

MURRAY SPERBER

BEER AND CIRCUS

★ HOW BIG-TIME
COLLEGE SPORTS
IS CRIPPLING
UNDERGRADUATE
EDUCATION

HENRY HOLT AND COMPANY ★ NEW YORK

4 cultures

Collegiate - pursue fun
Academic - seek knowledge
Vocational - fit on diploma
Rebel - pursue identity

Gambling

Cheating
Grade Inflation
Honors Program.
Greets and cheap
beer

Universities and Sports
and alumni giving
3 R's recruitment
attention
renewal -
myth - colleges need sports
to attract alumni giving
p256

594. Murray Sperber
Beer & Circus: How Big-Time
College Sports Is Crippling
Undergraduate Education
Taped: 10/11/00 (11a)
Aired: 11/26/00
Tape #: 110,077

Big time V's - 40% of students

Wed Oct 11 11A.M.

What is the student-athlete ideal

Travel to Iowa - Stepping Up Program

Robert Wood Johnson P82

Visited 40 Div I A schools

How "angry" are you about current state of education?

Pres. of Frat - Vice Pres of IFC

Who are the Big Time V's - You say it's consumer fraud

100 interviews - 1900 survey responses

Now teaches Freshman English in classes of 150

Purdue late 50's early 60's

Criminal House - the movie

Frat and sor. way up since 70's - (250,000)

U. of Ill. biggest Greek system in U.S.

Beer - campus repr

Sports - Thomas E. Clith / Bobby Knight

College Sports Inc. - Greed greed greed

ESPN - 1979

Million dollar coaches

Research - Great teacher myth P81
lecturing

CBS - \$1 billion over 11 years. - NCAA.

NCAA - lobbyist organization

For Brian Lamb,
Fellow Purdue alum
of a great
interviewer.

BEER

AND

CIRCUS

Thanks,

Murray Sperber.

BOOKNOTES
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High Bridge student population vs. Low Bridge

Flexic Factor

U.S. News - what
impact