills. You have to be able to disagree without being disagreeable. The soft people skills, you have to have those. And then building great relationships on campus and then you have to be willing to sometimes change locations. I've moved. This is my sixth institution. I worked in corporate for many years before coming into college athletics, but my wife was supportive of us following this career and knowing that we would have to move and we wanted to raise our family on a college campus. So having a significant other who believes in that and supports that is a must because one or two things are going to end—the career or the marriage or the relationship. So that's very, very important.

And then mentors, having the right mentors, Bill Langston and Dr. Derrick Gragg was AD Tulsa. Bill Langston is no longer in athletics, but he's the person that hired me in Memphis when I went there to try to have them send donors to our event marketing business. I wasn't even in college athletics. I went to him and said, "Can you introduce me to some donors that can help our business?" And then he offered me a job in fundraising. So he first believed me. And after I was there for a little while, he told me that he thought that I might have a chance to be an athletic director. And Dr. Derrick Gragg, the AD in Tulsa is a great friend. I've known him. His wife is a really good friend went to college with me and introduced us. And he told me when I first entered college, he said, "Tim, you can absolutely be an athletic director. You've done this on the corporate world as an entrepreneur. You've been a former student athlete. I know you can do it". In every step of the way when I asked him about a job, an opportunity, he'll give me his resume to let me look at it to understand the language of how to do it. I mean, those two men have been super advocates in my life, and anyone that's coming up in whatever field but particularly in college athletics, you have to have mentors who believe in you, who can see you as a finished product before you even see it yourself.

### **Kristi Dosh**

Well, tell everybody a little bit more about Athletic Director U and what you all are doing right now. I know you usually have – serve an in-person conference, but obviously everybody is kind of losing out on that this year, and without NACDA and a lot of the networking and professional development opportunities people would normally have their, I know folks are looking for other things. What's going on with Athletic Director U right now?

### **Tim Duncan**

Yeah, it's actually Emerging Administrator's Academy and people know it as Emerging AD. We've kind of taken a hiatus because I've moved two summers in a row. We kind of took a hiatus but I've had several people reach back out to me to start that up because they think it's a void in that middle management area, which we hone in on. When you were there it grew from you after that to more

people who were early in their careers through assistant AD, which is like middle management, and trying to help them get to the associate AD, a senior associate, and athletic director area. I think there's a void in that programming. So a lot of people have reached out to me to see when we're going to bring it back and we're definitely going to bring it back hopefully within the next year.

**Kristi Dosh**

Fantastic. Well, definitely keep me update on that as I would love to stay involved as well.

**Tim Duncan**

Absolutely.

**Kristi Dosh**

I appreciate you joining us so much today. And I'm going to link folks down in the show notes to your video if they want to check that out. And also I can share any information you've got coming up about emerging AD and I'll make sure people get links to that. But thank you for joining us and for having such an open and honest conversation about everything that's going on and sharing the story of everything that you've been through. I appreciate that.

**Tim Duncan**

Yeah, well, thank you so much for having me. It's awesome to see your success. I love what you're doing. You've extended your brand and your tentacles out in many different areas. And I'm just so happy to know you. And I root for you and Chadd every day. So keep doing what you're doing, promoting this industry and helping people learn how to bring their voice to life and to hone in on writing and things of that nature. So thank you so much for what you do.

**Kristi Dosh**

Thank you again to my friend Tim Duncan for joining us here on the Business of College Sports podcast. I hope that you all were able to get a lot out of that podcast. I'm so appreciative of Tim for sharing what he went through and also sharing the conversations that he's having with his student athletes and his staff and his coaches. I appreciate you all for tuning into the Business of College Sports podcast again this week.

As I said at the beginning of the show, I am not going to do a business tip this week because I feel like I can better use this time to continue to consume education and resources around how to become a better ally for my friends who are Black and other people of color and my friends who are members of other marginalized communities and figuring out how I, who have a voice and a platform can amplify the voices of others during this time.

So I'm going to link down in the show notes to some of the resources I've been accessing in the hopes that if you are looking for resources this would potentially be helpful. And certainly, if you're listening and you have resources you want to recommend, I am open to those recommendations. You can email me, [kristi@kristidosh.com](mailto:kristi@kristidosh.com). Or you can direct message me on Twitter @SportsBizMiss.

I appreciate you for tuning in again this week. I hope that this leaves you with something to think about and leaves you with some action items so that we can all become better allies and so that we can all fight against institutional racism and the racial inequalities and inequities that continue to exist in the United States today. I hope you are all healthy and well and stay safe and I will be back again with you next week.