Contents

Acknowledgments xi

Introduction 1

1 Abolishing the Sanity Code and Launching the Modern College Sports Establishment 7

2 Integrating the Team 26

3 Television and College Sports as Mass Entertainment 45

4 “Earthquake”: *Board of Regents v. NCAA* 63

5 The Civil Rights Restoration Act and Enforcement of Title IX 83

6 Scandal, Reorganization, and Devolution of the Student Athlete 105

7 The M Connection: Media and Money 125

8 What’s to Become of College Sports? 143

Notes 163

Index 191