



ASSIST 44

FIBA ASSIST MAGAZINE FOR BASKETBALL ENTHUSIASTS EVERYWHERE MAY / JUNE 2010



FIBA

We Are Basketball

REGGIE KOHN
ORLANDO CHRISTIAN PREP'S
"BLUE" DEFENSE

NORIYO HASHIMOTO
REFEREES DEVELOPMENT
PROGRAM IN JAPAN

MULLIN-HARDY-SUTTON
LINKING ORGANIZATIONAL
STRUCTURE TO STRATEGY

ALAN STEIN
PLANNING YOUR OFF SEASON

SERGIO SCARIOLO MAN-TO-MAN OFFENSE AND SPACING





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FIBA ASSIST MAGAZINE

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2010 FIBA CALENDAR

2010

JULY 2010

02 -11.07 FIBA U17 World
Championship for Men in
Hamburg (GER)

07 -17.07 World Wheelchair
Basketball Championships
in Birmingham (ENG)

16 -25.07 FIBA U17 World
Championship for Women
in Rodez and Toulouse
(FRA)

28 -01.08 Borislav Stankovic Cup in
Liuzhou (CHN)

AUGUST 2010

14 -26.08 Youth Olympic Games, 3on3
basketball tournaments for
boys and girls in Singapore

28 -12.09 FIBA World Championship
for Men in Turkey (Ankara,
Izmir, Kayseri and Istanbul)

SEPTEMBER 2010

04 - 06.09 FIBA World Congress in
Istanbul (TUR)

23 - 03.10 FIBA World Championship
for Women in Czech
Republic (Ostrava, Karlovy
Vary and Brno)

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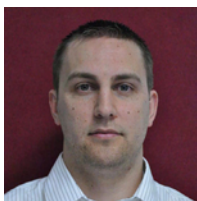
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FIBA

We Are Basketball



by Reggie Kohn

ORLANDO CHRISTIAN PREP'S "BLUE" DEFENSE



Reggie Kohn has been the head coach of the Orlando Christian Prep High School in Florida since 2008. He was also head coach of Lake Howell High School for four years. In 2009, his team won the National Private High School Championship, and he was elected National Coach of the Year. He also won 2 Florida state championships as well as being named Florida Coach of the Year in 2005 and 2009. Two of his former players, Pat and Nick Calathes, are playing professionally in Greece.

For the last six years my teams have played 1-3-1 "Blue" defense 80% of the time. The success of the defense starts

by taking away direct passing lanes for the offense. By preventing direct passes, we force the offense to lob the ball, which allows us to get deflections and time to rotate. All positions in our defense have the following general rules:

- ▼ Keep hands straight.
- ▼ Force passes over your head or around your body.
- ▼ Try to kick any ball passed around you.
- ▼ Line up on the outside shoulder of the man with the ball.
- ▼ One player is always jabbing at the ball handler.
- ▼ Push the ball out towards half court.

If you take away direct passes, your team will have the time needed to rotate to the correct spots. I constantly remind my teams that we do not have to go for steals and get out of position. The offense will turn it over and we will get steals by being in the right positions, forcing lob passes, and by the offensive over penetrating.

Positions

- ▼ X1, X2, X3: Wing or trail man, long and active.
- ▼ X4: Center or biggest/slowest player.
- ▼ X5: Point guard, or smallest player.

BASIC ALIGNMENT AS THE BALL IS DRIBBLED UP THE COURT

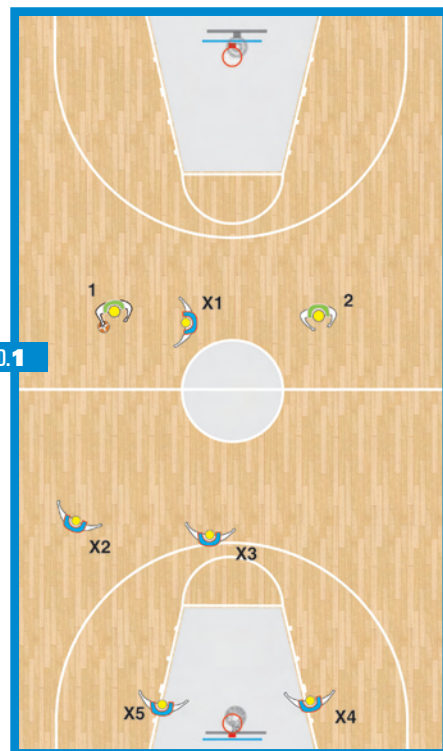
The defender X1 picks up the ball handler 1 one to two steps beyond the center circle. He must get the ball out of the middle of the court, so the rest of the team can get to the correct spots on the floor, based on the position of the ball. After forcing the ball to one side of the court, X1 should continually jab and bounce back at the ball handler with his hands straight up making him uncomfortable (diagr. 1). The X1's body should be positioned in the passing lane of 1 and 2, by facing 1 and lining the middle of his body with the high shoulder of 1.

THE BALL CROSSES HALF COURT

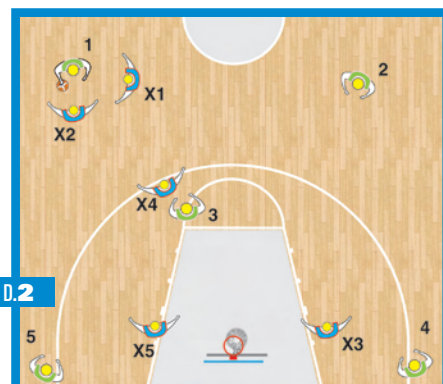
X1: Facing 1 keeping the middle of his body lined with 1's high shoulder (the shoulder closer to half court); this positions X1 between 1 and 2, preventing a direct pass. He must jab and bounce back with hands straight up.

X2: Touches 1 and begins to jab and bounce back, with hands straight up. He lines the middle of his body up with the outside shoulder of 1.

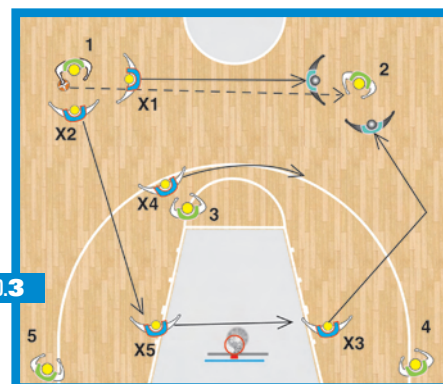
X3: Covers the weak side block, and he can cheat out to the wing, as much as his quickness will allow him to still protect the basket.



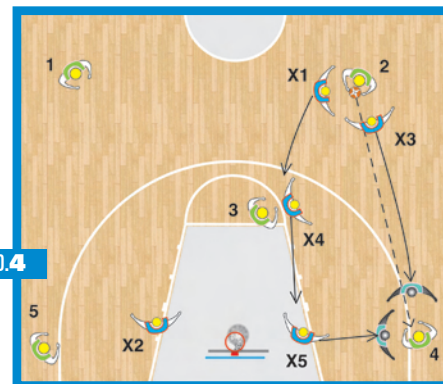
D.1



D.2



D.3



D.4



X4: Moves to ball side elbow and covers any middle offensive player. He fronts the high post up to 22-23 feet (about 7 metres). If the offensive player is higher than 22-23 feet, then X4 plays ball side three-quarter stance. It is also an option to have the middle man always play three-quarter stance and not front at anytime. The defender X4 should communicate to X1 the location of the offensive player 2, so he can stay in the passing lane (diagr. 2).

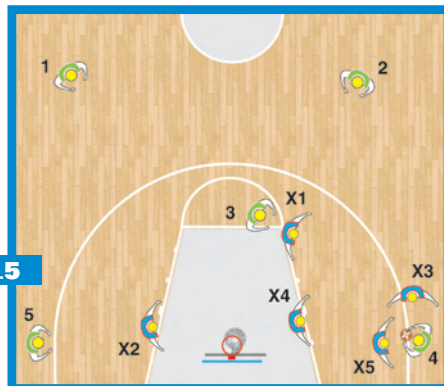
X5: Sits on ball side block and fronts any offensive player, and he must not cheat out to the corner.

THE BALL IS PASSED GUARD TO GUARD OUT FRONT

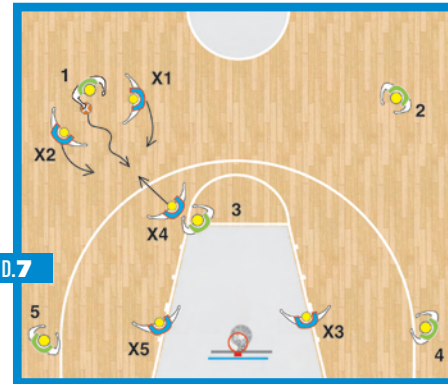
X1: Turns body towards half court, sprints to 2 with his hands up and continues to jab and bounce back. It is important for X1 to turn towards half court, this keeps him on the high shoulder of 2 and again keeps the middle of his body between 2 and 1.

X2: Sprints on a direct line to cover the block and basket.

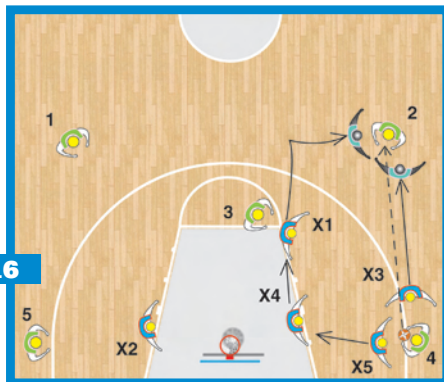
X3: Sprints to the sideline at a free-throw line extended angle with his out side



D.5



D.7



D.6

hand out taking away the pass to 4. After sprinting out, he moves up to 2 with his hands up, making sure the middle of his body is on the outside shoulder of 2. He touches 2 and starts to jab and bounce back (diagr. 3).

X4: Moves to ball side elbow and continues to front any middle offensive player.

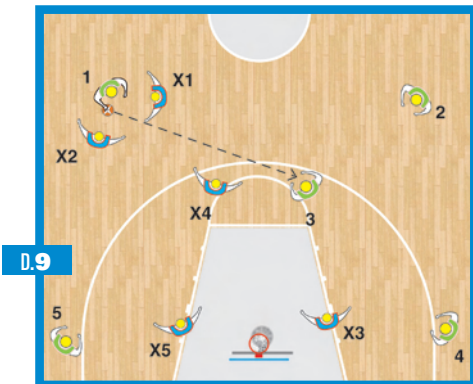
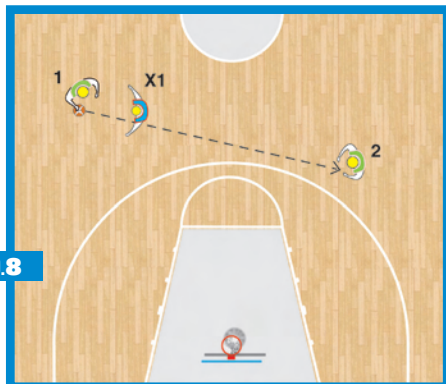
X5: Slides to ball side block and fronts.

THE BALL IS PASSED TO THE CORNER

X1: Sprints to cover and front the ball side elbow. He MUST keep his hands up to help prevent a good skip pass.

X2: Sits on the weak side block ready to





(about 4,5 metres).

THE BALL IS PASSED BACK OUT TOP

X1: Sprints straight up towards half court with his left hand out to discourage the ball reversal to 1, he then moves toward 2 with his hands straight up and starts to jab and bounce back.

X2: Continues to protect the block.

X3: Turns towards the sideline, keeps hands up, sprints to 2 and starts to jab and bounce back.

X4: Moves back up to the ball side elbow

block off and rebound.

X3: Turns his body to the outside (towards the sideline), keeps hands up, sprints to a "soft" trap in the corner, and starts to jab and bounce back at 4. He will stay 5 to 6 about feet (1,50-2 metres) away from 4 (diagr. 4).

X4: Quick sprint to the block to front or plays high side three-quarter stance.

X5: Once the ball is in the air, X5 sprints out to 4 on the baseline side, discouraging any baseline penetration; he covers 4 straight up man not allowing him to go baseline (diagr. 5). If the 4 is a non-shooter, we will have X5 only run out to 15 feet





to front the middle.

X5: Returns to fronting position on the ball side block (diagr. 6).

It is really important when the ball is passed back out top that X3 pushes the ball handler out towards half court to keep the offense at 27/28 feet (about 8 meters).

ROTATIONS ON DRIBBLE PENETRATION

Most dribble penetration comes from one of the two guards out top. Any penetration from out top should be met by X4 outside of the three-point line, and X1 and X3 should collapse to triple team the ball. The guards love to try and dribble through this defense and that is exactly what you want them to try: X4 should be able to take one or two charges a game on out of control guards who try to get to the middle and split X1 and X3 (diagr. 7).

TWO GUARD FRONT MOVES IN

If player 2 moves to a lower position, then X1 should adjust his angle to keep his body in the passing lane from 1 to 2. The defender X4 should help communicate 2's movement (diagr. 8).

OPPOSITE HIGH POST

If the offensive player 3 looks for the ball on the opposite high post area, X4 should turn his body sideways and stay in the passing lane from 1 to 3 (diagr. 9).

If you take away direct passes your team will have the time needed to rotate to the correct spots and contest shots. I constantly remind my teams that we do not have to go for steals and get out of position. Teams will turn it over and we will get steals by being in the right positions, forcing lob passes, and by the offense over penetrating. Also, this defense is great to play against teams with a great scorer, because they can never really get comfortable and in a rhythm.





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We Are Basketball



by Lorenzo Hands

YOUTH GAMES

Lorenzo Hands has completed his twelfth year as the Young Men's basketball head coach at Palm Beach Lakes Community. Hands began his coaching career in 1994 as an assistant coach at Florida State University. For the next three years, Hands coached middle school and junior varsity basketball. In 1998, Hands replaced Florida's Hall-of-Fame coach, Floyd Andrews, at Palm

Beach Lakes CHS. Under Coach Hands' leadership, Palm Beach Lakes has won six District Championships, three State Playoff appearances, and 6A State Runner-Up. For the last ten years, he has spent the summer months as a Coach at Nike's elite youth basketball camps: Hoop Jamboree and LeBron Skills Academy, as well as Michael Jordan Flight School.

INTRODUCTION

"When are we going to play games?" is the most frequently asked question by children, when participating in camps dominated by drills. While drill work does have a part to play in advanced skill development, "playtime" proves to be a smart way to build those initial skills (athleticism and basketball IQ) most elite athletes possess. Children instinctively



love to play games because they are fun and filled with opportunities to grow and discover. According to research, childhood play is the central ingredient in learning. Therefore, play -rather than mere isolated drills- is the most effective means of developing skilled basketball players.

I have been coaching and training youth athletes for over 15 years. When I first started, I mainly used rote drills to develop players. I noticed two things: 1) players' overall technique improved but rarely transferred to real game situations and 2) athlete's motivation to practice decreased over time. As I thought about my own development as a basketball player, I realized that my skills were primarily cultivated through the various neighborhood games childhood provided back then - the form of deliberate play lacking in the lives of youths today. Coaches who are eager to take their athletes and practice to the next level should try to replace what is missing for

so many children. Below are activities I used from Dennis Slade's "Transforming Play", Human Kinetics, (2010) as it relates to the game of basketball. I have had great success with these in my workouts. They are fun games coaches can use to bring the "play" back while simultaneously building a natural and enticing environment for young athletes to become better basketball players.

TAG GAME

I use tag games instead of using a series of ladder drills to improve footwork.

- ▼ Tactica problem: Creating space.
- ▼ Game focus: Using off-the-ball cuts to elude defender.

Learning objectives

Players will do the following:

- ▼ Chase.
- ▼ Dodge.
- ▼ Change pace while running.
- ▼ Maintain space.
- ▼ Close-out.

- ▼ Anticipate player movement.
- ▼ Double team.

How to play

Players are divided using a 3 offense to 1 defense ratio. The offensive players create space within the half-court. On the whistle, the defense has 20 seconds to tag as many offensive players as possible.

Offensive players who are tagged are out and must move outside the playing area. At the end of the allotted time, the tagged players are counted, and the total represents the defenders' score.

Rules

- ▼ Offensive players must remain inside the established playing area. An offensive player who runs out of the playing area to avoid a chasing defender is considered tagged and is out.
- ▼ Tripping and hard pushes are not allowed.



Offensive skills

- ▼ Change of pace (speeding up and slowing down).
- ▼ Dodging.
- ▼ Accelerating and decelerating.
- ▼ Using available space to stay as far from teammates as possible.
- ▼ V-cut and L-cut technique.

Defensive skills

- ▼ Developing a plan for tagging as many players as possible.
- ▼ Working together (i.e. double teaming).
- ▼ Executing close-out technique.

Dribble Tag Game

I use dribble tag games instead of drilling a series of dribble moves through stationary cones.

- ▼ Tactical problem: Attacking and creating space to attack.
- ▼ Game focus: Using on-the-ball dribble skills to elude defenders.

Learning objectives

Players will do the following:

- ▼ Use dribbling technique.
- ▼ Chase.
- ▼ Dodge.
- ▼ Maintain space.
- ▼ Anticipate player movement.

How to play

Players are divided using a 3 offense to

1 defense ratio. Each offensive and defensive player begins with a ball. On the whistle, the defense has 20 seconds to tag as many offensive players as possible.

Offensive players who are tagged are out and must move outside the playing area.

At the end of the allotted time, the tagged players are counted, and the total represents the defenders' score.

Rules

- ▼ Same rules as Tag.
- ▼ An offensive player who loses the ball out-of-bounds while evading a defensive player is considered tagged and is out.
- ▼ A defensive player must maintain possession of the ball while tagging a player. If the defense does not maintain possession, then the offensive player is not out.

Offensive skills

- ▼ Change of pace dribble.
- ▼ Cross-over dribble.
- ▼ Speed dribble.

PASS TAG GAME

Use pass tag game instead of 2-on-0 partner passing.

- ▼ Tactical problem: Maintaining possession of the ball.
- ▼ Game focus: Creating passing lane

by using on-the-ball skill execution and off-the-ball movement.

Learning objectives

- ▼ Players will do the following:
- ▼ Catch, pass, and cut
- ▼ Present target hand to show passer where to pass
- ▼ Receive ball in triple threat
- ▼ Perform ball fake before passing
- ▼ Make lead pass just ahead of the target hand

How to play

Three of the six offensive players will have a ball against two defenders. On the whistle, the defense has 20 seconds to tag as many players without a ball as possible.

Offensive players with balls must pass to teammates without balls to avoid tags, and then cut themselves to avoid being tagged. Defensive players can only tag offensive players without a ball. Defense keeps count of the number of times they tag players.

Rules

- ▼ If a player has a ball, the defense cannot tag them.
- ▼ Tagged players remain in the game.

Offensive skills

- ▼ Use body language to indicate where the ball should be thrown.



- ▼ Quick inter passing.
- ▼ Passing into open space.
- ▼ Fundamentals of the chest pass.

Defensive skills

- ▼ Anticipate likely passes.
- ▼ Positioning oneself close to off-the-ball player.

CORNER TAG GAME

Use corner tag game instead of drilling 2-on-0 Full-court passing drills or partner passing.

- ▼ Tactical problem: Maintaining possession of the ball.
- ▼ Game focus: Creating passing lane while off-the-ball.

Learning objectives

Player will do the following:

- ▼ Catch and throw in congested space.
- ▼ Provide off-the-ball attacking support.
- ▼ Pivot and pass.
- ▼ Anticipate player movement.
- ▼ Communicate strategies.

How to play

A player from Team 1 shoots a free-throw for a bonus point. If the free-throw is made, Team 1 receives one point and the ball. If the shot is missed, possession goes to Team 2.

Players are allowed to take one step or

pivot, but no running or dribbling. Team members pass the ball among themselves in order to corner an opposing player so they can tag him/her with the ball. A tagger must hold on to the ball while making a tag. If the ball is dropped, no point is awarded and possession goes to the opposition. A tag is worth two points. After a tag, the game restarts with the person who made the tag shooting a free-throw. While playing, possession changes if a player on the passing team drops or throws a pass out-of-bounds.

Offensive skills

- ▼ Positioning.
- ▼ Pivoting.
- ▼ Anticipating player movement.
- ▼ Avoiding coffin corners.

Defensive skills

- ▼ Changing direction with quick dodging movement.

ZONE DEFENSE GAME

Instead of skeleton 2-1-2 or 3-2 zone movement, then 5-on-5 scrimmaging.

- ▼ Tactical problem: Defending space.
- ▼ Game focus: Executing proper defensive positioning on and off-the-ball.

Learning objectives

Players will do the following:

- ▼ Learn concepts associated with zone defense.
- ▼ Adjust playing positions in relation to the ball.
- ▼ Execute jump stop technique.

How to play

Players move up the court by passing the ball and then trying to score a goal by throwing the ball at the cones.

A goal is scored if a cone is struck or knocked over.

Defensive players try to block or intercept passes and throws at cones while staying one step away from player with the ball. Play is continuous unless a goal is scored or a ball goes out-of-bounds.

Rules

Offense:

- ▼ Running, walking, or dribbling not allowed.
- ▼ May take one step or pivot with the ball.

Defense:

- ▼ Must be one step away from offensive player with the ball.
- ▼ Can block shots, but can not strike ball with feet or kicking motion.
- ▼ Can not stand inside the hoop surrounding cones.

Offensive skills

- ▼ Maintaining possession.
- ▼ Jump stop technique.
- ▼ Fundamentals of skip pass.
- ▼ Fundamentals of chest pass.
- ▼ Moving without the ball.

Defensive skills

- ▼ Sliding footwork.
- ▼ Communication.

CONCLUSION

In essence, deliberate play can provide the perfect platform for youths to become great basketball players – intellectually and athletically.

The benefits are two-fold: 1) participants have fun and are motivated to practice, and 2) coaches get players who possess keen basketball sense and who can apply learned skills in actual game situations.

Thus, if coaches want to develop elite athletes, games must be the primary method of instruction. Play is fun, but, most importantly, it provides the opportunity for natural discovery on the part of the athletes. In other words, the game becomes the teacher – a coach's dream.




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We Are Basketball



by Drew Dawson

Drew Dawson joined the Hartford coaching staff for the 2008/2009 season. Dawson spent the past four seasons at Lafayette College, including the final two years as the top assistant on Fran O'Hanlon's staff. A 2003 graduate of Lafayette, Dawson was the first of O'Hanlon's former players to join him on the sidelines. Dawson also orchestrated several junior high school developmental clinics and began an annual coaches clinic in 2005. In 2005, Dawson's article on foundations of player development was published in American Basketball Quarterly.

While tactical creativity augments a team's ability to out maneuver their opponent, it is generally accepted that their success relies heavily on maintaining a structured approach targeted at achieving the group's goals.

Specifically, success in basketball requires an athlete who can collect external stimuli, visualize an effective response, and convert the response to physical movement. Clearly, there are differences in the physical movement capabilities of athletes, generally referred to as athleticism. This includes such things as speed, lateral quickness, vertical, and strength. However, given the rigorous selection process at the NCAA Division I level, differences among athletes are relatively small. Generally speaking, the physical differences associated with athleticism are not nearly as important as the "response gap" in an athlete's game.

The response gap has two components, Basketball IQ and Movement Efficiency.

BUILDING UP PROPER FOOTWORK





The former consists of selecting the correct actions and the latter is the speed at which these actions are executed. Basketball IQ is relatively straight forward; it is understanding the X's and O's of the game. This is built through playing experience, breaking down film, studying offensive and defensive sets and schemes, and building a response repertoire through situational analysis i.e a player's ability to back cut when overplayed, etc. A high basketball IQ enables the player to make the appropriate read and select the best action. Movement Efficiency is associated with seeing, thinking, and doing. It is the time between a player's decision to act and the initiation of the correct physical movement.

At the University of Hartford, it is our belief that high levels of Basketball IQ are essential however, a successful outcome cannot be realized without efficient movements. In fact, there are many times a game is won or lost in the movement efficiency of the players. A key to improving this efficiency is making fundamental basketball movements second nature to the player. In terms of perimeter play, players must learn to effectively separate from screens, successfully catching the basketball ready to score. To do this, players must have efficient footwork.

All players can improve footwork, but it is generally more critical for incoming freshmen. As a freshman begins a college career, he often finds many shots are tipped, blocked, or never shot at all. For many of our freshman this becomes frustrating, which opens the door for us to break down their game, expose inefficient footwork, and provide corrective action conducive to higher levels of production. A regime of the drills is used to build up a player's game and burn efficient movements into muscle memory.

The intent of this article is to articulate in a concise way our program's perspective on the importance and build-up of proper footwork, specifically, with regard to our perimeter players. With this, there are hundreds of drills available that reinforce the notion of movement efficiency including those as basic as:

1. Catch and shoot.
2. Catch, shot fake, one dribble and pull-up.
3. Catch, shot fake and explode to the basket (finishing high on the rim).

The above series is a simplistic progres-





sion; however, your primary goal as pertains to this particular article should be the urgency to make effective fundamental movement associated with successful play second nature to your players. Finally, our coaching staff uses a variety of shooting drills during segments of our off-season workouts to build up proper

footwork.

We use a shooting instrument known as the Shoot Away to assist with overall productivity, and our players compete against each other throughout our shooting progressions.

The competition more accurately reflects game situations where winning or losing, making or missing, truly counts.


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We Are Basketball



by Sergio Scariolo

Sergio Scariolo is the head coach of Khimki Moscow and of the Spanish National team, which won the FIBA EuroBasket last year. He started his career in 1985 as assistant coach of Brescia, Italian A1 Serie, then he became assistant coach in Pesaro, winning an Italian championship. Two years later he became head coach, winning a title in 1990. Then, he coached Desio and Fortitudo Bologna, in Italy before moving to Spain where he won a King's Cup with Tau Vitoria. Following a move to Malaga, he won another King's Cup as well as a Championship title and reaching the Euroleague Final Four.

The biggest difference between modern basketball and that one of 15 years ago is the physical level of the players. The improvement of their physical skills has also improved the defensive performance: we talk of big and athletic players, able to defend one-on-one much better than in the past. Besides, we need to underline the advantage that the coaches have gained from technology, matched with the talents of the players and the work of each coach.

In the 1990s it was used to play an offense with few risks, using practically all 30 seconds, following the Yugoslavian school. Then, offense evolved, thanks to the new rules and the refereeing criteria, because now the referees whistle more fouls.

So, I think these are the three basic factors on which to create one's own offensive philosophy:

- ▼ Rule changes.
- ▼ The different refereeing criteria.
- ▼ The knowledge of the coach, with the

MAN-TO-MAN OFFENSE AND SPACING



advantages offered by technology.

Until recently it was impossible to watch a perimeter player playing inside. But then this solution was adopted, enlarging the spaces and sending also the perimeter players playing inside, forcing the defense to adapt.

Therefore both in Europe and in the NBA,

the set with two big men inside has been replaced by the set with a big man able to play 5-6 meters (15-18 feet) away from the basket. In this way we will have perimeter players able to play inside, at the post area, to drive, and so on.

It is essential to have an inside player able to shoot for opening the spaces inside (diagr. 1 and 2).



FOUR PLAYERS ON THE PERIMETER

With this offensive set, we will open the spaces for playing in situations that take advantages from:

- ▼ A backdoor cut (diagr. 3).
- ▼ Back picks and backdoor cut (diagr. 4): in this way, the defenders on the help side must cover a longer space to help, provoking in this way unbalanced defensive situations.
- ▼ Pick-and-roll (diagr. 5): with the center, who goes inside the lane as much as possible, creating a continuity of the action, or, if the defense collapses inside, with possibilities of shooting from outside.

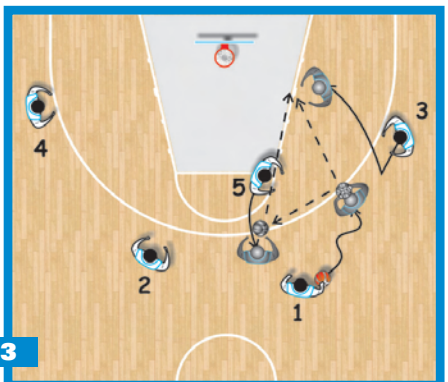
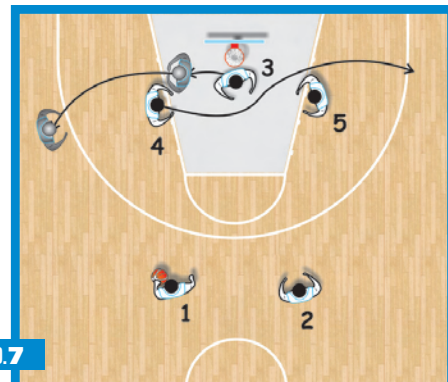
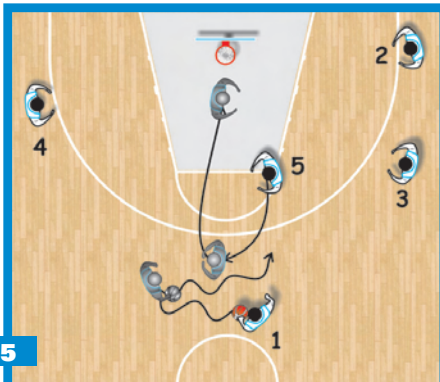
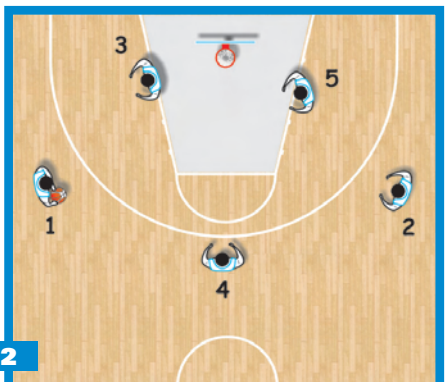
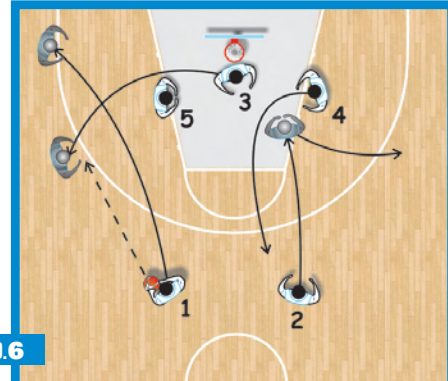
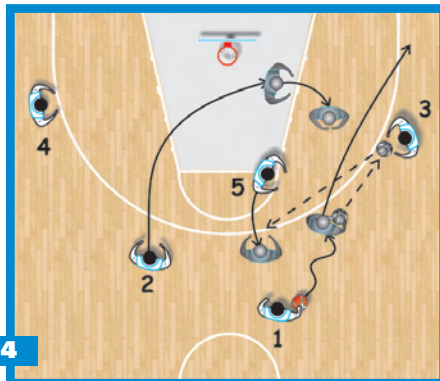
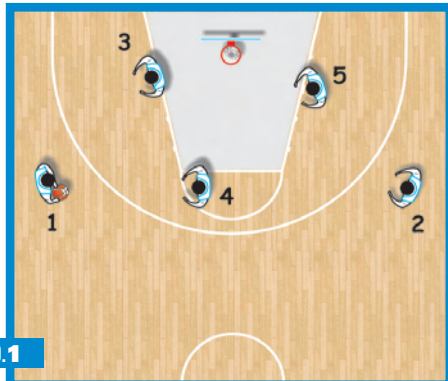
TWO INSIDE PLAYERS

Adopting this set (diagr. 6 and 7), we can have situations where we will have four players on the perimeter and one player inside. If there is a match up with a big man guarded by a perimeter player, we will try to use this inside advantage, while, if we have a match up of a perimeter player guarded by a big man, we will try to have an outside advantage.

Our aim is to enlarge the court to find spaces for driving: a set with the proper spacing and with open lane helps also to have different solutions and initiatives.

If we take a look at the statistics and if we verify, if it's more efficient to play with defined sets or with drives to open up the defense, we will see that with the second option we will have more chances to go to the shot.

We want that the player, who drives, has a good vision of his three or four teammates. The inside player 5 takes position inside the three-second lane for anticipating the second help (diagr. 8). If this has already happened, he screens on the defender, who has helped (diagr. 9). After the drive and the kick out, the player, who has driven, goes on the open spot of the court and where there is only one teammate (diagr. 10). In this way, we want to help the player who drove on the corner, so the other teammates on the perimeter must adapt and rotate (diagr. 11 and 12). If the ball is passed to the low post, we cut for receiving the ball and we let the inside player play one-on-one (diagr. 13). The post can kick out the ball to a perimeter teammate, depending on how the defenders help. When the ball is kicked out from the post position, the inside player repositions himself aggressively in the lane, or comes out to screen on the teammate near him, who has received the ball (diagr. 14). As a general rule, if there is the



case of a perimeter player in the low post position, the post 5 goes to the free-throw area.

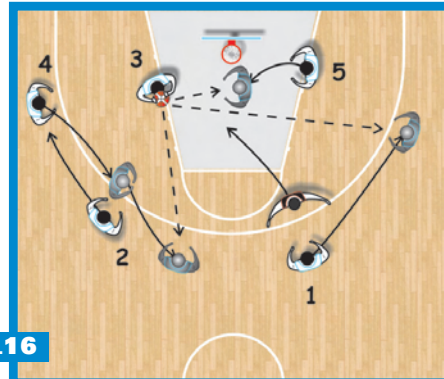
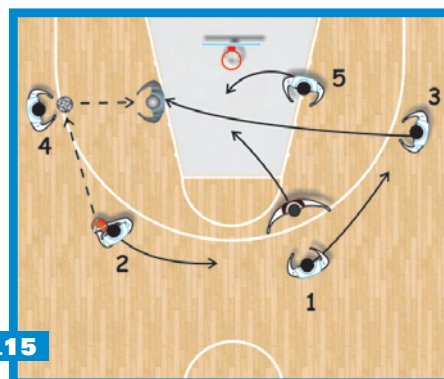
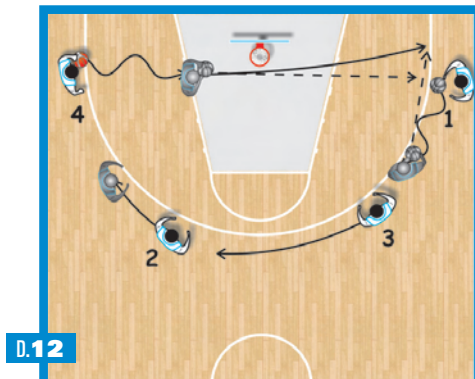
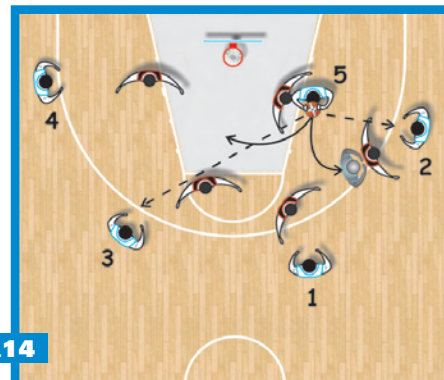
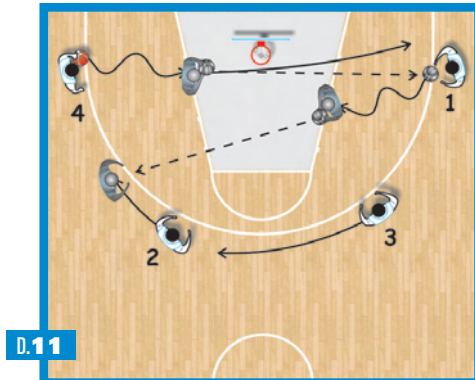
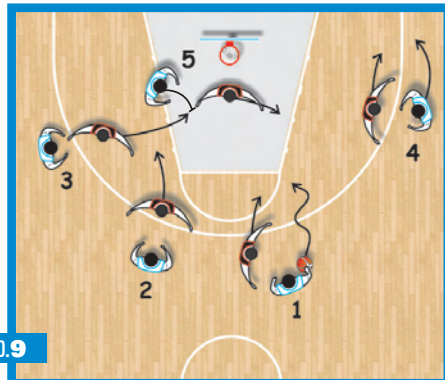
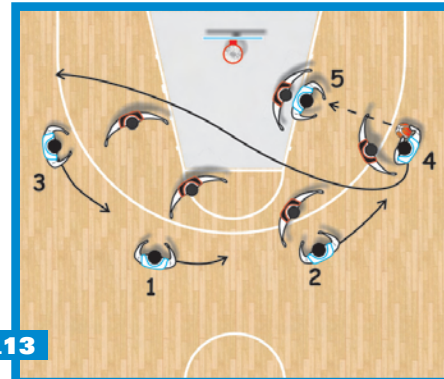
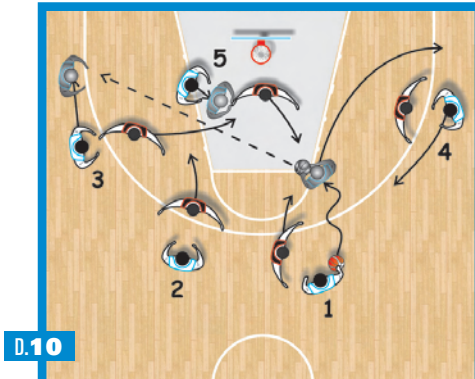
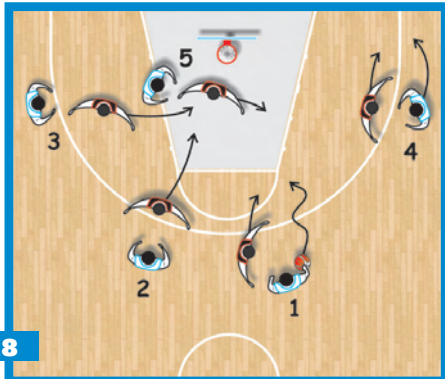
We want in any case to have always a player on the opposite position to where the low post is set with the ball.

This inside player must always be ready to show himself by the post with the ball, because his defender will have the tendency to help on the low post (diagr. 15 and 16).

STRAIGHT SCREEN ON THE BALL

First of all, we must attack the side opened by the screen with maximum aggressiveness, trying to penetrate toward the middle of the lane. The post player, who has come out of the lane to set the screen, after the screen must roll and go in the free-throw lane (diagr. 17). If the straight screen is brought in the middle lane of the court, 5, after the screen, rolls and goes to the free-throw area, not on the low post. If it is 4 who drives to the





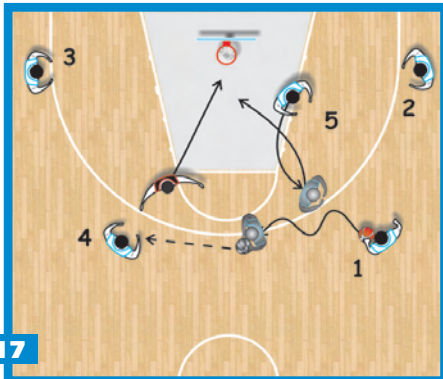
basket, going to the middle of the lane, 5, after the screen, rolls and goes to the corner of the free-throw area, opposite to the drive of 4, and then cuts under the basket to receive the ball (diagr. 18). Instead, he makes the contrary movement, if 4 drives along the baseline. With two post players at the free-throw area, after a side screen, 5 rolls to the basket for receiving by 1 (diagr. 19). If we have a high post, 4, and a low post, 5, on the other side of the court, and 4 sets a straight screen for 1, 1 drives on the open side of the screen, 4 rolls and flares away after the screen, while 5 cuts under the basket for receiving from 1, on whom the 3's defender has helped (diagr. 20). Here is another case in point: player 4, after the screen, rolls to the middle lane of the court, receives the ball from 1 and drives; now 5 cuts behind his defender, who has helped on 4's drive, and then receives the ball on the other side of the court (diagr. 21).

DEFENSIVE CHANGE

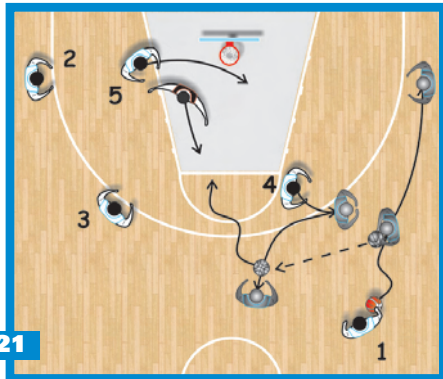
If there is a defensive change on 1's drive, 5 comes high at the corner of the free-throw area to receive and shoot, or playing high-low with 4, who after the screen, has rolled to the basket (diagr. 22).

Our aim is to punish the defensive changes, trying to find the proper cutting angle, over or behind the defender (diagr. 23). On the weak side we use the same con-

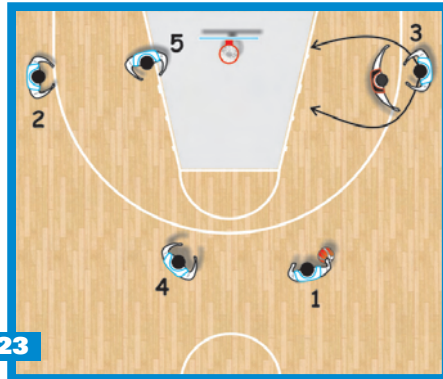




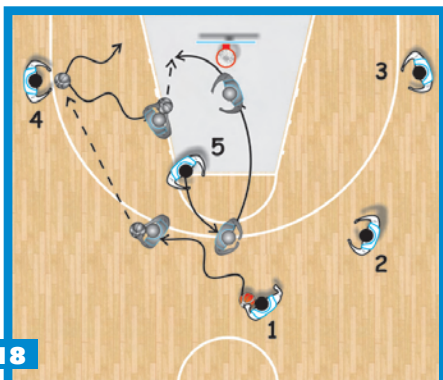
D.17



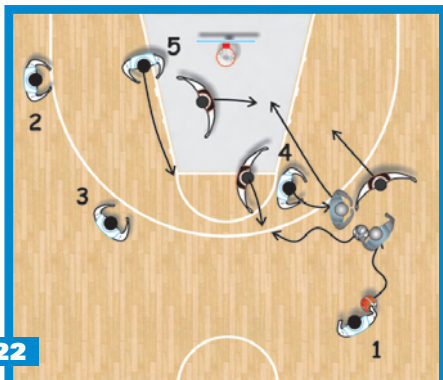
D.21



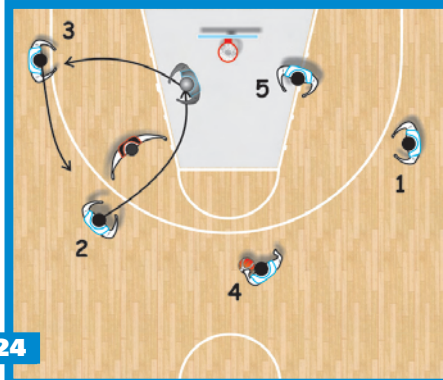
D.23



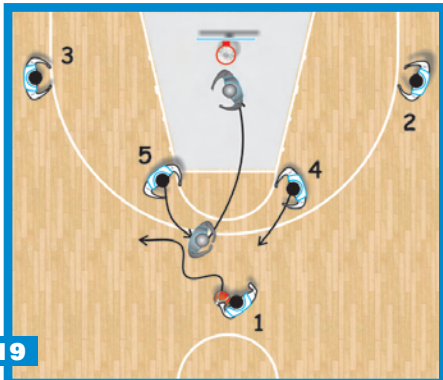
D.18



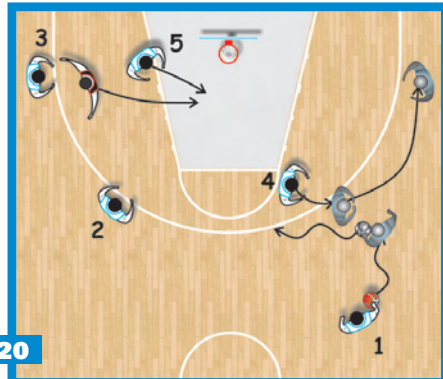
D.22



D.24



D.19



D.20



cept: if the defender turns his shoulder to the offensive player, this one goes first at the free-throw lane, and then pops out to the corner on the same side of the court. If we play with good spacings and take advantage of the defensive helps' situations, we will have more chances to get the offensive rebound, because these spaces will allow us to have a less physical contact with the defenders, thereby avoiding the block-outs.

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by Raffaele Imbrogno

TEACHING FROM MARCH MADNESS

Raffaele Imbrogno has been coaching since 1980. He is an Instructor for the Italian Basketball Federation's National Coaches Committee and has been Director of the Federation's Study Center. Imbrogno is also the author of several technical basketball publications.

In the United States, the college Basketball Final Four ended recently with the men's and women's NCAA Final Four played in Indianapolis and San Antonio, respectfully. Eight teams fought valiantly for the two titles up for grabs.

For the women's NCAA final game, it was UConn, coached by Geno Auriemma, against Stanford, coached by Tara VanDerveer. In the end, UConn won 53 to 47, earning its 78th consecutive victory. This is an impressive record that shows both the value of the players, and that of their coach.

In the men's competition, Duke University returned to the final after nine years, reaching the fourth title game in the history of the team, all of them won under the guidance of Coach K, Mike Krzyzewski. In the final, the Blue Devils beat the Butler Bulldogs, well trained by an emerging young coach: Brad Stevens, the second youngest coach in the National NCAA Finals.

It was not an easy road to the finals. In the semifinal game, Duke knocked out West Virginia, coached by Bob Huggins, and Butler defeated Michigan State, coached by Tom Izzo. Both were tough, hard fought and riveting games. The long embrace of Bob Huggins to his player Da'Sean Buche, who was injured during the semifinal, was one of the most touching moments of the entire tournament. Great teams, great coaches.

The good news is that these coaches all have DVDs from Championship Productions that emphasize various aspects of their defensive and offensive strategies. Let's start with the two winning coaches. Here are the principal offerings from Geno Auriemma:

- ▼ "All Access Practice with Geno Auriemma" (released in 2010).

In this section, we introduce the latest books, videos, CDs, and other tools that are primarily aimed at coaches, but certainly useful for all of our readers. Please send your suggestions and comments about our basketball-related media for review in this section.

- ▼ "Geno Auriemma: Dynamic Offensive Practice Drills" (released in 2010).
- ▼ "Geno Auriemma: 14 Drills for Building Offense" (released in 2008).
- ▼ "Geno Auriemma: The Simplified Zone Offense" (released in 2005).
- ▼ "Geno Auriemma: The 70-Minute Player Development Workout" (released in 2005).

I have talked a lot of Mike Krzyzewski DVDs over the years, and I last reminded you of his "All Access Duke Basketball Practice with Mike Krzyzewski" and his books "The Gold Standard: Building a World-Class Team" (2009) and "Beyond Basketball: Coach K's Keywords for Success" (2007).

You can purchase them at: www.bn.com and www.amazon.com. Let's now look at the DVDs of the "defeated" coaches, starting with Ms. VanDerveer:

- ▼ "Tara VanDerveer: Disguising Your Quick Hitters for Man and Zone" (released in 2010).
- ▼ "Tara VanDerveer: Stanford's Triangle Offense" (released in 2006).
- ▼ "Tara VanDerveer: 25 Offensive Practice Drills for Success" (released in 2005).

Additionally, Coach VanDerveer has an excellent book: "Shooting from the Outside: How a Coach and Her Olympic Team Transformed Women's Basketball".

From the coach of West Virginia's Mountaineers, we have the following DVDs:

- ▼ "Bob Huggins: Aggressive Trapping Defensive Systems" (released in 2009).
- ▼ "Bob Huggins: Intense Practice Drills" (released in 2006).
- ▼ "Bob Huggins: Smothering Pressure Defense - Dominating the Box" (released in 2006).
- ▼ "Bob Huggins: Open Post Motion Offense" (released in 2004).



fense" (released in 2004).

From the Italian American coach of the Michigan State Spartans, there are the following DVDs:

- ▼ "Tom Izzo: Multi-Threat Scoring Offense" (released in 2009).
- ▼ "Tom Izzo's 'Basketball Smorgasbord' of Drills and Basketball Wisdom" (released in 2007).
- ▼ "Tom Izzo: The 1-3-1 Zone Offense" (released in 2006).
- ▼ "Tom Izzo: Rebounding Drills and Defending the Pick-and-Roll" (released in 2006).

Last but not least, we end up with the youngest coach of the group, Brad Stevens (33 years old): "Brad Stevens: Winning with Undersized Teams" (released in 2009).

Enjoy these books and the DVDs. There is a great possibility that you will learn something from these great teachers.



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by Fred Horgan

2010 FIBA RULE CHANGES

Fred Horgan is a member of FIBA Technical Commission. He is a FIBA International Referee Instructor, FIBA Americas Instructor, Technical Commissioner for Canada and a member of FIBA Americas Technical Commission. In 1996, he was elected to the Canadian Basketball Hall of Fame.

As of 1st October 2010, a number of changes to the FIBA Rule Book and/or FIBA Official Interpretations come into effect. Some of these changes were approved in 2008, but implementation was delayed for two years to allow federations sufficient time to arrange for new court markings. Others are minor in nature but "fine tune" the consistency of the rule book in general. The following summary of all revisions is arranged according to the rule articles as they are presented in the FIBA Official Basketball Rules 2010 and the FIBA Official Basketball Rules 2010 Official Interpretations. Each of these documents can be found at the FIBA website www.fiba.com.

Art. 2.4.3

FREE-THROW LINES, RESTRICTED AREAS AND FREE-THROW REBOUND PLACES

A major change approved in 2008 and to be implemented in 2010 is the measurement(s) and shape of the restricted area. The trapezoid that has been unique to FIBA for so many years will be replaced by a rectangular restricted area similar to what is found in the NBA. An illustration is provided in Article 2.4.7, of the Official Basketball Rules. Though the shape of the restricted area changes, the rule and related interpretations remain the same.

Art. 2.4.4

THREE-POINT FIELD GOAL AREA

The 3-point field goal semi-circle shall be extended to a radius of 6.75 metres, measured from a point on the floor directly beneath the exact centre of the basket.



The specific illustration of the arc can be found in Diagram 1 of the Official Basketball Rules 2010. Though the 3-point area has become slightly smaller, related rules and interpretations have not changed.

Art. 24.6/17.2.4

THROW-IN LINES; THROW-IN

Another major change to be implemented in 2010 is the reference to situations when a time-out is taken during the last two minutes of the 4th period or any extra period by the team entitled to possession of the ball for a throw-in in that team's back-

court. Previously the throw-in was administered at the centre line extended, opposite the scorer's table. With the 2010 rules, however, two new lines (the throw-in lines: Art. 2.4.6) have been added to the court's markings. Each line is perpendicular to the sideline and outside the playing court at the top of the 3-point arc.

The above-mentioned throw-in that previously had been administered at the centre line extended shall now be administered from the appropriate throw-in line in the frontcourt of the team entitled to that throw-in (Art. 17.2.4).

Art. 2.4.7

NO CHARGE SEMI-CIRCLE AREAS

Yet another major change first approved in 2008 but taking effect in 2010 will be the no-charge semi-circle rule. Semi-circles, each with a radius of 1.25 metres, will be drawn on the court from centre points immediately below each basket. Each semi-circle will have a radius of 1.25 metres measured to the inner edge of the semi-circle. For the actual rule related to these areas see Art.33.10, presented later in this summary.

Art. 4.4

OTHER EQUIPMENT

Four additions have been made to the list of "other equipment" that players may legally wear.

1. Compressions sleeves may be worn provided they are of the same dominant colour as the team's shirts.
2. Compression stockings may be worn provided they are of the same dominant colour as the team's shorts. If worn on the upper leg the stocking must end above the knee; if for the lower leg it must end below the knee.
3. Mouth guards must be non-coloured and transparent.
4. Taping of arms, shoulders, legs, etc must be non-coloured and transparent.

Art. 4.4.3

During the game a player may not display any commercial, promotional or charitable name, mark, logo or other identification including, but not limited to, on his body, in his hair or otherwise.

Art. 8.6/9.1/9.2

AN INTERVAL OF PLAY ENDS-/BEGINNING AND END OF A PERIOD OR THE GAME

With the 2010 rules, the 1st period begins and the pre-game interval of play ends when the ball leaves the referee's hand(s) on the jump ball (Art. 8.6/9.1)

For all other periods and extra periods,

the period will begin when the ball is placed at the disposal of the thrower-in (Art. 8.6/9.2).

Art. 10.2

THE BALL BECOMES LIVE

During a jump ball, the ball becomes live when it leaves the hand(s) of the referee on the toss.

Art. 16.2.5

SHOT TAKEN IN FINAL THREE-TENTHS OF A SECOND IN A PERIOD

For a player to secure possession of the ball and attempt a field goal (a) following a throw-in or (b) on a rebound after a last or only free throw, the game clock must indicate no less than three-tenths of a second remaining. If less than three tenths remains, a valid field goal must result from tapping or directly dunking the ball.

Art. 20.2.3

FORFEIT

If a team forfeits for a second time in the same tournament, that team shall be disqualified and the results of all games played by that team shall be nullified.

Art. 28.1.1

EIGHT-SECONDS

When a throw-in is administered in a team's backcourt, the 8-second clock shall start/resume when the ball touches any player (offensive or defensive) in the backcourt, provided the team of the player making the throw-in remains in control of the ball.

Art. 28.1.2

EIGHT SECONDS

The wording of Art. 28 regarding the movement of the ball from the backcourt to the frontcourt has been edited and one rule change has been made.

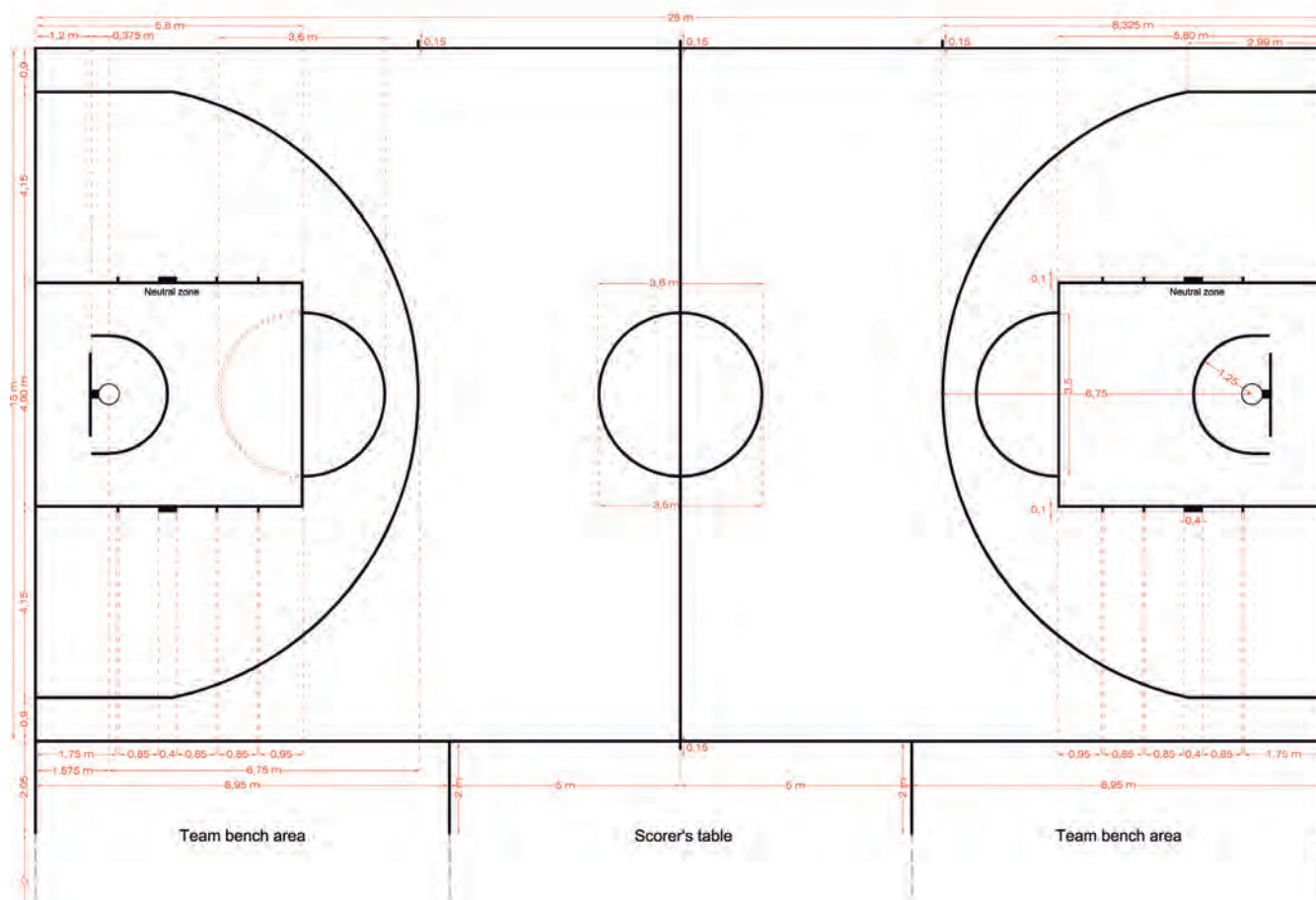
The change is covered in Art. 28.1.2, 2nd bullet: the ball moves into a team's frontcourt when it touches or is legally touched by an offensive player who has both feet in contact with the frontcourt.

As with the previous rules, the ball will continue to move to the frontcourt when:

1. It touches or is legally touched by a defensive player who has part of his body in contact with his backcourt.
2. Not in control of any player, it touches the frontcourt.
3. It touches an official who has part of his body in the frontcourt.
4. During a dribble from the backcourt to the frontcourt, both feet of the dribbler and the ball are in contact with the frontcourt.



All court lines (black lines on the attached diagram) shall be 0,05 m in width.
All red and dotted lines are just auxiliary lines that indicate correct measures.



Art. 29.1.1

TWENTY-FOUR SECONDS

On a throw-in, the 24-second clock shall start when the ball touches or is legally touched by any player (offensive or defensive) on the playing court, provided the team of the player making the throw-in remains in control of the ball.

Art. 29.2.1

TWENTY-FOUR SECONDS

Article 29.1 has undergone a significant re-wording that includes a major rule change.

If the game is stopped because of a foul or violation (other than the ball having gone out-of-bounds) committed by the team not in control of the ball, or the game is stopped for any valid reason by the team not in control of the ball, or if the game is stopped for any valid reason not connected with either team, possession of the ball shall be awarded to the same team that previously had control.

If the resulting throw-in is to be administered in the backcourt, the 24-second clock shall be reset to 24 seconds.

If the resulting throw-in is to be administered in the frontcourt and 14 seconds or

more was displayed on the 24-second clock at the time the game was stopped, the 24-second clock shall not be reset but continue from the time it was stopped.

If the resulting throw-in is to be administered in the frontcourt and 13 seconds or less was displayed on the 24-second clock at the time the game was stopped, the 24-second clock shall be reset to 14 seconds.

Art. 33.10

NO-CHARGE SEMI-CIRCLES

On any penetration play into the no-charge semi-circle area where contact is caused by an airborne offensive player against an opponent who is inside the no-charge semi-circle, an offensive foul shall not be called, provided (a) the offensive player is in control of the ball while airborne (b) the defensive player has both feet inside the no-charge semi-circle area (c) the offensive player does not illegally use hands, arms, legs or body.

The philosophy and related situations applicable to the no-charge semi-circle rule are expanded upon in the FIBA Official Basketball Rules 2010 Official Interpretations, available at www.fiba.com as well as on a DVD "Semi-circle Principles",

available later on the FIBA website.

Art. 46.12

REFEREE: DUTIES AND POWERS

The referee has been authorized in the previous rules to use technical equipment to decide if a last shot at the end of each period or any extra period was released during playing time.

This authorization is expanded in the 2010 rules to include the use of such equipment at the end of each period or extra period to determine if that shot for goal counts for 2 points or 3 points. This authorization is also noted in Appendix C, Protest Procedure, section C4.

Art. 50

DUTIES OF THE 24-SECOND OPERATOR

In keeping with the changes in Article 29, the "duties of the 24-second operator" have been extensively re-written. However, the only significant addition is related to frontcourt throw-ins.

Officials' Signals: (Signal # 9) The signal previously used to signal a reset of the 24-second clock will now also be used to signal a reset to 14 seconds when appropriate.

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by Nobuo Hashimoto

REFEREES DEVELOPMENT PROGRAM IN JAPAN

Nobuo Hashimoto is the Japan Basketball Association Director and Chairman of Referees and Rule Committee. He is a former FIBA International Referee. In 2005 he became FIBA Commissioner. In 2006 he was Commissioner for the FIBA World Championship for Men (JPN) and in 2009 he was Commissioner for the FIBA U-19 Championship for Men (NZL).

It is hard to say that Japan is one of the major countries in world basketball. However, Japan is a very unique country in terms of refereeing because the Japan Basketball Association (JBA) has about 6800 certified referees including 900 certified female referees, and about 10,000 non-certified referees including 1,500 female non-certified referees. The commitment of female referees is especially positive. Some major college teams in Japanese women's basketball have had "Referee's Development Programs" for over 30 years.

We can now see a lot of graduates from the program on the court, not only in Japan, but also all over the World. The Women's Japan Basketball League (WJBL) – the top women's National League in Japan – has requested FIBA to nominate the top level female FIBA Referees from FIBA Europe and FIBA Americas for the WJBL playoffs.

The purpose of this invitation is to get a feel of the sense of international level basketball under our philosophy "Develop our strength in International Competition." Both players and referees are being brought to get a feel for the standard of world top level refereeing and learning from it to improve our refereeing skills. During the program, many female referees watched the games, attended the clinic and exchanged opinions after the game.

They are very good opportunities for invited referees to provide our referees with lectures on being a FIBA referee as well as communicating with them to



practice their English communication skills. The program got a very good response from our referees. Also, the Japan Basketball League (JBL) – the Men's Top National League – launched the same program two years ago. Top Level FIBA referees from FIBA Europe were nominated to JBL Final Rounds, with their officiating influencing the development of our male referees' skills and mental approach.

I think that the specificities of Japanese referees are very unique. We know that most Japanese referees are shorter

than European and American ones. However, continuous weight training may help build larger bodies, which look better to spectators and even players.

I believe that a good body size gives the referees confidence and that confidence will create a strong mentality, which results in good and stable communication with players and coaches. I have been telling young referees how weight training is just as important as other fitness training.

The nature of the Japanese mentality is also very unique. I feel that it differs from

the other countries. It can be characterized by its seriousness, modesty, respect for the elders, etc. Especially, we always tried to decide right or wrong on pro-con issues and have tried to have unified answers by everyone in all situations.

Unfortunately, most Japanese do not realize "we are different from others" and most of them think "others are the same as us." Of course, it is not a big issue in daily life, but it has sometimes been the cause of problems on the court. The nature of Japanese character affects referees' activities, such as control of





coaches and benches, communication with partners, decisions on blocks or charges, etc.

Especially on block or charge calls, Japanese referees always try to decide one way or the other; even when double fouls should be called. I believe that the only solution to solve this "domestic mentality issue" is to learn from other countries. It is very difficult to learn from reading or lectures only. I suggest to all Japanese referees to visit other countries and to learn from their experience: style of basketball, refereeing skills, their way of thinking, behaviour on and off the court, how to communicate with partners, table officials, coaches and players, sometimes even with specta-

tors. I strongly believe that to have experience is the most important key to starting an international refereeing career.

For a decade now, I have also been running some programs, sending many of our referees to attend the overseas camps and competitions such as NBA Summer League, NCAA referee's camp and Euroleague referee's camps. Also, our referees were sent to observe competitions in Europe. These programs are not only for active FIBA referees, but also experienced top national referees who might have missed taking part in FIBA referee candidate courses due to the set age limit. I expect from them that they get a feel of world basketball and

improve their "international sense." It is helpful to expand their insight and improve their own skills, and to instruct young potential referees for the future.

The JBA has put a lot of effort into developing the young referee's programs. "The Young Potential Referee's Camp" for persons under the age of 25 has been held every summer for the last ten years.

The camp consists of practical sessions, the study of rules and of English communication, and includes lectures by ex-national team players, officials from other sports, dieticians, mental training coaches, physical training coaches, running-form coaches, etc. We also invite top active FIBA referees as



instructors. I expect our referees, whose mother tongue is not English, to realize how English communication skills are of equal importance as skills of world level officiating.

Every January, we host a clinic for Japanese FIBA referees and top level national referees. The main theme of this clinic, which includes lecturers from FIBA, is: what is expected of referees on the courts in World Competition and what is important for referees there? I believe that these efforts will be helpful to improve the level of the world standard, not only of each individual referee but also of Basketball in Japan.

The improvement of the country's basketball level is based on "common

understanding" between players and referees, and improving both of them at same time. As a result, FIBA referees from Japan have recently been assigned to the finals of Asian Championships in most categories. Also, many FIBA referees from Japan have been honoured in receiving nominations to officiate in a number of FIBA Championships.

During the 2008 Beijing Olympic Games, a Japanese FIBA referee was assigned to officiate in the final. It was a supreme honour and pleasure that world basketball chose to include referees from Japan, while we feel responsibility for the future at the same time. During the 2006 World Championship for Men in Japan, many referees were able to observe

the performances of the world's top players and referees right in front of them. Additionally, they were able to communicate with top level referees, referee supervisors and commissioners. The fruit of this achievement is immeasurable. I must send my deepest appreciation to Mr. Lubomir Kotleba, Sports Director of FIBA, who has been supporting the training and development of referees in Japan all this time.

My motto is "Know World Basketball, and think how adjust oneself to it. Do it right away if you decide it is valuable to do so." The Japanese referees are able to support promotion and development of World Basketball and I shall keep working for this.

RIGHT OR WRONG?

The following questions focus on the document, "FIBA Official Basketball Rules: Official Interpretations." A free download is provided on the FIBA website (www.fiba.com). For additional clarifications, explanations or examples, please consult this document.

1. During an interval of play with team A entitled to the next alternating possession throw-in, a technical foul is committed by coach B. The following period begins with the administration of the penalty for the coach B technical foul. Shall team A continue to be entitled to the throw-in in the next alternating possession situation?
2. During the final two minutes of the 4th period A4 committed a basket interference violation. Before the ball is at the disposal of a team B player for the resulting throw-in, coach A requests a time-out. Shall the time-out be granted?
3. A violation is committed for illegally returning the ball to the backcourt. Shall the resulting throw-in be administered at the centre line extended, opposite the scorer's table?
4. After the ball has been legally tapped on the jump ball, the scorer notifies the referee that a team A player is participating who was not among the starting five players of his team. Shall that player be substituted at the first opportunity and the player who was designated as a starter enter the game?
5. With the ball in team A's backcourt and eighteen seconds remaining in team A's 24-second period, play is interrupted because of an injury to an official. When play resumes, shall team A be given a new 24-second period?
6. While the ball is in the air on a successful last free-throw by A2, A4 and B4 commit a double foul. Shall play resume with an alternating possession throw-in?
7. A three-second violation is committed by A2, after which a fighting situation involving members from both team benches occurs. Shall play resume with a throw-in by team B?
8. A final free-throw by A2 does not touch the ring or enter the basket. Shall play resume with a team B throw-in at the free-throw line extended?



9. B3 commits an unsportsmanlike foul against A3 who is injured and must be replaced by substitute A6. May any team A player who was on the playing court at the time of the A3 injury attempt the resulting free-throws?
10. On a throw-in of A4 from the endline in his frontcourt, the ball bounces into the team A backcourt without touching a player in the frontcourt and goes out-of-bounds. Has a violation been committed by team A for illegally returning the ball to the backcourt?

ANSWERS

1. Yes (Art. 12)
2. Yes (Art. 18)
3. No (Art. 30)
4. No (Art. 7, FIBA Interpretation)
5. Yes (Art. 50)
6. No (Art. 35)
7. Yes (Art. 39)
8. Yes (Art. 43)
9. No (Art. 43)
10. No (Art. 17)



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LINKING ORGANIZATIONAL STRUCTURE TO STRATEGY

by Bernard Mullin,
Stephen Hardy
and William Sutton

In many organizations, marketing functions are not centralized, and this has caused problems. For instance, in professional and collegiate sport there is often minimal linkage between the public relations or sport

information director (who is usually a journalist) and the director of promotions. At times, the units are antagonistic, vying for scarce resources or the era of a higher executive. Such organizational conflict -usu-



ally the result of historical development- is illogical, given that public relations and promotion should be part of an integrated marketing plan. A comprehensive marketing structure is needed to direct the efforts of marketing personnel and to ensure that these efforts are consistent with organizational goals and policies -and that they complement and do not duplicate one another.

The structure should evolve from organizational strategy. When the Atlanta Braves [the baseball team] realized the need to juice the "fan experience" in 2004, they reorganized their marketing department to include a "stadium" group that focused on the "in-game presentation." Likewise, in the late 1990s, the Dallas Burn of MLS [Major league Soccer] realized that their objec-

tive of building a stronger base of Hispanic fans required a change in their marketing structure. At the time they had only one person working on this objective -a Hispanic media liaison who also worked in community relations. The Burn made him director of the new Department of Hispanic Marketing and Community Development, with a staff of two account executives and a community liaison. From a single person trying to do several jobs, the Burn now had four people with a single mission. The Burn had reconfigured structure to follow strategy. On the other hand, the Women's United Soccer Association failed to see that structure must align with strategy. A start-up league that required strong ticket sales to survive, the WUSA was top-heavy with senior executives and hollow at the level of

sales staff. No wonder the league folded so quickly.

We offer a sample design for a sport marketing function. Although the sample is geared to high-performance spectator sports, the framework can be adjusted to the needs, resources, and products of other sport organizations.

DIRECTOR OF MARKETING

Responsible for all marketing efforts, reporting directly to the organization's chief executive. Oversees all other directors. Responsible for planning marketing activities and controlling their effectiveness. Determines budgets and resource allocations.

DIRECTOR OF ADVERTISING

Responsible for the design, layout and media selection of all advertising materials. The advertising director is also responsible for all creative copy and illustrations in all print media published by the organization. (In small organizations, this function is contracted out to an advertising agency. The coordination with the agency is responsibility of the Director of Marketing).

DIRECTOR OF SALES

Coordinates all personal selling functions and is responsible for directing, training and evaluating sales staff, who represent the following functions:

- ▼ **Advertising sales:** The sale of all advertising space in programs, on the broadcast network, over the public address system, and on the electronic scoreboard, as well as all signage space in the venue that the organizations controls.
- ▼ **Corporate sales:** The sale of private boxes and group-rate plans or individual "company nights" to corporations, private businesses and public institutions.
- ▼ **Premium seats:** Sales of club or premium seats that combine box amenities with the lower cost of a single-season ticket.
- ▼ **Group sales:** Efforts (closely allied to corporate sales) to attract groups to events. Differs from corporate sales in that group-sales personnel target social groups, volunteer organizations, and clubs.
- ▼ **Season ticket/full membership sales:** Sales to "heavy users" who have purchased season tickets or full memberships in the past or who are probable heavy users.
- ▼ **Game or event ticket sales:** Function that falls under joint control with the Ticket Manager, who directs day-of-game sales by ticket salespeople.



TICKET MANAGER

Directs the efforts of ticket-office staff (and sales staff on day of game). Responsibilities include allocation of tickets to ticket outlets (distribution network); allocation of press or guest passes and media credentials; control of and accounting for tickets; and management of sales records broken down by location, ticket plan, game or event day.

DIRECTOR OF MARKET RESEARCH AND DEVELOPMENT

Provides primary and secondary market data, develops and maintains the marketing information system, identifies new markets, and creates preliminary penetration plans for new markets. Provides service support to sales and public relations staff in terms of market research and intelligence. The person in this position is the logical person to oversee development and management of a Web site, because the Web serves and supports many interests (e.g., public relations, sales, promotions).

DIRECTOR OF PROMOTIONS

Responsible for generating, planning and implementing sales promotions. Role is coordinated with those of Director of Advertising, Director of Public Relations and Director of Community Relations.

DIRECTOR OF MERCHANDISING

Responsible for marketing and merchandising the team logo and name and for any licensing activities. Controls and establishes the production of souvenirs and programs that bear team name or logo. Responsible for marketing the athletes of

the team and for endorsement contracts bearing the team name or logo. Controls the concessions and souvenir stands and pro shops.

DIRECTOR OF PUBLIC RELATIONS

Directs the media relations and community relations functions. In small organizations, the public relations director may be responsible for one of these two functions:

▼ **Media Relations Director:** Responsible for all relations with the media. Disseminates information, distributes press releases, creates media guides, manages Web site, and organizes press conferences. Coordinates with the Ticket Manager on press credentials and the assignment of media to the press box. Controls the press box and develops game-day statistics.

▼ **Community Relations Director:** Develops, coordinates and executes all community activities. Responsible for activity development in the community and at the facility, including sport camps or clinics, community nights, athlete and personnel appearances and relationship with general consumers other than the media. Also responds to fan mail.

Each of these functions is essential to an effective marketing effort. The failure to perform one of these functions substantially reduces marketing efficiency. Small organizations might subcontract these functions to sport marketing firms or advertising agencies. Organizations with limited resources or light workloads can combine some of the functions. When necessary,

the directors of various functions can carry out the operational activities as well as maintain their primary responsibilities for planning and control. However, a small organizational structure can have a "collapsing effect" and combining roles can have the following counterproductive results:

- ▼ Lack of specialization results in lack of expertise. The manager hires either a person who is expert in one task and not good in the other, or someone who has a general ability but no expertise in either task. This often happens in colleges that hire one person to direct both sport information and sport marketing.
- ▼ The emphasis becomes an operational emphasis (getting the job done), rather than a planning or control emphasis. Accomplishing the operational tasks precludes planning and reflecting on performance and strategies. The ability to effectively analyze staff performance and provide training rapidly diminishes.

In small structures, the higher levels of management activity are lost and the degree of specialization is severely reduced; planning and control cease.

Some might claim that the structure proposed in this article is unwieldy and too expensive. Obviously, size and scope will vary with the organization's objectives and resources.

*Excerpt from the book
"Sport Marketing", by Mullin,
Hardy and Sutton, Third Edition 2007,
Human Kinetics.*





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by Alan Stein

PREVENTING AND PLANNING YOUR OFF SEASON

Alan Stein is the former co-owner of Elite Athlete Training Systems, Inc. and the Head Strength & Conditioning coach for the nationally renowned Dematha High School boy's basketball program. Alan brings a wealth of valuable experience to his training arsenal after years of extensive work with elite high school, college, and NBA players. He is a sought after lecturer at basketball camps across the country and is regularly featured in publications such as the Winning Hoops, Time Out, Dime, American Basketball Quarterly, Stack, and Men's Health.

In many areas across the country the high school and college basketball season is over. I hope your season was a success. This article is part one of a two part series that will give direction and insight for your off-season basketball specific strength & conditioning program. This information is a must read for any basketball player or coach.

This article will cover the importance of rest and recovery, the evaluation of your strengths and weaknesses, and examining your spring and summer schedule.

Next week I will discuss off season testing, my thoughts on the priority of AAU, and what most players should be focusing on in the initial part of the off season. I will lay out an actual weekly training plan as well as shed some light on proper footwork, over training and common training myths.

Before we even discuss an off-season strength & conditioning program, we should review why it is important for bas-





ketball players of all ages and levels to strength train and condition on a year round basis. You should always know the “why” before you commit to anything! The textbook answer is pretty standard and is something I have been preaching for the last ten years:

By making the muscles, tendons, ligaments, and joint structures stronger, you will lessen the occurrence and severity of on court injuries. If and when injuries do occur, you will recover quicker. Added strength also improves performance by increasing the body’s ability to produce force. The more force you can produce, the higher you can jump, the stronger you can block out, and the quicker you can cut and change direction. In addition to added strength, a truly basketball specific and comprehensive training program will also address: proper movement and jumping/landing technique, footwork, reaction, agility, hand/eye coordination, stamina, power and explosiveness, and flexibility. And while the above should be reason

enough to work out, there is another reason players of all ages and levels need to strength train and condition; confidence. Players who get bigger, faster, and stronger are more confident players on the court and more confident people in life. Training hard gives you a mental and a physical edge.

Two years ago I had the pleasure of speaking with Duke Basketball Alum and assistant basketball coach Nate James. While at Duke, Nate was always one of the strongest, best conditioned players on the court. Here is what he had to say about training:

“The weight room gives you more swagger. You use the weights to get an edge and a tougher mentality so when it is time to play, you will be that much more confident. You take that weight room attitude and work ethic onto the court.”

I agree completely. Confidence is king on the hardwood. And please understand this; strength and power are cultivated over time through hard work and progres-

sion. There are no shortcuts. With the recent outing of A-Rod using steroids, I feel compelled to add my thoughts. First and foremost, steroids of any kind are illegal and should not be taken under any circumstances, no exceptions. Please read that sentence again. If you are caught using steroids your basketball playing career will be over. Worse still, they carry numerous side effects and are extremely dangerous to your body. Plus they will do very little to help you improve as a basketball player anyway, which should be your ultimate goal, so to even consider using them is foolish. You can add all of the lean muscle you need through proper strength training and nutrition. Hell, even 99% of all of the supplements out there are totally unnecessary.

And never put anything in your body without knowing what it is. Don’t drink any shake or take any pill without knowing exactly what is in it. Ignorance is not a legitimate excuse. If someone at your school or gym says, “take this, it will get you



jacked,” end the conversation there. OK, end of sermon. Now, let’s take a look at your off-season program:

The first thing you need is rest. Almost without exception, I recommend players take two full weeks off after their last game. You need to rest your mind and your body. You need to spend quality time with family and friends and get away from the game. You need to make sure your academics are on point. You need to get some extra sleep and eat some good food. You need to watch a ton of March Madness. You don’t have to be in the gym to improve; you can learn a lot from watching elite level players. And don’t just watch the obvious, watch for things like moving without the ball and help defense. Also make note of how big and strong elite lev-

el players are. Today’s game is played above the rim!

Trust me, as a veteran elite level strength and conditioning coach, this rest is one of the best things you can do, I wouldn’t recommend it if I didn’t believe in it so strongly. During this couple week hiatus, make sure you address any nagging injuries you may have endured during the season. If something on your body still hurts, and Advil and ice don’t seem to fix it, I recommend you make an appointment to see an appropriate specialist (doctor, physical therapist, etc.).

After a couple of weeks of rest, the next thing you need to do is evaluate your strengths and weaknesses as a player, both basketball-wise and athletically. I can’t stress enough how important this

step is, yet it is rarely done. Before you can truly improve, you have to establish what things you do well and what things need improvement. This can only be done through an honest, comprehensive evaluation. I recommend you evaluate yourself and have your coach evaluate you. Make a chart on a piece of paper and rate yourself on the following:

Basketball skills: handling, shooting form, shooting performance, passing, rebounding, defense.

Basketball intangibles: IQ, leadership, court awareness, being a good teammate. Physical traits: quickness, power/explosiveness, bodyweight, stamina, overall work ethic.

You can rate yourself on a scale of 1 to 10. Remember, this is for your eyes only.



his assistants and/or players evaluate him as well. Possible areas of interest are practice plans, game strategies, scouting reports, pre-game routine, motivational techniques, teaching concepts, relationships with players, having fun, etc. How do you rate? How do your assistants and players rate you? Once you have honestly and accurately rated yourself you can begin to plot out your training plan. At first glance, what needs more improvement and requires more focus, your fundamentals and skills or your body and athletic ability? Are you a great shooter but have slow feet? Or are you a sick athlete but can't make a left hand lay-up? As a strength & conditioning coach, my expertise is on your body and athletic ability; proper movement and jumping/landing technique, footwork, reaction, agility, hand/eye coordination, stamina, power and explosiveness, and flexibility. Improving these physical traits is what I will focus on next week! Before then, please take a look ahead and begin to plot out your spring & summer schedule. Take a look at anything that will necessitate your time during the week so you can schedule your basketball and your strength & conditioning workouts accordingly. Are you playing a spring sport? Do you need to meet with a tutor? Will you be playing AAU? Do you know when your practices are? Upcoming tournaments? What camps will you go to this summer? Will your family be taking a vacation? The more you know in advance, the better you can plan. If you would like to contact me about this blog, my training and/or camps and clinics, please email me at Alan@StrongerTeam.com. I will respond as quickly as possible. Train hard. Train smart.

You get nothing out of giving yourself some bogus high scores. And this evaluation is what you believe; it isn't what your parents tell you, your girlfriend tells you, or what some scouting service wrote about you. Once you are done, you should ask your coach to fill out the exact same evaluation on your behalf using the same criteria and scale. Every coach I have ever met will do so honestly and enthusiastically. How do the results compare? For the most part, any score you and your coach agree on is probably pretty accurate. If both you and your coach believe your ball handling is an "8", then it probably is. But what if you think it is an "8" and he thinks it is a "3"? Is it possible you think an aspect of your game is better than it actually is? Regard-

less, you should average out both scores and have a final rating for each of the categories. Then you should put them in descending order, meaning your highest scores (strengths) are at the top and your bottom scores (weaknesses) are at the bottom. This will help you prioritize what you need to work on. Keep in mind I said prioritize. That doesn't mean you ignore the aspects at the top of the list, as you surely can still improve in those areas too. Heck, your top trait may still only be a "7."

Note: This evaluation exercise can also be done by coaches who want to evaluate themselves and their staff. After all, how can a coach expect his players to constantly grow and develop if they don't? A coach can evaluate himself and then have



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ONE-ON-ONE

WHALEN EXCITED TO COMPETE FOR SPOT IN USA SQUAD

Lindsay Whalen gave herself a shot at making the USA squad for the FIBA World Championship for Women with another solid season at ZVVZ USK Prague.

The slick-passing, penetrating and high-scoring playmaker averaged 15.6 points, 2.7 assists and 1.9 steals – all team-highs – as Prague reached the EuroLeague Women post-season again. The 5ft 9in (1.74 m) Whalen played at such a high-level that she was voted to the Rest of the World Team for the EuroLeague All-Star Game for the second time. The best recognition of her efforts, however, came when USA Basketball announced that the 28-year-old had been included in their national team squad for 2010-12.

That means she has a chance to fight for one of the spots in the national squad that will go for gold at the FIBA World Championship in the Czech Republic later this year. The United States will take on France, Greece and Senegal in Group B, with those games to be played in Ostrava. On behalf of FIBA, Jeff Taylor conducted this interview with Whalen, who also plays in the WNBA with the Minnesota Lynx.

FIBA: Congratulations on the recognition you received this year from USA Basketball, Lindsay. When you heard that you had been included in the USA national team squad for 2010-12, what was your first thought?

WHALEN: I was just really honoured, really excited for the chance to have the opportunity to play in the World Champs and the Olympics. I'm excited about the opportunity. There are some of the best players in the world on the team and there is a lot of prestige that goes with playing for Team USA because of the gold medals and the championships in the past, so it's just an honour to be selected. I just have to keep working hard and hopefully make the final team.

FIBA: At Prague, you play for Lubor Blazek,



the coach of the Czech Republic national team. What is he like?

WHALEN: Our coach is great. He's a great person, a great coach. I think he's someone that everyone in the team gets along with well. He has a great relationship with all of the players and I'm happy to be working with him. It's my third year and I've really enjoyed my time here.

FIBA: Tell us about this season with Prague.

WHALEN: I was happy with how I played. It was my third season in Prague and I feel like we have made important strides every season. Unfortunately we lost to (finalists) Ros Casares in the first round of the (EuroLeague Women) play-offs. We had hoped to go further, but we ran into a very strong opponent, so that was tough. But we won the Czech Cup, so that was big. I don't think anyone other than Brno had won that in 13 or 14 years, so it was a really good win. It was a great game.

FIBA: What are the demands like for a professional like yourself who plays not only in Europe, but also the WNBA? And what are the big differences between

playing in the States and in Europe?

WHALEN: I think the demands, you just have to take care of your body. You have to take your time. When you do get down time, you need to focus on staying healthy and being ready for the next season. The differences I would say, maybe the schedule we play in the WNBA – we play two or three games per week and maybe there's more travel. Whereas at least in the Czech Republic, we play a EuroLeague game during the week and at the weekend (in the domestic league), we're at home or we take a bus and are relatively close to home.

So I think the travel in the WNBA with the flights and the long days. As far as the style, both leagues are up-tempo, physical and strong talent. The EuroLeague is a great league and I'm just happy to be on a team that is able to play against great teams and great players every week.

FIBA: Is this whole experience overseas also about furthering your education as well?

WHALEN: Yes, I would say so. I have taken up different languages, met people from all over the world, got to go to events like the All-Star Game in Gdynia, Poland, where great players gather and it's the kind of thing you wouldn't think would ever happen in life. It's pretty cool to think that you get to go all these places and it's a real honour to play in these games. I just want to enjoy it.

FIBA: Going back to the FIBA World Championship, has there been much of a buzz about the event coming to the Czech Republic?

WHALEN: Yes, there is a lot of discussion. Everyone is really excited. There are banners up in every gym you go into and the whole country is ready to host a big event in women's basketball.

SERBIA'S PEROVIC: "AS LONG AS THE TEAM IS WINNING, EVERYTHING IS GOOD"

Serbia will travel to Turkey this summer looking to show that their silver-medal winning performance at EuroBasket 2009 in Poland was no fluke. Against all expectations, they upset heavily-favoured Spain in their first game and ended up making it all the way to the final. While the Spaniards avenged the tournament-opening setback by beating the Serbs to the title, there was no chance that that disappointment was going to spoil the celebrations back home in Belgrade.

"For the people of Serbia, it was like a gold," Kosta Perovic told FIBA.

"I'm proud. Before the EuroBasket, no one thought that we were going to do anything. But that was a team with potential, a young team, with a great wish to prove the energy, to prove the basketball work from Serbia, and of course with coach (Dusan) Ivkovic, who put all things together. Everything worked great. I was really proud to be a part of that to win a medal." Perovic, a 7ft 1in (2.14 m) center, was one of many players to blossom under new coach Dusan Ivkovic and much of the Serbs' success has been attributed to him. Ivkovic's goal, which was shared by all his players, was to win enough games to reach the FIBA World Championship. Perovic, 25, said: "He's a great coach. He proved that in his career so many times, coaching great teams and the national team. At the moment, when we were between generations changing of the national team, some other coaches tried to put things together. He came with a different philosophy. It was great for him to select a certain amount of players and to put all things together. For me, he's one of the best coaches ever."

One of the consequences of Serbia's great run is that the players returned to their clubs feeling more upbeat about their careers. Milos Teodosic, the point guard, earned a spot on the all-tournament team in Poland and went back to Olympiacos where he has helped the Reds win the Greek Cup and reach the Euroleague Final as well as the domestic top flight finals.

Perovic travelled back to Spain to play for Power Electronics Valencia, helping steer the Spanish club to victory in this year's Eurocup.

Success with a national team can help

make a player feel very happy. Perovic arrives at practice every day with a spring in his step and a smile on his face.

"I feel really great with this club and this city. It's a great environment. Everything around me, great people we're in good shape right now," he enthused.

"We're in the Eurocup Final Four and have a chance to go into the Euroleague next year [Valencia would go on to win the Eurocup with Perovic bagging a game-high 17 points in the final]. I'm really satisfied with my game, and the game of my team." And he sees a lot of similarities between his club of Valencia and the Serbian national team.

"It doesn't matter if you are going to be the big scorer one day, and not the other day. If someone is going good, the ball goes to him. There is no jealousy. As long as the team is winning, everything is good."

And winning is what Serbia has done under Ivkovic. This newfound success has reenergised the sport in Serbia, with fans pouring into arenas to watch basketball.

The Division A games at Belgrade Arena against Italy, Finland, Hungary and Bulgaria were played before huge audiences. In the opening Group A game against Hungary on August 27 2008, 18,000 fans watched Serbia roll to a 94-60 victory.

Thousands of fans poured into the venue to watch the qualifiers that followed, while there seems to have been a knock-on effect at club level.

Belgrade's love affair with the game can be seen in the unbridled passion of Partizan fans, who make a home-court advantage at the Pionir that is second to none. Partizan sell out on a regular basis these days and there was so much demand for tickets to watch the Euroleague quarter-final games against Maccabi Tel Aviv, that the games had to be held at the Belgrade Arena.

More than 20,000 fans filled the venue and watched Partizan beat Maccabi in Games 3 and 4 that earned them a ticket to Paris for the Final Four.

"If they wanted, they could play in a football stadium in front of 60,000 to 70,000 easily for one basketball game," Perovic said.

"I know so many guys who couldn't even get into the arena that wanted to go to the game. Everybody wanted to be there,



even the President of Serbia was up there. They were showing him on TV."

For Serbian basketball, results have produced renewed passion, while this passion has translated into a heightened sense of expectation ahead of the World Championship.

"Right now, people are going to expect something from us because of that silver medal from the EuroBasket. We'll have to work hard this summer to prepare ourselves as well as possible and go over there and play our game. It's again going to be a young team, and a team willing to show something."

Serbia's group A, which includes Argentina, Australia, Germany, Angola and Jordan, will be a tough group, but Perovic and Serbia have no reason to doubt themselves.

"We saw in the EuroBasket from a very strong group with Slovenia and Spain and Britain, that we can go further," Perovic said.

"Three teams (Serbia, Slovenia and Spain) from that group played for the medals. I think we have the experience to go there (Turkey) and fight for something."

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THE WORLD IN BRIEF



LEBANON APPOINT TAB BALDWIN AS COACH

Former New Zealand boss Tab Baldwin has been appointed as the new coach of Lebanon. Baldwin, 51, coached in the USA at college level, before moving to the Otago Nuggets in New Zealand 22 years ago.

He had a long spell in charge of Auckland, but is best known for turning New Zealand's national team into a force, leading them to two FIBA World Championships, reaching the semi-finals in 2002. As the Tall Blacks boss, Baldwin also launched his coaching career in Europe. He worked for a number of clubs in Turkey, Greece and Romania.

Lebanon Basketball Federation President Pierre Kakhia said: "The most important thing is to have a coach and for the long term. He knows the mentality and the way their players play."

Baldwin first met with Lebanon's preliminary squad of 25 players on June 7.

HOOPS SUMMIT

The Nike Hoop Summit played in Portland, Oregon in early April, saw the top high school-aged American athletes go up against the best international players

aged 19 and under.

The game ended with the hosts winning out 101-97. If the past is anything to go by, some of the class of 2010 are more than likely to become future stars of the game. The likes of Tony Parker, Dirk Nowitzki and Kevin Garnett to name but a few all made a name for themselves by taking part in the event.

This year, Turkey's Enes Kanter stole the show by scoring a Summit record of 34 points to take the game's MVP. His performance has brought a call-up to the Turkish national team this summer into the realm of the possible.

While players such as Harrison Barnes (USA; 27 points) Jared Sullinger (USA; 22 points) and Tristan Thompson (World/Canada; 14) also stood out, they might have to be a little more patient than Kanter who, on the basis of this performance, will be increasingly hard to overlook.



CHERNIY AND TKACHENKO TO COACH UKRAINE MEN AND WOMEN

BC Kyiv coach Vitaliy Cherniy has been named as the new coach for Ukraine's national men's team, while Maryna Tkachenko will be back to coach the women.

President of the Ukraine Basketball Federation and legendary international player



Alexandr Volkov has stated Ukraine's ambitions: "The aim is to advance to the EuroBasket Final Round and then to qualify for the Olympic Games. Cherniy has been appointed because he's done a great job of coaching BC Kyiv this season – the team that will be the base of the national team." Cherniy replaces Valentyn Melnychuk, who left after last year's Relegation Round games. The women's team, meanwhile, is to once again be coached by Ukraine basketball great Tkachenko. One of the best players ever to wear the Ukraine jersey, she vacated the coaching post before the qualifying campaign for the EuroBasket Women 2009 and returns to replace Volodymyr Bryukhovestskyy at the helm. Ukraine will take on Germany, Great Britain and Slovakia in qualifying games for EuroBasket Women 2011, which will be staged in Poland.



CZECH REPUBLIC TICKET SALES

Ticket sales for the 2010 FIBA World Championship for Women, which will take place from 23rd September to 3rd October, is now underway. As of now, basketball fans can order their tickets for individual matches through the sales

network of Ticketportal. People interested in tickets will be able to purchase them directly from one of a total of 531 Ticketportal sales points in the Czech Republic. Tickets can also be bought online, on the event website czechrepublic2010.fiba.com, with the selling system allowing for home printing.

FACEBOOK PAGE REACHES 20,000 FANS

FIBA's Facebook page, which has been growing in popularity at a very impressive rate, reached the 20,000-fan mark in early May. The number of members has doubled in just over one month, which suggests that its rapid growth will continue and even accelerate ahead of this summer's FIBA World Championship. With basketball lovers from all over the world following what's going on at FIBA, exchanging their views on the game and expressing support for their favourite teams, the FIBA Facebook page is fast becoming THE meeting place for hoops fans.

SCOLA UNWAVERING IN HIS COMMITMENT TO ARGENTINA

Argentina superstar Luis Scola insists nothing is going to prevent him from representing his country at the 2010 FIBA



World Championship. The 2004 Olympic champion and the MVP of the last two FIBA Americas Championships, Scola is a free agent in the NBA after another solid campaign with the Houston Rockets. With the Texan club having missed out on the play-offs, Scola has gone on an early holiday but he took time away from the sun and fun to speak to La Nacion in Buenos Aires. "I don't know with which team I will play next season, nor what could happen with being a free agent," he said. "But what I do have clear in my mind is that I will be at the World Championship with Argentina. I am not worried about injuries with regards to my future career. "Life does not change because you become a free agent. My wish is to play with the national team and that is what I will do because I feel it as an Argentinian sportsman."

BARCELONA TO HOST 2014 FIBA WORLD CHAMPIONSHIP GAMES

Barcelona has been added to the list of cities that will host the 2014 FIBA World Championship in Spain, bringing the number of venues to six. The games set to take place in the country's second largest city will be played at the Palau Sant Jordi, which can sit 20,000. The decision was made during the FIBA Central Board meeting in San Juan, Puerto Rico in mid-



April. Barcelona will host half of the Eight-Final, Quarter-Final and Semi-Final games, while Madrid will host the other half of these games as well as the final and bronze medal games. First Round games will be played in Bilbao, Granada, Las Palmas, and Seville as was previously announced during the assignment ceremony in Geneva last year.

2011 FIBA U19 WORLD CHAMPIONSHIPS GO TO LATVIA AND CHILE

The FIBA Central Board have assigned the organisation of the 2011 FIBA U19 World Championships for men and women to Latvia (Men) and Chile (Women). Latvia staged a very successful EuroBasket Women last year. The U19 men's event will be played in the same facilities than in 2009 in Liepaja, Valmiera and Riga from 30th June to 10th July 2011. The bid from Chile was presented by federation President Miguel Herrera. The hosting cities will be Talcahuano, Puerto Montt, Puerto Varas, Valdivia and Vina del Mar and the tournament will be played between 20th and 30th July 2011. Both bids were unanimously approved by the Board.

BASKETBALL STRONGLY REPRESENTED AT EU FORUM ON SPORT IN MADRID

The Secretary General of FIBA, Patrick Baumann and the Secretary General of FIBA Europe, Nar Zanolin participated in the conclusive panel of the two-day European Union (EU) Forum on Sport in Madrid in April. The forum was chaired by the



Spanish Minister for Sport, Jaime Lisavetzky, and the EU Commissioner responsible for Sport, Androulla Vassiliou. The Panel discussed how the EU and its Commission will implement policy around the article on Sport that is included in the recently adopted Lisbon Treaty. FIBA and FIBA Europe, together with other stakeholders from the sports movement, stressed the need to clarify the definition of "specificity of sport" and the importance of avoiding legal uncertainties while remaining within the legal framework of European law. The conclusions reached at the Forum were on the agenda of the first formal meeting of EU Sports Ministers held in Brussels in late May.



FIBA SECRETARY GENERAL ATTENDS SAMARANCH FUNERAL

FIBA Secretary General and International Olympic Committee (IOC) member Patrick Baumann was part of a large sport delegation that bid a final farewell to IOC Honorary President Juan Antonio Samaranch in April. Mr Samaranch passed away on 21st April at age 89. He was at the helm of the Olympic body for 21 years (1980-2001). Along with some 300 dignitaries and officials, Mr Baumann joined current IOC President, Dr Jacques Rogge, in paying his last respects to one of the most influential figures in modern sport history. "It is important to be here today to commemorate a great man who will be sorely missed both personally and professionally," said Mr Baumann. "He has helped basketball and the world of sport in general to make great strides, not only during his presidency but over the course of a life largely dedicated to sport."



ARGENTINA BEAT CANADA AND BRAZIL TO HOST FIBA AMERICAS CHAMPIONSHIP

Following a hard-fought campaign that also included Canada and Brazil, Argentina was awarded the 2011 FIBA Americas Championship for Men.

The three cities bidding to host the event – Mar del Plata, Toronto and Rio de Janeiro – all made impressive presentations to the FIBA Americas Central Board in San Juan, Puerto Rico on 22nd May. Toronto was eliminated after the first round of voting, as Mar del Plata and Rio de Janeiro went head-to-head in the second round. The Argentinian city, which lies 400 kilometres south of the country's capital Buenos Aires, won the final round by 13 votes to three. Part of Argentina's strategy was to remind everyone of how its basketball heroes had played a big role in international competitions for the past decade, culminating in an Olympic gold medal performance in 2004 in Athens. Ginobili, Nocioni and current national team point guard Pablo Prigioni all featured in the bid presentation. They said they wished to say goodbye to their fans, as part of the 'Golden Generation' that also took bronze at the Beijing Olympics two years ago and claimed a silver medal at the 2002 FIBA World Championship in Indianapolis. Argentina's representatives in

San Juan were elated after the voting. "It's an immense joy for Argentinian basketball," said Argentina Basketball Federation president German Vaccaro. "But we must continue working." The 2011 FIBA Americas Championship will be played at Polideportivo Islas Malvinas with a capacity for more than 8,000 fans.



ROGGE AND BAUMANN MEET MEDIA TO DISCUSS YOG

International Olympic Committee (IOC) President

Jacques Rogge and FIBA Secretary General and IOC member Patrick Baumann addressed the press on the Youth Olympic Games (YOG) at the Sportaccord convention in Dubai in April.

The first-ever YOG will be held from 14th to 26th August in Singapore. The idea behind the Games is to inspire young people around the world to participate in sport and adopt and live by the Olympic values. Mr Rogge said: "The Youth Olympic Games are 3 1/2 months away and we are really excited about the upcoming event in Singapore. The IOC has decided on this new concept only on 6th July 2007, and we are very happy with what we have achieved with all our stakeholders in the past three years." The Inaugural YOG will feature FIBA's 3-on-3 basketball tournaments for both young men and women, involving a total of 40 teams from 38 different countries. The competition is organised by FIBA and the IOC. Mr Baumann explained why FIBA has chosen to introduce a new 3on3 basketball format at the YOG: "The Youth Olympic Games cannot be a copy of the Olympic Games for kids. We have to use new and innovative ways and that is why we have embraced the idea of using the YOG as a platform to launch 3on3 basketball at the top level."

FIBA AND 2010 LOC CONDUCT WORLD CHAMPIONSHIP SITE VISIT

A delegation made up of FIBA's TV and Broadcasting Department and the 2010 Local Organising Committee (LOC) in May conducted a site visit and analysis of the



five FIBA World Championship venues in view of the live TV broadcasts during this summer's tournament in Turkey. FIBA Head of Events Predrag Bogosavljevic, 2010 Organisation Director Emin Balci, FIBA Directors responsible for TV Broadcast Paul Stimpson and Stephanie Mignot as well as other representatives of FIBA and the 2010 LOC visited the arenas in Istanbul, Ankara, Izmir and Kayseri. The delegation shared their thoughts on the mixed zones, where all members of the media will be able to interview players regardless of exclusive rights, and ensured that these areas were adequate for broadcast interviews. The locations for courtside interviews, which will be conducted by official broadcasters, were also checked. The appropriate locations for the cameras and their exact positions were determined, with the technical equipment needed for the cameras and broadcasting has also being revised.

BARCELONA OVERCOME OLYMPIACOS TO WIN EUROLEAGUE TITLE

Regal Barcelona capped a truly magnificent Euroleague campaign in early May



by thrashing Olympiacos in the 2010 final at the Palais Omnisports de Paris-Bercy. In the semi-finals, Barcelona beat CSKA Moscow 64-54 while Olympiacos nipped past Partizan 83-80 after overtime. In the game for third place, CSKA Moscow beat Partizan Belgrade 90-88. Playing before a raucous crowd, Barcelona secured their second Euroleague title with an 86-68 rout of their Greek opponents. Juan Carlos Navarro, the only player remaining in the Barca squad that took the crown in 2003, hit four three-pointers on his way to a game-high 21 points and was voted Final Four MVP. "We played 22 games in the Euroleague this season, and we won 20. So it's been a wonderful season for us and this was a great way to close it out," said Barcelona

coach Xavier Pascual. Barcelona beat Real Madrid in the Supercopa and Copa del Rey, and after the European triumph, they have their sights set on the Spanish league title.



IOC AND FIBA OPEN SPORTS CENTRE IN ZAMBIA

FIBA Secretary General and IOC Member, Patrick Baumann, along with FIBA Africa Secretary General, Alphonse Bilé, in early May accom-

panied the President of the IOC, Jacques Rogge, to the opening of a new sports centre for youth on the outskirts of Zambia's capital city Lusaka. Mr Rogge was greeted by Zambia's president Rupiah Banda before the two jointly inaugurated the centre in front of a large crowd that included a number of officials and more than 2,000 members of the public, while the media was also well represented. FIBA donated the necessary resources for three outdoor basketball courts to be built and provided the necessary equipment required (fixed and movable backstop units, game shot clocks, electronic scoreboards, uniforms, balls etc) for those courts as well as for indoor multipurpose courts. Commenting on the new facilities, Mr Baumann said: "We recognise our responsibilities to promote and develop basketball throughout the world and at all levels, not only in the professional game. This new centre will be an asset in helping promising young athletes develop, and will also contribute towards some of the social and community-based projects that sport is so effective in carrying out."

LEANDRO BARBOSA WILL PLAY FOR BRAZIL

Although injuries have limited Phoenix Suns guard Leandro Barbosa's playing time this year, the team have advanced deep into the playoffs and the Brazilian's form might be peaking at just the right time. Indeed Barbosa has insisted he will definitely play for his country in the World Championship. "I'm expecting a lot from our country, I think we're going to be well," Barbosa said in a recent interview. The 27-year-old native of Sao Paulo has been a permanent fixture for Brazil and his country relies heavily on him. "We can be really good, we have a lot of players in the NBA and Brazil, and we have a new coach (former Argentina head coach Rubén Magnano). I talked to (Argentina star) Manu



Ginobili about the coach that we have now. He said he's really good, and he has a lot of experience on the national team situation." Also in the fold for Brazil are Denver Nuggets pivot Nene, Cleveland Cavaliers forward Varejao and Tiago Splitter of Caja Laboral.

MAININI PUT FORWARD FOR FIBA PRESIDENCY



Current President of the French Basketball Federation (FFBB), Yvan Mainini, has been nominated by the FIBA Europe General Assembly in Munich as their candidate to become FIBA's next President. Mainini was running against FIBA Europe President George Vassilakopoulos. The FIBA Europe General Assembly held in Munich in mid-May voted for Yvan Mainini and subsequently put him forward as their candidate. According to the principle of continental rotation and with statutes limiting the term of office to one four-year period, Oceania's Bob Elphinston will hand the FIBA Presidency over to a European. The election of the FIBA President will be held by secret ballot during the 14th FIBA World Congress to take place in Istanbul on 4th-6th September 2010 during the FIBA World Championship. The new President will be elected if he achieves simple majority of the Congress delegate votes.

FIBA AND NBA COOPERATION CONTINUES

The month of May marked the 20th anniversary of the first cooperation agreement between FIBA and the NBA that opened the path for many players under contract with NBA clubs to participate in FIBA World Championships, Olympic Games and FIBA continental championships. "When the agreement was signed on 9th May



1990 by Borislav Stankovic and David Stern, FIBA and the NBA put in place the most important protocol in the history of basketball after the rules written by James Nai-

smith," said FIBA Secretary General and IOC member Patrick Baumann. "The agreement gave all basketball players the right to play for their national teams and still to this day regulates player transfers between both organisations. That was the start of a fruitful cooperation that tremendously helped the promotion of our sport on a global level." The appearance of the unforgettable Dream Team as well as other basketball stars such as the late Drazen Petrovic and Detlef Schrempf at the 1992 Olympic Games was only made possible through this agreement and provided a tremendous boost to the global outreach of basketball. The cooperation between FIBA and the NBA has been further reinforced in 2010, with a new agreement being reached regarding participation of NBA players at the FIBA World Championships that safeguards the interests of FIBA, the NBA and most importantly, the players themselves. Earlier this year, NBA commissioner David Stern said: "We encourage our players to represent their countries. The World Championship continues to grow and there will be a good competition in Turkey that will lead to a good Olympics in London which will lead in to a good Championship in Spain in 2014. We are co-operating with FIBA on that as we have for many years and we hope to see the competition of national teams continue to grow."

ACCREDITATION FOR U17 WORLD CHAMPIONSHIPS FOR MEN AND WOMEN

With the FIBA U17 World Championships for Men and Women fast approaching, the accreditation application process is now up and running. All information related to accreditation for these events as well as details about media accommodation are available in the media services pages under the respective event guides of the websites hamburg2010.fiba.com and france2010.fiba.com. The accreditation deadlines for the 2010 U17 World Championship for Men and Women are 15th June and 6th July respectively. The U17 World Championship for Men will be played in Hamburg from 2nd-11th July, while the U17 World Championship for Women will be played in Toulouse and Rodez from 16th-25th July.



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WORLD CHAMPIONSHIP MASCOT NAMED BASCAT

Bascat has been announced as the name of the official mascot of the 2010 FIBA World Championship.

A month-long poll ended in April, when the name was revealed live on Turkish national television.

Fans in Turkey voted online and had the choice between Bascat, Onecat and

Micho.

With 157,300 votes cast, Bascat led from start to finish and ended up taking a 62 percent majority while Onecat received 20 percent and Micho 18 percent. Fans who voted were entered in a draw and 39 of them won prizes.

The little furry feline caused quite a stir at the draw and has since made a number of public appearances, including on Turkey's famous Beyaz Show alongside former Turkey national team point guard Harun Erdenay.

Bascat, who has white fur and different coloured eyes – one blue and one green – is a very close relative to the famous Van cat of Turkey, which is known to behave as much like dogs as like cats.

Just as normal cats like to wander, so does Bascat. He also loves to shake hands (or paws), fetch objects like basketballs, perform somersaults, jump, climb, walk on his hind legs, use his tail as if it were a third hand and always, ALWAYS, gets into mischief.

Bascat will be jumping between the four FIBA World Championship host cities – Istanbul, Ankara, Izmir and Kayseri – this summer. Make sure you don't miss him!

HEART TO HEART

France's Ronny Turiaf has been named as the recipient of the NBA Cares Community Assist Award for February.

The Golden State Warriors big man has been recognised in part for his ongoing efforts to raise awareness and funding for the prevention, detection, and treatment of life-threatening heart conditions. The French big man, who starred for France at last year's EuroBasket in Poland, when they won all of their games but the quarter-final against eventual champions Spain, suffered from a heart condition and underwent open-heart surgery in 2005.

He established his Heart to Heart Foundation three years later. "I am happy to be in a position that allows me to support a cause that is close to my heart," said Turiaf. "When I needed help, people were there for me." This past February was American Heart Month and as part of his efforts, Turiaf – along with his mother Aline – filmed a public service announcement with the Alta Bates Summit Medical Center to raise awareness about heart health and encourage others to get regular checkups and maintain a healthy lifestyle. He also worked with the American Heart Association (AHA) to launch his new Automated External Defibrillator (AED) Program at an Oakland Boys & Girls Club. As part of the program, Turiaf donated life-saving AEDs to five Bay Area high schools and provided the necessary training for students and school administrators. "Through my Heart to Heart Foundation, I will continue to do whatever I can to prevent the tragic loss of life as a result of heart conditions by providing education, equipment, and treatment to individuals and facilities throughout the Bay Area and beyond," he said.



TWO BECOME FOUR WITH THE BIRTH OF TWINS DANTE AND NICOLA GINOBILI

Manu Ginobili is never out of the news for long, and in spite of the Spurs falling in the second round of the NBA playoffs, 'Batman' – as he has come to be known since catching a stray bat with his bare hands earlier in the season – is back in the limelight.

On 16th May, Manu's wife Marianela gave birth to healthy twin boys.

The many fans of Argentina's charismatic and popular shooting guard were informed of the happy occasion with a tweet that read: "Dante & Nicola were born this am! Mom and the kids r doing great. We r SOOO happy! I'll keep u guys posted".

As is the case when every sporting star becomes a father, everyone is wondering whether the offsprings will become stars in their own rights.

But in view of this picture of a tiny little hand, taken only a couple of days after the birth of Dante and Nicola and shared with followers of Manu's facebook page, the two newcomers to the Ginobili household probably won't be holding a basketball quite yet. For the time being, even this dime looks big.

"Look at this REALLY tiny hand! Isn't it incredible? One day, that hand may reach 10in long like mine! ;-)," read the accompanying caption.

Congratulations Mr and Mrs Ginobili, we wish you and the little ones all the best.

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