

# Ethical Behavior in Sport



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## *Dedication*

Every so often, a person comes along who touches the lives of countless numbers of people without fanfare or publicity. This was Jack Jensen, golf and basketball coach at Guilford College for 45 years, who was a role model for ethical behavior in life as well as sport. Jack, in a quiet, modest and humble way, exemplified all that is good in sport today.

When a local coach lost her husband to an unexpected heart attack, she took time off to take care of her duties at home. At Jack's recent memorial (having suddenly passed away in May 2010), she told me of the day she returned to school and, opening the door of her classroom, found Jack standing there with a rose in his hand and words of encouragement.

We never knew that the parents of a close friend at Wake Forest University invited Jack to live with them when he coached at the local high school. The husband died and the woman developed a serious illness. She lived a lonely life so Jack traveled 110 miles to bring her roses two or three times a month.

When one of our former basketball players died suddenly of a heart attack, Jack immediately got in his car to be with the grieving family in Atlanta. He stayed for several hours to comfort the family and then left to make the six-hour return trip home. When a former basketball player had his leg amputated after a motorcycle crash, Jack was the first to see him prior to and after surgery, and stayed in close contact in the ensuing years.

Story after story was told during the record crowd visitation in Alumni Gym (Crackerbox), where his teams played and won exciting and often nail-biting games, and took him to a NAIA National Basketball Championship in 1973, with three members later playing in the NBA.

It was after that championship that I asked Jack to take on an impossible task of reviving a defunct golf program. The rest is history: the Golf Association of America installed Jack into its Hall of Fame in January 2008 (one of six Halls of Fame) for a career that included 26 national tournament appearances and four national titles, making him the second coach in NAIA history to win two national championships in two major sports: basketball and golf. After Jack's passing, at the conclusion of the academic year, his grief-stricken golf team lost the Division III National Tournament by one stroke!

All who knew Jack Jensen feel that they are better today because he touched their lives and made a difference. *Atque in perpetuum, frater, ave atque et vale!* Until eternity, Jack Jensen, hail and farewell, and thanks for a life well-lived!



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# Acknowledgments

*Ethical Behavior in Sport* has been a “labor of love” because it has given me the opportunity to relive 70 years of memorable events in my long involvement in sport, first as a participant in football and track from junior high school to high school and then college. I then had the wonderful opportunity to coach four years in high school, five years at a junior college and six years at a small, liberal arts college with high academic standards and Quaker values. I also had administrative duties for 39 years with an opportunity to teach and initiate a sport management program that received national attention. For 46 years, I had “hands-on” experience in every aspect of academics and athletics.

Guilford College gave me the opportunity to speak on the local, state and national levels. The institution supported my publishing in athletics and sport and risk management during my long tenure at this special place. Much of the material in this book uses my personal experiences to explain the various ethical situations that confronted me throughout my career.

I thank the students at Rolesville High School, Wakelon High School, Chowan Junior College (Chowan University) and, for 37 years, Guilford College students. In these four schools, the students performed in the classroom and on the athletic fields with determination, integrity, dignity and a spirit of cooperation.

I invited only one author to write a chapter in the book, Colleen McGlone, professor of sport administration at Coastal Carolina University, who is one of the experts in the country on hazing. Her chapter is one of the most informative and well-written on the topic and I am grateful for her willingness to share her expertise for the good of our readers.

I want to thank Linda Lacy and Keith Sipe at Carolina Academic Press for encouraging me to write a very informative book on ethics in sport. Because of their vision and dedication, their series on sport and risk management, and sports in general, has been an important asset to the coaching and teaching profession. Their consistent assistance has been rewarding and appreciated. I also appreciate their willingness to let me use material from many of my previous books that add to the present book.

To my wife, Ann Terrill Appenzeller, I want to express my deep appreciation for her willingness to go beyond the call of duty to be a part of every phase of the book. Her suggestions, guidance, encouragement and outstanding ability have hopefully made a good book even better. On a personal note, Ann saved my life on several occasions and then made life worth living.

Appreciation is due several people who gave permission to include valuable material to this book. They are as follows:

- Dr. Tom Appenzeller “A New Crisis in Youth Sport”
- Paul Batista “Balancing the Establishment Clause v. the Free Exercise Clause”
- Wilt Browning “Chicken Little: The Sky is Falling”
- Michael Carroll and Daniel P. Connaughton “Review of *Patterson v. Hudson Area Schools and Malnar: 10 Tips to Prevent Hazing*”
- Chicken Soup for the Teacher’s Soul “Roses in December”
- Linda Carpenter and Vivian Acosta “Title IX in Nutshell”
- Gil Fried “Can Sports Kill?”
- Dennis Haglan “A Letter to the Washington Post”
- Bill Martin “Sports Kids Play” Article by Dr. Kendall
- Dr. Robert Malekoff “Agents Aren’t the Only Threat to College Sports”
- Dr. Frederick O. Mueller “Heat Stress and Athletic Participation”
- James Schmutz “Testimony on Concussions before the U.S. House of Representatives”

# Prologue

*“The most personal experiences are the most universal.” —David Bills,  
Pastor, New Garden Friends Meeting*

After seven decades as a teacher, coach, administrator and author, R.H. Jordan put the role of sports in its correct position in 1928 when he wrote:

If one wishes to know the soundness or weakness of a school, he or she should examine the athletic program of the school. This is the touchstone. No other will do as well. If there is dishonesty, weakness, selfishness, hypocrisy, the story will be told in athletics. If there is truth, honor, courage, self-control, these will be manifested in the games.

It has been written that “ethics in sport” has seen the most growth and activity of any area today. There are numerous research studies in philosophy and social science that deal with ethical behavior in sport. Philosophers and social scientists produce a wealth of material on the topic. Some writers point out that ethics is the study of human conduct with an emphasis on what is right and wrong. In many texts, the words fair play and morality stand out and references are made to morality, justice, righteousness and virtue. Emphasis on ethical behavior in sport evolves around basic principles of right action in a particular profession.

As a participant in sport on the high school and collegiate level, a coach on both levels, a sport administrator for 40 years, and an author on sport management and law, I have a special purpose for *Ethical Behavior in Sport*. Quintilian, a Roman educator, wrote centuries ago that “education is not what you are able to remember, but the things you cannot forget.” This book is about the things I cannot forget after 70 years in the sport industry.

The book is different from other books that deal with the important issues of ethics in sport. It was designed that way and uses meaningful experiences from the on-the-job experiences of the author starting with my first varsity high school football game in which I was a part of bigotry and harassment

never before experienced. The book uses anecdotes and personal stories that fill the pages. Thomas Peters and Nancy Austin note in their best seller *A Passion for Excellence* that stories, as nothing else, reveal what is important to an institution. They believe, as do I, that stories convey to the reader the mistakes and successes of the past so that others can profit from them. Bob Gingher, a book editor for the *Greensboro News & Record*, writes that “no one develops learning tools by rote, but again by examples and by the story.” He concludes “stories are the indispensable tools of teachers and students, without them there is no such thing as moral imagination.”

It is my hope that the stories recalled that raise ethical questions will enable the reader to relate to moral dilemmas and ethical questions encountered in his or her life. I hope the reader will form opinions on the decisions made and profit from the experiences presented in the book.