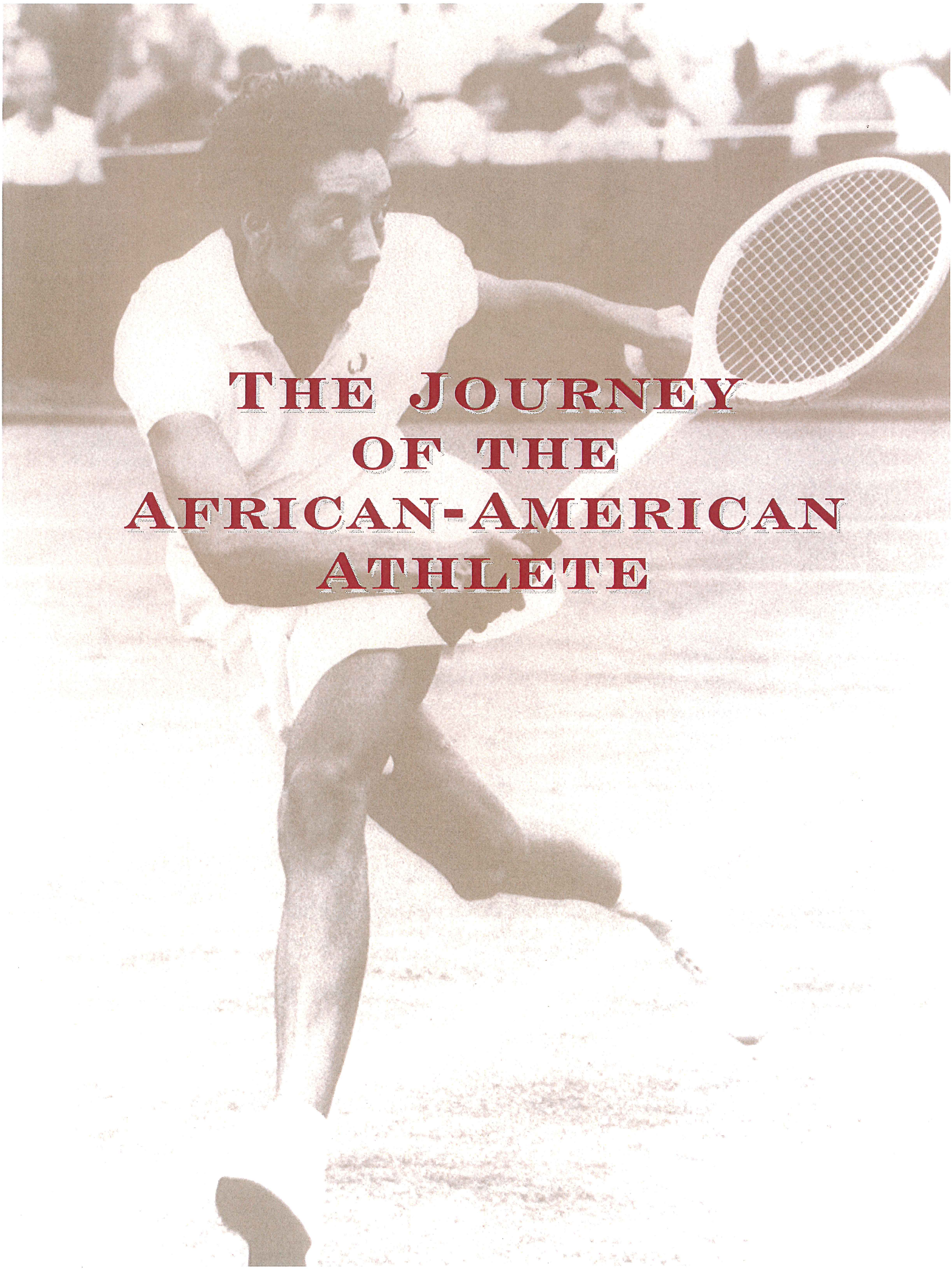
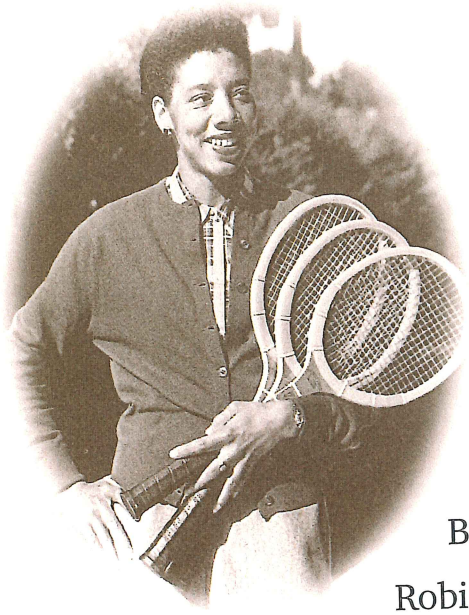


The Journey of the African-American Athlete

From Jack Johnson to Michael Jordan, the African-American athlete has become a dominant force in sport. HBO Sports and Raycom spotlight the men and women who met the challenge on the field— and overcame enormous obstacles off it— with the two-hour documentary *The Journey of the African-American Athlete*.

Emphasizing individual stories, struggles and achievements, the special blends rare footage and modern-day interviews, using events in American history to underscore the obstacles and opportunities encountered by the African-American athlete along the way. A broad range of sports superstars, coaches, historians and broadcasters appear to offer their perspective in this powerful special.

The first hour of *The Journey of the African-American Athlete* tells the stories of the Negro Leagues, early basketball, horse racing (when black jockeys won 11 of the first 20 Kentucky Derbys) as well as such notables as Jack Johnson, Joe Louis, Jesse Owens and Jackie Robinson.



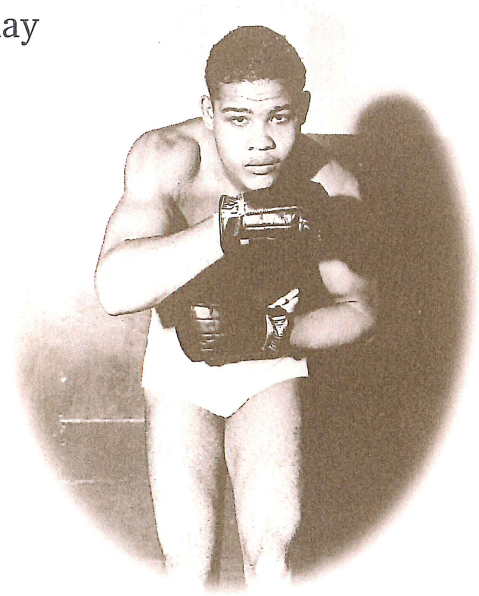
The second hour showcases Althea Gibson, Wilma Rudolph, Arthur Ashe, Jim Brown, Bill Russell, Muhammad Ali, Hank Aaron and 1968 U.S. Olympic athletes John Carlos and Tommie Smith among others.

Among the African-American sports greats interviewed for the program are football stars Jim Brown and Marion Motley, and Grambling coach Eddie Robinson, basketball greats Cheryl Miller, Oscar Robertson and Kareem Abdul-Jabbar, baseball's Hank Aaron, Don Newcombe, Curt Flood and Frank Robinson, tennis' Zina Garrison and Olympic gold medalist Tommie Smith.

Others offering insights include sports historian-biographers Gerald Early and Randy Roberts, sociologist-professor Harry Edwards, writers Sam Lacy, Nelson George and Frank Bolden and author-broadcaster Dick Schaap.

Jazz great Ramsey Lewis composed and scored the original music for the program, while Award-winning actor Samuel L. Jackson is the narrator of the documentary. *The Journey of the African-American Athlete* was produced by Ross Greenburg and Rick Bernstein and included noted *N.Y. Times* writer William C. Rhoden as a consultant.

"If baseball was the great all-American sports pastime, why wasn't it that all Americans were given a chance to play the game?" — Brooklyn Dodgers pitcher Don Newcombe, a teammate of Jackie Robinson.



"Joe Louis had the greatest impact on my life, on the kind of person that I wanted to be. Louis was the first person to show me that he could do anything equal to anybody else in his profession." — Legendary Grambling football coach Eddie Robinson on Joe Louis, who became the world heavyweight boxing champion in 1937.

"Jackie Robinson was… the person that they resented most because he was the person who had done the job. He was the right man, at the right time." — Writer Sam Lacy.

"Golf was the first sports to integrate if you consider a white golfer and a black caddy to be integration. There was a reason why country clubs looked like plantations— because they were plantations." — Writer Dick Schaap on pro golf's unwillingness to integrate through the '40s and '50s.

THE JOURNEY OF THE AFRICAN-AMERICAN ATHLETE

DEAL POINTS

- **First Run Syndication**
- **HBO Production**
- **Window** — January 18 — February 23, 1997
- **Distribution** — National Syndication
  80+% U.S. Television Households
  Fringe/Weekend Afternoon
- **Sponsorship Opportunities**
- **Audience Projections:**

Household Rtg.	Household (000)	M18-34 (000)	A18-34 (000)	M18-49 (000)	A18-49 (000)	M25-54 (000)	A25-54 (000)
2.5	2,410	482	747	916	1,398	844	1,422
VPH:		.20	.31	.38	.58	.35	.59

RAYCOM

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