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NBA [National Basketball Association] Team Up

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National Basketball Association

The NBA TeamUp Program

Now in its second season, the NBA TeamUp program encourages young people in grades 6-12 to volunteer to improve their communities. This league-wide initiative helps students positively impact their schools and neighborhoods while developing valuable leadership skills that will help them succeed both in and outside of the classroom. The NBA TeamUp program is dedicated to providing community service opportunities for young people, in the spirit of the league's commitment to the Presidents' Summit for America's Future.

Bob Lanier, eight-time NBA All-Star and member of the Naismith Memorial Basketball Hall of Fame, serves as the program's chairman. Program components include a league-wide awareness day to promote community service, motivational visits by NBA players and representatives, a youth service award, educational materials and public service announcements.

Features of the 1997-1998 NBA TeamUp Program:

NBA TeamUp Day: October 29, 1997

Teamwork and community involvement are the themes as all 29 NBA teams visit with students to share the program's message and help build awareness about the importance of community service.

All-Star Weekend Host City: New York

As hosts of the 1998 NBA All-Star Weekend, the New York Knicks, along with the NBA, have partnered with New York City Public Schools and New York Cares to promote volunteerism throughout the five boroughs of New York City. Middle school educators can bring the TeamUp message into the classroom with the NBA TeamUp Teaching Guide produced and provided by the NBA and Scholastic, Inc. High school students have the opportunity to participate in TeamUp service projects organized in conjunction with New York Cares. Students who actively participate in the program receive rewards including Knicks tickets, spokesmen visits, service grants, tickets to the 1998 NBA TeamUp Celebration and a special TeamUp rally at their school.

NBA TeamUp Celebration: February 7, 1998

A highlight of the NBA TeamUp program in the All-Star host city, the television special, featuring NBA All-Stars and entertainment celebrities, recognizes young people who have shown an extraordinary dedication to volunteerism. In an unequaled demonstration of television network cooperation, the one-of-a-kind program is simulcast from Madison Square Garden on an unparalleled six different networks: NBC, TNT, BET, Nickelodeon and Telemundo in the United States, and on YTV in Canada on Saturday, February 7 at 12 noon (EST).

NBA TeamUp Award

The NBA TeamUp Award recognizes youth who address real needs in their communities. All 29 teams nominate a group of students from their local area for recognition. Four teams are named finalists, and one is selected as the award winner. The winning projects are highlighted during a special edition of *NBA Inside Stuff* on NBC.

Public Service Announcements

The NBA produces and broadcasts PSAs focusing on the importance of community involvement. The PSAs feature NBA stars and air during NBA games and programming on NBC, TNT and TBS in the United States and CTV, TSN and YTV in Canada throughout the regular season and playoffs.



NBA TeamUp Celebration

For the past seven years, the NBA has recognized the achievements of young people by hosting the NBA TeamUp Celebration, a star-studded event held during the NBA All-Star Weekend. Celebrities from the film, television and music industries along with NBA All-Stars will recognize youth who have made a positive impact on their communities.

Join our list of talent for the 1998 NBA TeamUp Celebration, and help the NBA honor these exceptional young people who are making a difference. The event will be held on February 7, 1998 at Madison Square Garden in New York. The following packets will provide you with further information on this upcoming event. See you in New York!!



NBA PLAYERS & WNBA PLAYERS

Who Have Appeared at Past
“CELEBRATIONS”



LISA LESLIE
REBECCA LOBO
SHERYL SWOPES
P.J. BROWN
SAM CASSELL
ANTONIO DAVIS
TIM HARDAWAY
MITCH RICHMOND
JOE SMITH
TERRELL BRANDON
RICK MAHORN
KEVIN McHALE
KEVIN JOHNSON
ELLIOT PERRY
DAN MAJERLE
WAYMAN TISDALE
JOE KLEINE
LaPHONSO ELLIS
JOHN SALLEY

MICHAEL JORDAN
PENNY HARDAWAY
CHARLES BARKLEY
GRANT HILL
DAVID ROBINSON
DIKEMBE MUTOMBO
DOC RIVERS
B.J. ARMSTRONG
DAMON STODAMIRE
JERRY STACKHOUSE
JASON KIDD
ISIAH THOMAS
TYRONE “MUGGSY” BOGUES
REGGIE MILLER
KENNY SMITH
KARL MALONE
SEAN ELLIOTT
GARY PAYTON
LARRY JOHNSON



CELEBRITIES WHO HAVE JOINED US!!!

Ahmad Rashad & Willow Bay, "NBA Inside Stuff"

LL Cool J

Will Smith

Tatyana Ali, Jazzy Jeff & Alfonso Ribeiro, "Fresh Prince of Bel Air"

Jonathan Taylor Thomas, "Home Improvement"

Brandy

Jaleel White, "Family Matters"

Mayim Bialik, Joey Lawrence, & Jenna Von Oy, "Blossom"

Paula Abdul

Gabrielle Carteris & Ian Ziering, "90210"

Kel Mitchell & Kenan Thompson,

Nickelodeon's "All That" and the movie "Good Burger"

Heavy D

Mario Lopez, "Saved by the Bell"

Dennis "Mr. Belding" Haskins, Dustin "Screech" Diamond,

"Saved by the Bell: The New Class"

French Stewart, "3rd Rock from the Sun"

Hammer

Anthony Clark, "Boston Commons"

Daniella Deutscher, Anthony Anderson, and Chad Gabriel, "Hangtime"

Dominique Dawes, 1996 Olympic, Gold Gymnast

Jackie Joyner-Kersey, Olympic Track Star

Queen Latifah, "Living Single"

Mark Curry, "Hangin' with Mr. Cooper"





MUSICAL PERFORMANCES

Boys II Men

BRANDY

Shanice

Groove Theory

Tracie Spencer

All-4-One

Doug E. Fresh

Quad City DJ's

MC Lyte

Kris Kross

Joey Lawrence

Wayman Tisdale performing with

Sergio Salvatore

Fu-Schnickens featuring

NBA All-Star Shaquille O'Neal





National Basketball Association

NBA TeamUp Day

NEW YORK, Oct. 29 -- Today, more than 125 NBA players and more than 40 coaches from all 29 teams will celebrate NBA TeamUp Day, an entire day dedicated to community service. NBA TeamUp Day marks the league-wide tipoff of the 1997-98 NBA TeamUp program, an initiative encouraging youth to volunteer to improve their communities.

- Among the NBA stars participating are:

Shareef Abdur-Rahim, Vancouver
Kenny Anderson, Portland
Brent Barry, Los Angeles Clippers
Terrell Brandon, Milwaukee
Tim Duncan, San Antonio
Antonio McDyess, Phoenix
Kevin Garnett, Minnesota
Tom Gugliotta, Minnesota
Allan Houston, New York
Allen Iverson, Philadelphia

Shawn Kemp, Cleveland
Christian Laettner, Atlanta
Karl Malone, Utah
Alonzo Mourning, Miami
Dikembe Mutombo, Atlanta
Gary Payton, Seattle
Mitch Richmond, Sacramento
Glenn Robinson, Milwaukee
Steve Smith, Atlanta
John Starks, New York
Nick Van Exel, Los Angeles Lakers

- NBA head coaches celebrating the day include Mike Fratello, Bill Hanzlik, Brian Hill, Phil Jackson, George Karl, Gregg Popovich, Pat Riley and Jeff Van Gundy.
- Six teams - the Atlanta Hawks, Milwaukee Bucks, Minnesota Timberwolves, Portland Trail Blazers, Sacramento Kings and Utah Jazz -- will have their entire player rosters at TeamUp Day events.
- Players, coaches and students will do a variety of community service projects such as:
 - mentoring and reading to youngsters
 - cleaning up school grounds and renovating community centers
 - helping build low-income housing
 - planting trees and beautifying a beach
 - giving Halloween parties for homeless youth
 - visiting patients at hospitals

FOR MORE INFORMATION CONTACT: Maria Nakis, NBA, 212/407-8038/mnakis@nba.com

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National Basketball Association

BOB LANIER **NBA TeamUp Program Chairman**

Bob Lanier, eight-time NBA All-Star and member of the Naismith Memorial Basketball Hall of Fame, serves as chairman of the NBA TeamUp program. As chairman, Lanier visits with students and delivers a motivational and educational message encouraging youth volunteerism. The message, conveyed through the acronym "TEAM" (Teamwork, Effort, Attitude and Motivation), focuses on the underlying theme of the TeamUp program: one of the best ways to help yourself is by helping others.

The first overall pick in the 1970 NBA Draft, Lanier played nine seasons with the Detroit Pistons before being traded to the Milwaukee Bucks during the 1979-80 season. Lanier's 14 years in the NBA resulted in many accomplishments including: 27th on the NBA's all-time scoring list, with more than 19,000 points; NBA All-Rookie Team member in 1971; and NBA All-Star Game MVP in 1974.

Lanier graduated with a degree in business administration from St. Bonaventure University, where he also had an outstanding basketball career. He was named to The Sporting News All-America First Team in 1970, and in 1978 was selected by the Professional Basketball Writers Association (PBWA) to receive the J. Walter Kennedy Citizenship Award for outstanding community service. In 1981, the YMCA presented him with the Jackie Robinson Award for service to youth, good citizenship and leadership. He is a 1990 inductee of the Michigan Sports Hall of Fame, and a 1991 inductee of the Western New York Sports Hall of Fame in his native Buffalo. He was inducted into the Basketball Hall of Fame in 1992, and has had his number retired by the Detroit Pistons and the Milwaukee Bucks. In 1993, Lanier was the recipient of the Schick Achievement Award, given to an NBA player in recognition of distinguished contributions off the court.

In addition to his work with the NBA TeamUp program, Lanier remains active in many issues related to children and education. He is a member of the board of directors of the Milwaukee Council on Alcoholism and the Boys & Girls Club of Greater Milwaukee. He also has served as honorary chairperson of the Thurgood Marshall Scholarship Fund and holds an honorary doctorate from St. Bonaventure.

Lanier and his wife, Rose, reside in Scottsdale, Arizona. They have seven children between them.



National Basketball Association

ROLANDO BLACKMAN **NBA TeamUp Program Spokesman**

Four-time NBA All-Star Rolando Blackman, recently named the color analyst for the San Antonio Spurs, joined the NBA TeamUp program at the start of the 1997-98 season as a spokesman. Born in Panama and raised in East Flatbush, N.Y., Blackman returns to New York to speak to youth about the importance of teamwork and volunteerism, motivating students to improve both their communities and themselves through public service.

Selected ninth overall in the 1981 NBA draft, the majority of Blackman's 13-year NBA career was spent rewriting the Dallas Mavericks' record books. He is the Mavs' all-time leading scorer (16,643 points) and ranks first in field goals made (6,487), free throws made (3,501) and minutes played (29,684) for Dallas. Traded to the New York Knicks in 1992, Rolando played two seasons in New York, ending his NBA career with 17,623 points. Following the 1993-94 season, Blackman played for teams in Greece, Italy and France, returning to the United States to finish his degree in Social Sciences from Kansas State University.

A standout at KSU, Blackman was named First-team All-America as a senior and Big Eight Defensive Player of the Year three times, and was later selected for the Big Eight's All-Decade Team of the 80's. In his junior year, Rolando was a member of the 1980 United States Olympic basketball team that ultimately did not compete because of the U. S. boycott of the Moscow Olympics.

Blackman's basketball stats are rivaled only by his record in community service. He served as vice-president of the National Board of Directors for the Muscular Dystrophy Association (MDA) and as co-chairman of the MDA Miles of Smiles Campaign from 1987 to 1992. He has also been a spokesman for the Dallas Children's Medical Center, the Dallas Police Department and the North Texas *Just Say No* Campaign, in addition to working with the Big Brothers & Big Sisters program and the Dallas Youth Foundation.

In recognition of his efforts off the court, Blackman has received a number of honors including the 1987 National Basketball Players Association J. Patrick Foley Community Service Award, 1987 Special Olympian of the Year, the 1988 North Texas Distinguished Volunteer Award for his work with the Special Olympics and the 1991 Teamwork Award presented by the Boys and Girls Club of America. In recognition of his dedication to community service, Brooklyn's Ditmas Park, where Blackman learned to play basketball, was renamed Rolando Blackman Park in 1987.

With his playing days behind him, Blackman is currently pursuing a career in broadcasting. He works with Creative Sports providing color analysis for Big 12 Conference basketball games and has experience as a host and reporter for numerous programs, including an NBA special for "Hoop It Up" on NBC. Blackman and his wife, Tamara, reside in Frisco, Texas, and have four children.



National Basketball Association

FOUR-TIME NBA ALL-STAR ROLANDO BLACKMAN JOINS NBA TEAMUP PROGRAM

NEW YORK, Sept. 25 -- The National Basketball Association announced today that four-time NBA All-Star Rolando Blackman -- formerly of the New York Knicks and Dallas Mavericks -- will be a spokesman for the NBA TeamUp program, a league-wide initiative encouraging youth volunteerism.

Blackman's first appearance, with NBA TeamUp Chairman and Hall of Famer Bob Lanier, will be Friday, September 26, at Clove Lake Park in Staten Island, New York. He and 20 student volunteers will paint, clean and beautify the ponds, horse trails, and picnic and recreational areas throughout the park.

As a spokesman, Blackman will speak with students in grades 6-12 about the importance of improving their communities through service projects. Utilizing the TEAM acronym -- Teamwork, Effort, Attitude and Motivation -- he will draw attention to ways young people can learn and develop through volunteer activities.

"I am excited to join Bob and the league as part of the NBA TeamUp program," said Blackman. "I am looking forward to helping young people learn the value, benefits and, especially, the fun of giving back to the community."

-more-

ROLANDO BLACKMAN
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Selected ninth overall by the Dallas Mavericks in the 1981 NBA Draft, Blackman spent the majority of his 13-year career with the Mavs before being traded to the New York Knicks in 1992. He ended his career in New York with 17,623 points, but only after rewriting the Mavs' record books as their all-time leader in scoring (16,643), field goals made (6,487), free throws made (3,501) and minutes played (29,684). A graduate of Kansas State University, Blackman was a member of the 1980 United States Olympic basketball team that ultimately did not compete because of the U.S. boycott of the Moscow Olympics.

Throughout his career, Blackman has been dedicated to community service. He served as vice-president of the National Board of Directors for the Muscular Dystrophy Association (MDA) and as co-chairman of the MDA Miles of Smiles Campaign from 1987 to 1992. In addition, he has worked with a number of Dallas-based organizations and has been honored by the National Basketball Players Association, the Special Olympics and the Boys and Girls Club of America. In recognition of his work, Brooklyn's Ditmas Park, where Blackman learned to play basketball, was renamed Rolando Blackman Park in 1987.

Now in its second year, the NBA TeamUp program is the league's primary outreach initiative dedicated to youth and education. Program components include a league-wide awareness day, motivational visits by NBA players and representatives, a youth service award, the NBA TeamUp Celebration, educational materials and public service announcements.

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FOR MORE INFORMATION CONTACT:

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The Prudential Spirit of Community Youth Survey

A Survey of High School Students on Community Involvement

Conducted by The Wirthlin Group

August 1995

- Almost all teens (95%) believe it is important for people to be involved in the community by volunteering their time to charitable, civic, cultural, environmental or political activities, and nearly two-thirds (62%) feel it is very important. Further, seven in ten (71%) feel their communities would be better places to live if more adults volunteered, and eight in ten (81%) feel it would be better if more students volunteered.
- According to teens, the most important reasons students volunteer are: it makes them feel good about themselves (89%); they want to list some community service activities on their college applications (87%); they want to learn skills they cannot learn elsewhere (81%); they have roots in the community (78%); they feel they have to give something back to the community (75%); and they find it fun or have friends who do it (75%).
- Teens also say students do not volunteer because: they do not know how to get involved (74%) or simply are never asked (60%).
- What kinds of community service interest students the most? Charitable activities, including non-profit or church organizations involved with the needy, youth, senior citizens, etc. -- 88%. Education activities such as tutoring, peer counseling, coaching sports and participating in student government -- 83%. Environmental activities such as cleaning up or otherwise improving parks, recreation facilities, etc. -- 82%. Cultural activities such as working with theater, music and arts groups -- 66%.
- Among volunteers, 44% say that their schools place a lot of emphasis on the importance of community involvement while only 31% of non-volunteers respond the same way.

**The margin of error for any percentage result in the report is about 2% to 3% at the 95% confidence interval.*

How We Can Teach Young People to Care

By ROBERT WUTHNOW

GIVING AND VOLUNTEERING are precarious traditions. Without proper instruction, the next generation is likely to live out the worst stereotypes that are already being applied to Generation X: selfish, passive, socially irresponsible. With appropriate training, our children will carry on the American legacy of caring and generosity. But what exactly needs to be taught?

I recently explored this question by analyzing data from national surveys on volunteering and giving among American teen-agers and by interviewing young people across the country. My findings highlight the importance of carefully designed community-service programs in which action and self-reflection go hand in hand.

Two-thirds of American teen-agers report having done some kind of volunteer work within the past 12 months. A majority attend high schools that encourage community-service work. Many participate in youth groups at their churches or synagogues that provide opportunities for service. Others are involved in scouting, or volunteer at neighborhood centers.

The specific areas of involvement are enormously varied: American youths participate in AIDS-awareness programs, help out at homeless shelters and soup kitchens, volunteer for the Special Olympics, help clean up parks and beaches, tutor other children, and work with Habitat for Humanity to provide housing for the poor.

But many young people remain uninvolved, and those who have been enlisted in community-service programs

report mixed experiences. Some have been inspired to think about ways they can continue to serve throughout their high-school years and beyond—even about ways to incorporate altruism into their careers—while others are glad when the experience is over. What makes the difference?

Nurturing caring behavior in our young is actually not as difficult as it might seem. The reason is that most young people already know what it means to care about others. A popular notion these days is that people must be taught to care from scratch, almost as if it were alien to human nature. This view assumes that people are basically selfish and self-interested, or are corrupted at an early age by dysfunctional families, television, competition with their peers, and schools devoid of values. In fact, however, altruism is deeply rooted in the human experience.

The vast majority of American youths acquire a basic understanding of caring by being cared for within their own families. Most of the remainder learn from some other adult, such as a grandparent, scout leader, pastor, or teacher. Young people know that it feels good to be cared for, and they can readily imagine other people's pleasure in receiving care. Most of them know what it is like to care deeply about their parents or sib-

lings, and many of them see their parents helping elderly relatives, sick neighbors, or friends.

This basic sense of caring, moreover, is generally tied to young people's understanding of what is of value in life. For many, religious teachings convey the intrinsic value of loving one's neighbor. Others are guided by a humanitarian world-view that emphasizes the importance of



helping the needy, promoting the common good, paying back the community, and growing as a person by helping others. Those are the frameworks on which any good community-service program can build.

Childhood understandings of caring, however, are only a foundation for doing good in the world. Training is necessary to help young people make the transition to a more mature conception of caring that enables them to make a difference in other people's lives. Early conceptions involve a generalized sense of compassion and are restricted almost exclusively to family and close friends. They must be transcended if kindness is to take on concrete expression and be extended to needy strangers and to the wider community. It is only by learning specific roles and skills that young people can move beyond empathy to practical ways of helping others.

COMMUNITY-SERVICE PROGRAMS, whether based in schools or in other community organizations, teach young people to work cooperatively with others and to make use of the resources available to them in the form of social institutions. By participating in such programs, teen-agers learn to channel their interests and talents into particular avenues of service. The best programs provide a menu of opportunities and encourage young people to sample various options.

Young people who take part in community-service programs learn that they can make a difference by investing relatively small amounts of time and energy. While some start with the idealistic—and unrealistic—notion that they must save the world single-handedly, their experience teaches them the value of making a small effort when that effort is coordinated with the efforts of many other people.

Self-reflection is a crucial component of an effective community-service program. Young people must be given ample opportunities to talk about their experiences with fellow volunteers and with other students and adults. They should be encouraged to reflect on the meaning of their experiences by keeping a journal or by giving

written or oral reports that link their experiences with their sense of who they are, how they were raised, and what they cherish. Indeed, a program's ability to prompt self-reflection can be considered even more important than the extent to which it meets the immediate community needs that it was designed to fulfill.

The reason reflection is so important is that young people need to discover motives for giving and volunteering. I say "discover" because motives are not necessarily pre-existing mental states that impel people to take action. Rather, they can be conceived as after-the-fact accounts that we learn to tell in order to explain why we do what we do. Such stories connect basic understandings of caring with specific community-service activities. With a good story in hand, people find it easier to remain involved; without a story, they are likely to fall away.

Virtue can be understood as a special kind of personal strength that focuses less on self-reliance than on the ability to make use of the social institutions that surround us to advance the common good. And stories of virtue can inspire virtuous behavior in others. Taking part in community-service programs exposes young people to stories told by peers about successes (and failures) in real-life efforts to help others. These are tales of action; they make no sense unless the storyteller is engaged in helping others. The young people who listen to those stories and see them enacted are experiencing one of the most effective means of learning to care.

Good community-service programs do not just happen. They require effective leadership, and they depend greatly on individual initiative. They also depend on money from private donors and on public support. With such support, there is every reason to be optimistic about the next generation's involvement in giving and volunteering.

Robert Wuthnow, the Gerhard R. Andlinger Professor of Sociology at Princeton University, is the author of Learning to Care: Elementary Kindness in an Age of Indifference (Oxford University Press), which is based on research supported by the W. K. Kellogg Foundation.

NEXT

NEWS EXCLUSIVELY FOR TEENS

MONDAY, NOVEMBER 18, 1996

THE PLAIN DEALER

NBA, students TeamUp to serve the community

By FRAN HENRY
PLAIN DEALER REPORTER

If the words "community service" don't ring your chimes, chances are you haven't had the pleasure of doing it. The National Basketball Association's TeamUp program is committed to changing that.

Today Benedictine and Fairview high school students will attend motivational rallies where former Cleveland Cavalier All-Stars Bob Lanier and Austin Carr will focus on the TeamUp theme: One of the best ways to help yourself is by helping others.

The students are among those at 34 area schools or youth organizations that Lanier and Carr are visiting through November to present motivational assemblies and assist in NBA-funded projects.

Lanier, of Milwaukee, is chairman of the TeamUp program, and Carr, of Solon, is the Cavaliers' director of community business development.

Since late September, numerous community service projects have been completed by students in grades 6-12, including recycling programs, hunger center work, outreach to senior citizens, work in a battered women's shelter and peer mentoring and tutoring.

■ Would you like to write a NEXT story about your school's TeamUp project? To find out how, call Youth Editor Julie E. Washington at 999-4539 between 9 a.m. and 6 p.m. or write to The Plain Dealer, 1801 Superior Ave., Cleveland, Ohio 44114.

ing.

Nine schools and five youth organizations, including Lakewood's Help to Others or H2O youth volunteer program, have received funding from the NBA to help cover project expenses. H2O received \$500 to develop a Home Alone workshop for parents and students in grades 3-5.

The leaguewide TeamUp culminates during NBA All-Star Weekend, when a television special at noon Feb. 8 will showcase the importance of volunteer work. The show, featuring NBA All-Stars and entertainers, will be broadcast on NBC, TNT and Nickelodeon.

Fr. Michael Brunovsky, a Benedictine history and theology teacher, is happy with the boost he expects TeamUp will give to the school's annual holiday program, Benedictine Helping Santa.

SEE NBA/2-E

NBA students TeamUp to serve community

NBA FROM 1-E

"Each year the students collect about 4,000 items for area shelters, including St. Augustine's, St. Mark's and St. Cecilia's. With TeamUp helping us 'hoop up' the kids this year, we hope to raise over 5,000 items," said Brunovsky.

"Every year we get a new crop in the freshman class, and they've got to get a sense that this pro-

gram is important, not just to the Catholic Church and clergy," he said. "Kids aren't going to realize how much good they do until they see it."

Fairview High School's student project is a community food drive.

Lanier and Carr were scheduled to present two TeamUp rallies last weekend, one Friday at Gund Arena for participants in the National Conference, which promotes racial harmony in Cleveland. These students are

training to be docents for the Anne Frank and the World exhibit in the spring.

The other rally was for Youth Challenge, whose volunteers helped disabled youths and senior citizens at Berea Aristocrat Senior Center create wheelchair art.

The official TeamUp kickoff in Cleveland was Oct. 30, when Alexander Hamilton Middle School students, several Cavaliers players and head coach Mike Fratello visited a senior citizens recreation center.

SATURDAY
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BY
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East Tech junior typifies spirit of NBA's TeamUp

By PATRICE M. JONES
and MICHAEL K. MCINTYRE

PLAIN DEALER REPORTERS

Brahma Denson has grown accustomed to telling the sad tale of his early life — how he spent much of his childhood bouncing from one relative to another, how he sold drugs to make ends meet and how he carried a gun to protect his life.

But it is the continuing story of Denson's life — a life turned around with help from his teacher, Brian Register — that has inspired others and gained Denson, 17, national recognition.

Denson will be one of four students honored for their contributions to community service by the NBA's TeamUp program during a nationally televised ceremony today as part of the All-Star Weekend.

Denson, a junior at East Technical High School, was chosen because of his contributions to the community, including mentoring students at East Tech in a program supported by TeamUp.

"He offers them hope, the same kind of things he's gotten. He's showing them that there is someone that cares about them," Register said.

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ister said.

Denson also speaks to religious groups and others about his childhood and the way Register pushed him two years ago to attend school and to join Cleveland's Olivet Institutional Baptist Church.

"This award is nothing less than a blessing. I feel truly honored, flattered, just super-elated beyond belief," Denson said.

"I feel real proud," Register said. "Brahma is doing a very good job, and I believe the NBA is good to spotlight Brahma and recognize his accomplishments. I think all the students are the real stars. When they say no to drugs and crime and gangster activity and yes to academic excellence, that makes them the all-stars."

The award will cap an eventful year for Denson, who was profiled in a Plain Dealer series last April about the struggles facing black male students. Along with being honored by the NBA, Denson has begun the process to be readmitted to a program called Young Scholars, which, if he keeps his grades up and takes additional courses, would qualify him for a scholarship to Ohio

State University. He had been kicked out of the program after his freshman year because of poor attendance and bad grades.

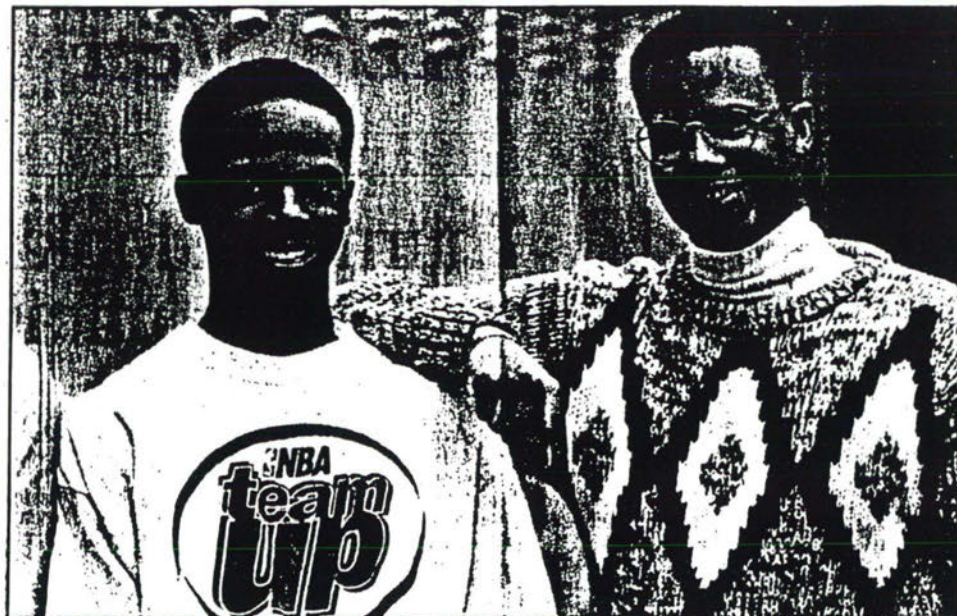
More than 10,000 Cleveland-area youngsters who participated in community service as part of the TeamUp initiative will attend the celebration today. It will be broadcast simultaneously at noon on NBC, TNT, Nickelodeon, BET, Spanish-language network Telemundo, and YTV in Canada.

TeamUp is a leaguewide outreach program begun last year to encourage young people to become involved in community service. Point guard Terrell Brandon is the Cavaliers' TeamUp representative.

In addition to Denson, Bryan Fretwell of Vancouver, Wash., and Naomi Swee and Cindi Wach, both of Mesa, Ariz., will be honored.

Fretwell, 18, had surgery when he was 10 to remove a brain tumor. Now 18, he heads an organization that raises money for the hospital where he was treated.

Swee and Wach, classmates at Red Mountain High School in Mesa, make weekly visits to local elementary schools and American Indian reservations to help



DALE OMORI / PLAIN DEALER PHOTOGRAPHER

Brahma Denson, a student at East Tech High School, will be honored during NBA TeamUp activities today. He credits his teacher, Brian Register, with helping him turn his life around.

motivate young people to read.

Before TeamUp tomorrow, the Cleveland Initiative for Education — a joint effort of the NBA and 40 Cleveland-area schools and youth organizations that encourages community involvement

— will receive the AT&T Community Award and a \$7,000 grant.

Denson says he hopes that someone watching TeamUp is motivated to help themselves and others.

"That would be a wonderful

spinoff, if just one person out of the millions who watch the telecast change their mind or habits and say, 'I'll help in whatever facet I can,' he said. "It took one person helping another for me to be here."

In America

by BOB HERBERT

Two Real N.B.A. Heroes

Dennis Rodman and some of the other bad boys of professional sports could learn a few things from Bryan Bretwell and Brahma Denson, two youngsters who will be honored this weekend by the National Basketball Association.

Back in 1989, when Bryan was 10 years old, he began having excruciating headaches. At times he would black out. Ordinary life was put on hold for the fifth grader at Mill Plain Elementary School in Vancouver, Wash., as doctors tried to figure out what was wrong.

"I wasn't that scared in the beginning," said Bryan, in an interview this week. "But I got scared when I saw how upset my parents were. What they found was that I had a tumor that was one-fourth to one-third the size of my brain."

The tumor was malignant. "They needed to remove it right away," said Bryan. "They said I might have died within a week."

The surgery took eight hours and was a big success. Bryan recovered without having to undergo chemotherapy or radiation treatments.

We're past the five-year point," he said, "which tells them it's not coming back."

During his long recovery period, Bryan tried to think of ways he could help other kids who were ill. As he

These teen-agers' triumphs were no slam-dunk.

put it: "Going through that makes you grow up faster. If you've been there firsthand, you hope you could do something to make it easier for someone else."

Bryan decided to help raise money for the Doernbecher Children's Hospital in Portland, Ore., where the surgery was performed. He joined a fund-raising organization at the hospital called "Kids Making Miracles." Thus far he and the other volunteers, all of them children and teen-agers, have raised \$300,000. Bryan is now a co-chairman of the group and his goal is to reach \$1 million in donations by the end of 1999.

Bryan is also a participant in the N.B.A.'s TeamUp program, a recently organized effort designed to encourage youngsters to volunteer for activities that will help other youngsters. A few weeks ago he was told he would be one of a handful of TeamUp kids whose extraordinary efforts will be honored at this weekend's N.B.A. All-Star Game celebration in Cleveland.

Bryan, who is 18 now and hopes someday to be a pediatrician, boarded a flight from Vancouver to Cleveland early yesterday morning. "I'm in fine health," he said. "I have a lot to be grateful for."

Brahma Denson, who lives in Cleveland, was all but homeless a few years ago. "I was supposed to be living with my sister but she and I didn't get along," he said.

He was 14 and fascinated by guns and gangsters. "The control and power that I saw in Mafia life in the movies was very exciting to me," he said. "It seemed to me that the reason they had control was because of the guns they had, and their willingness to use them."

That contrasted, he said, with the sense of powerlessness he felt in his own life. "To have a firearm, to know that it was there and I could use it, meant that I would have power and control."

He got a gun. He dealt drugs. And inevitably he ended up in trouble with the law.

Enter a teacher-minister-engineer named Brian Register. He saw in Brahma a boy who was confused and alone but who was intelligent and had great potential.

"He had never been in a stable situation," said Mr. Register. "So I tried to help out with that."

Mr. Register enrolled Brahma in his drafting and design program at Cleveland's East Tech High School. He found Brahma a place to live. He got him an after-school job. And he took the boy to his church.

Said Brahma, who is now 17 and looking forward to college: "I came to see that the life of the streets, which I had idolized so much, always leads to the same place, which is death or jail."

Having turned his life around (it took three years and was by no means easy), Brahma, like Bryan Bretwell, felt the desire to do something that might ease the tough experiences of some of his peers. He spends a great deal of time now speaking to young people, individually and in groups, about the dangers of self-destructive behavior.

I asked him how he felt when he learned that he was being honored by the N.B.A. in a ceremony that will be televised tomorrow on several U.S. networks and in Canada.

"I felt blessed," he said. □

Lanier: Helping children lifetime reward

By Valerie Lister
USA TODAY

Bob Lanier doesn't remember the exact date, but he'll never forget the event.

About five years ago, he was in Orlando talking to a group of elementary to middle school-aged children about the NBA's Stay in School program. One, a boy named Rodney, suddenly ran out.

"He had dropped out of school and I talked with him and he just ran out," says Lanier.

"He didn't want to hear it. About three weeks later, he came back to my hotel room, knocked on the door and said, 'Mr. Lanier, I'm back in school.' He had his

school books with him and he said, 'I'm hungry. Can you get me a couple of hamburgers.' I said, 'I'll buy you as many hamburgers as you can eat.' I had tears in my eyes because it made me feel so good."

And that's why Lanier, an eight-time NBA All-Star and Basketball Hall of Famer, continues his work with children.

The latest: the NBA TeamUp Program, which encourages teens to become active in their communities. A concert promoting the program is part of the NBA All-Star activities this weekend in Cleveland.

Lanier has been doing the work for nine years. The league-sponsored program is new. The challenge remains the same — getting the kids' attention.

"You have to sell the student on it a little more now than maybe nine years ago," he says. "You have to make them understand the what's-in-it-for-them kind of deal. It's a little tougher today to get the buy-in, but when you get the buy-in, you get such great satisfaction."

Lanier, 48, also has learned he can't just walk into a room and expect students to listen, even if he is a NBA legend.

"This is much tougher (than any basketball game)," says Lanier, who averaged 20.1 points and 10.1 rebounds in a 14-year career.

"But it's much more rewarding too because this lasts for a lifetime.

"Basketball is only a part of your life."

Teens believe in community involvement

By Tamara Henry
USA TODAY

Teen-agers want greater opportunities to help fix community problems, says a study out Wednesday.

The study by The Wirthlin Group found 95% of the 933 teen-agers questioned believe it is "important" for adults and teens to get involved in local civic, charitable, cultural, environmental and political activities. Nearly two-thirds, 62%, feel it is "very important."

Sixty-seven percent say they are involved in some volunteer activity, such as working at soup kitchens, nursing homes or homeless shelters. Thirty percent of students volunteering devote more than an average of 20 hours a year. Among all students, 24% say their high school has a community service requirement.

"Today's involved teen-agers are a far cry from the listless, uninvolved twenty-something Generation Xers depicted in the media," says Arthur Ryan, CEO of The Prudential Insurance Co. of America, which sponsored the survey.

Margin of error: 3.3 points.

NBA ALL-STAR YOUTH CELEBRATION

Honoring Students in San Antonio



If you listen closely on Saturday morning, February 10, you'll hear them—20,000 students from nearly 100 San Antonio and South

Texas area middle schools. Clapping, chanting and cheering. Stomping, screaming and smiling. It's not just any occasion or any weekend. It's the day they've been working toward. It's the 1996 NBA All-Star Youth Celebration.

After months of goal-setting, hard work and determination, these students have earned a ticket to a very special show, considered to be one of the highlights of the NBA All-Star Weekend. It's a reward, a treat, a way of saying, "Congratulations. Job well done."

For two exciting hours the students will be entertained by film, television and music celebrities, as well as NBA players, who are donating their time and talent to salute the young people who have made achievements in school and their communities.

Taking the message to a national audience, the "Celebration" will be broadcast simultaneously on NBC, TNT, Nickelodeon and BET on February 10 (at noon EST) for the sixth consecutive year. Hosting the telecast from the Alamodome, home of the San Antonio Spurs, will be Ahmad Rashad *NBA Stay in School* and Willow Bay, co-hosts of *NBA Inside Stuff*.

Chairman Bob Lanier

It all started back on November 1, the tip-off of the NBA Stay in School program. That day, the students were introduced to the "Three-Point Play for Success in School"—attendance and academic achievement, behavior and citizenship—and challenged to spend the next three months focusing on making improvements in these areas.

Those who met criteria established by their individual schools were awarded with a once-in-a-lifetime opportunity to attend one of the hottest events of the year, the 1996 NBA All-Star Youth Celebration.

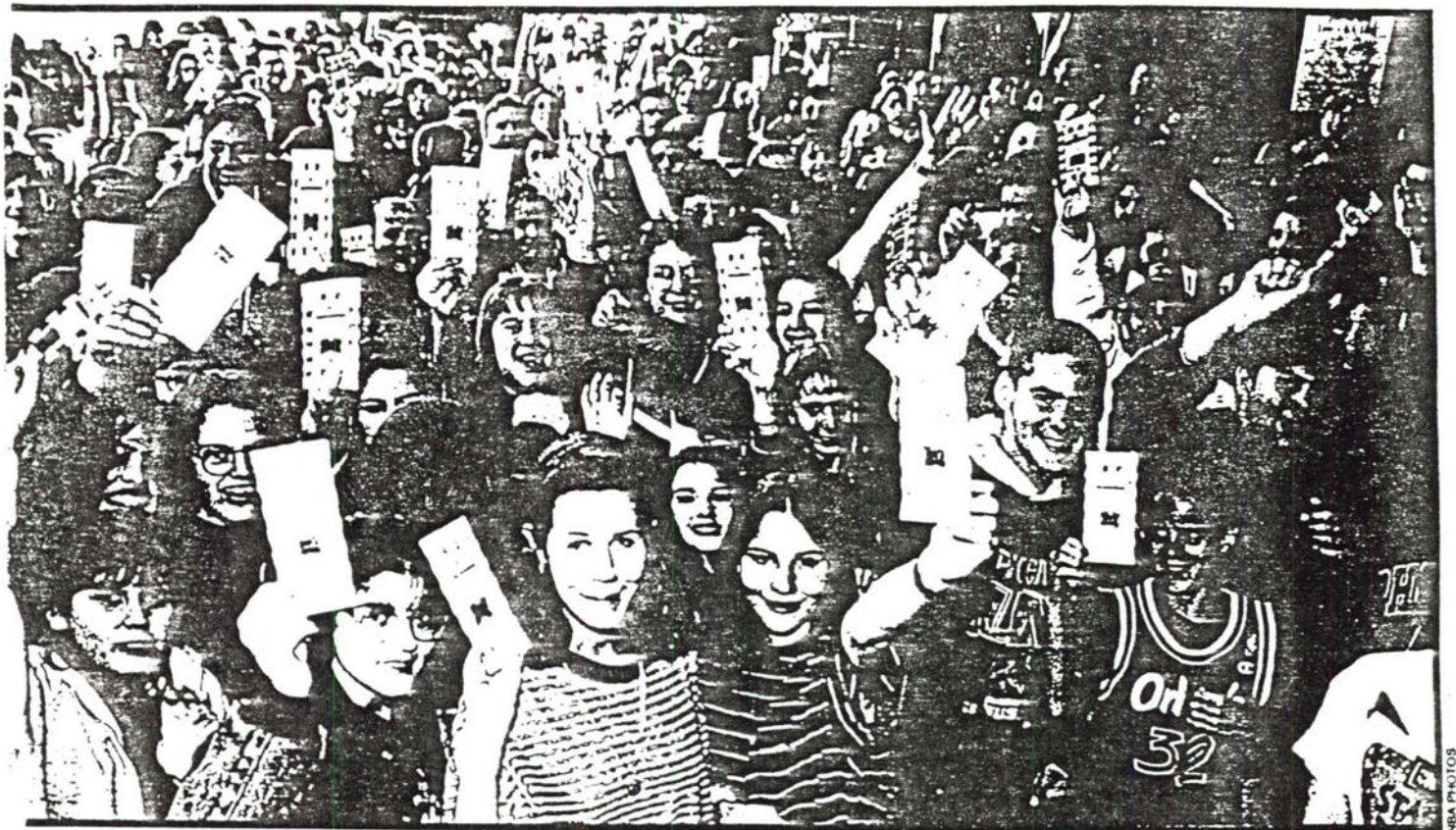
To help keep the students motivated, each participating school in San Antonio's Bexar County had a special assembly led by NBA Stay in School Chairman Bob Lanier and program

▶ That day, the students were introduced to the "Three-Point Play for Success in School."

spokesmen Harvey Catchings, Calvin Murphy, Frank Johnson and former Spurs George Gervin and Johnny Moore. The former NBA stars addressed

students on the importance of a high school education and other issues facing young people.

With the help of the RESPECT acronym, the spokesmen delivered messages emphasizing the importance of students taking responsibility for



their own success in and out of school. RESPECT stands for:

Resolve conflicts without violence
Effort in education
Set short- and long-term goals
Positive attitude
Earn and give respect
Community service
Think before you act

Additionally, monthly incentives such as basketball trading cards, locker posters and *NBA Inside Stuff* magazines were given to students based on achievement.

Students were also encouraged to participate in three contests—creative writing, public service announcements and mural design—focusing on

ways youth can make a personal commitment to nonviolence.

The creative writing winner will serve as the NBA Radio Junior Correspondent during the "Celebration," interviewing NBA stars and celebrities about the importance of an education.

The interviews will air nationwide on NBA Radio during the All-Star Game on Sunday, February 11, as well as be published in *NBA Inside Stuff* magazine.

The winning PSA entry will be produced by NBA Entertainment for national broadcast during the "Celebration."

The team of students that wins the mural contest will have the opportunity to work with a professional muralist to paint the design for display during the 1996 NBA All-Star Weekend.

The NBA Stay in School program, created in 1989 to address the high school dropout problem, has developed into a multifaceted initiative utilizing NBA players and coaches to positively influence young people and increase interest in school.

NBA players and coaches have visited hundreds of schools, spreading the stay in school message to thousands of students in their respective communities, and remain committed to improving the personal development of young people through such programs.

These students met the challenge. They proved that they, too, are All-Stars. ■

1996 NBA ALL-STAR WEEKEND SAN ANTONIO ALL-STAR YOUTH CELEBRATION



Before the NBA players take the court at the Alamodome during the NBA All-Star Weekend, a very special event will take place. Twenty thousand students from nearly 100 San Antonio and South Texas area middle schools are



the honored guests. It's a day they've been working toward, the 1996 NBA All-Star Youth Celebration.

After months of goal-setting, hard work and determination, these students have earned a ticket to the NBA All Star Youth Celebration, one of the highlights of the NBA All Star Weekend. It's a reward, a treat, a way of saying, "Congratulations, job well done."

For two fun-filled hours, the students will be entertained by

film, television and music celebrities, as well as NBA stars, who are donating their time and talent to salute the young people who have made achievements in school and in their communities. This year's show is sure to be exciting with chart-toppers Boyz II Men, Brandy and ALL-4-ONE.

Other stars making appearances include LL Cool J, Will Smith and Tatyana Ali, with many special surprise guests planned. Taking the message to a national audience, the "Celebration" will be broadcast simultaneously on NBC, TNT, Nickelodeon, BET and YTV (Canada) on February 10 (12:00-1:00 p.m. EST). Hosting the telecast from the Alamodome will be Ahmad Rashad and Willow Bay, co-hosts of "NBA Inside Stuff."

It all started back in November. Students from participating schools in San Antonio's Bexar County were introduced to the "Three-Point Play For Success in School," also known as the ABC's. The first



and academic achievement; the second point (B) stands for behavior; and the third point (C) stands for citizenship.

The students were challenged to spend the next three months focusing on making improvements in these areas. Those that met criteria established by their individual school were awarded with the opportunity to attend one of the hottest events of the year, the 1996 NBA All-Star Youth



Celebration. To help keep the students motivated, NBA Stay in School Challenge, B.I.T. (Be In Touch) and

program spokesmen Harvey Catchings, George Gervin, Frank Johnson, Johnny Moore and Calvin Murphy—all former NBA stars—led special assemblies, addressing students on the importance of a high school education and other issues facing young people. With the help of the RESPECT acronym, the spokesmen delivered messages emphasizing the importance of students taking responsibility for their own success in and outside of school. R-E-S-P-E-C-T stands for:

R—resolve conflicts without violence E—effort in education S—set short and long term goals P—positive attitude E—earn and give respect C—community service T—think before you act.

Additionally, incentives such as basketball trading cards, locker posters and NBA Inside Stuff magazines were given to students

based on achievement. Students were also encouraged to partici-

writing, public service announcement and mural design—focusing on ways students can make a personal commitment to nonviolence.

The creative writing winner will serve as the NBA Radio Junior Correspondent during the "Celebration," interviewing NBA stars and celebrities about the importance of education. The interviews will air nationwide on NBA Radio during the All-Star Game on Sunday, February 11, and the winning essay will be published in NBA Inside Stuff magazine. The winning PSA entry was produced by NBA

Entertainment for national broadcast during the "Celebration." The team of students that won the mural contest worked with a professional muralist to paint the design for display during the 1996 NBA All Star Weekend.

"I look forward to joining the NBA in acknowledging the hard work and efforts of San Antonio's students," said NBA Stay in School Chairman and Basketball Hall of Famer Bob Lanier. "These students met the challenge. They proved

Teen superstars heading to S.A. for NBA special

9145 F

Phoenix and the Super Bowl may be the center of the celeb rush now, but San Antonio and its NBA All-Star Game will lay claim to its own Hollywood parade next month.



BRANDY

Brandy, the 16-year-old singing sensation who debuted this week in her own prime-time TV situation comedy, "Moesha," will help headline the 1996 "NBA All-Star Youth Celebration" that will originate live from the Alamodome on Feb. 10, the day before the game.

The show will include reminders from NBA Stay-in-School chairman Bob Lanier on how important it is for kids to take responsibility for their own learning. It will be broadcast on NBC, TNT, Nickelodeon and BET in the United States as well as YTV in Canada.



THOMAS

In fact, the celeb list coming for the show goes on and on: "Fresh Prince" co-stars Jazzy Jeff, Alfonso Ribeiro and

And many of the stars coming are guaranteed to quicken the pulses of local teens and preteens.

Here's part of the lineup, as reported to this columnist Wednesday by the National Basketball Association:

Brandy, the 16-year-

old singing sensation who debuted this week in her own prime-time TV situation comedy, "Moesha," will help headline the 1996 "NBA All-Star Youth Celebration" that will originate live from the Alamodome on Feb. 10, the day before the game.

The show will include reminders from NBA Stay-in-School chairman Bob Lanier on how important it is for kids to take responsibility for their own learning. It will be broadcast on NBC, TNT, Nickelodeon and BET in the United States as well as YTV in Canada.

Brandy will be joined by popular recording artists Boyz II Men and a bevy of other hot young TV stars including Jonathan Taylor Thomas of "Home Improvement" and the feature film "Huck and Tom," as well as Will Smith of "The

Fresh Prince of Bel-Air."



Jeanne Jakle

Tatyana Ali, LL Cool J from "In the House," "Party of Five's" Jennifer Love Hewitt, Greg Lee of "Where in the World is Carmen San Diego?" Dennis Haskins and Dustin Diamond of "Saved by the Bell: The New Class."

Whew! Grammy Award winners All-4-One will perform "I Can Love You Like That," and San Antonio's own Tejano and country music biggie, Emilia, also is scheduled to make an appearance.

Mario Lopez, host of the Saturday morning series "Name Your Adventure," will provide backstage updates and interviews.

Among the sports stars participating will be Detroit Piston forward Grant Hill, San Antonio Spurs forward Sean Elliott, Golden State Warriors forward Joe Smith and Philadelphia 76ers guard Jerry Stackhouse.

And helping to anchor the music, comedy and sports event with Boyz II Men's Wanya Morris and Brandy will be "NBA Inside Stuff" hosts Ahmad Rashad and Willow Bay.

Luckiest youths in San Antonio that day? The 20,000 hard-working students from nearly 100 San Antonio and South Texas middle schools, who have demonstrated improvements in the areas of academics, behavior and citizenship. They'll be the show's special guests in the Alamodome.

But the rest of the city can watch from their living rooms at 11 a.m. that Saturday by tuning in KMOL and the various cable channels mentioned above.

P.S. An S.A. ratings note about Brandy: Her sitcom "Moesha" premiered on United Paramount Network Tuesday night — on KRRT here — and drew quite a respectable San Antonio crowd. The half-hour scored a 9 share of the TV-

watching audience here, virtually tying with the more-established 7 p.m. drama on CBS, "The Client."

Pushing S.A. filming

You can't help but love Alamo City resident John Schneider.

So determined to turn his beloved San Antonio into the Texas film locale, he's doing his darnedest to convince other stars to bring their projects to this city.



SCHNEIDER

Both were in my Pasadena, Calif., hotel the other day to discuss their upcoming movies on The Family Channel. And when I asked Mills afterward if she would consider doing the real-life Texas crime tale in the Alamo City rather than in Houston, another site she's looking at, she said: "You bet."

"There's nothing you can't shoot in San Antonio," added Schneider, who praised the various looks — Western, modern, historical — of our city.

The actor himself has started a production company here called FaithWorks.

In fact, he's waiting to get final confirmation this week from a financial backer in Houston on whether his first series of two-hour movies — action-adventure tales centered around a San Antonio police officer and called "Pseuperkop" — are a "go."

Meanwhile, you can catch the local star, who's remembered most for his role in the long-running hit "The Dukes of Hazzard," in the Family Channel's exciting real-life tale, "Night of the Twisters," on Feb. 18. It's a coming-of-age story of a boy who's constantly in conflict with his stepfather's high expectations of him until he must find the courage to face the brutal forces of nature — multiple tornadoes in one night — and help save his family.

Classroom stars meet NBA stars at youth celebration

By TOM ORSBORN
EXPRESS-NEWS STAFF WRITER

A star-studded entertainment lineup will be on hand to honor 18,000 students from nearly 100 South Texas middle schools Feb. 10 at the NBA All-Star Youth Celebration.

The event is scheduled for 8:30-10:30 a.m. at the Alamodome.

Headlining the entertainment will be multiplatinum recording artists Boyz II Men, singer Brandy and actor Will Smith.

NBA players planning appearances include Detroit forward Grant Hill, Golden State forward Joe Smith, Philadelphia rookie guard Jerry Stackhouse, Toronto rookie guard Damon Stoudamire and Spurs All-Star forward Sean Elliott.

The celebration is a tribute to students who have shown improvement in academics, behavior and citizenship.

As host city of the 1996 NBA All-Star Weekend, San Antonio has been the focus of the NBA's youth educational initiative and has

"This is a national and international television event and we expect it to be a great day. It's a great event and we can't wait for it."

■ **ALLISON FOX**

Spurs director of community relations, on the NBA All-Star Youth Celebration

been supported by the Spurs and 15 Bexar County public-school districts.

The NBA's youth education initiative utilizes NBA players and coaches to positively influence young people and increase interest in school. In addition to school visits, program components include public-service announcements, educational materials for the classroom and conflict resolution training workshops for educators.

"The league brings meat, muscle

and money to this event," Spurs director of community relations Allison Fox said. "This year, we have some wonderful entertainment and the NBA pays for the buses to bring the kids to the event."

"This is a national and international television event and we expect it to be a great day. It's a great event and we can't wait for it."

NBA Stay in School chairman Bob Lanier, an eight-time NBA All-Star, will be on hand to remind students about the importance of taking responsibility for their education.

Educational vignettes will also be shown. One of the vignettes will feature Hill and two of his high school classmates in a discussion with middle school students from Detroit. The feature is designed to illustrate the importance of making intelligent decisions when confronted with difficult situations.

The celebration will be broadcast simultaneously (at noon) on NBC, TNT, Nickelodeon and BET for the sixth straight year.



